THE ABM PLAYBOOK

FOR INDUSTRIAL & MANUFACTURING SAAS

How to Generate 10+ Qualified MQLs a Week from LinkedIn

A practical, data-backed playbook for CMOs, CEOs, and Marketing Heads building a predictable pipeline in Mining, Manufacturing, and Energy-focused SaaS.

$11.43

Cost per ICP-fit lead — compared with an approximately $100 industry benchmark

10-15

Qualified MQLs delivered weekly

467+

ICP-fit leads generated for one client in 4–5 months

Prepared by Zoom Into Web (ZIW)

ABM & Demand Generation for Industrial B2B SaaS

Note: This playbook uses anonymized client examples. Client names are intentionally omitted.

2 EXECUTIVE SUMMARY

If you lead marketing at a SaaS or software company selling into Mining, Manufacturing, or Energy, you already know the challenge: your buyers are a small, specific group of accounts—not a broad consumer market.Generic inbound and paid-search demand generation can waste budget on companies that will never become customers.

Account-Based Marketing (ABM) flips the traditional funnel. Instead of casting a wide net, you identify the accounts you actually want, map the buying committee within those accounts, and run targeted campaigns until the right people engage.

This playbook outlines the framework we use for industrial and manufacturing SaaS. It combines practical ABM execution, real results from our client engagements, published 2026 industry benchmarks, and a 90-day rollout plan.

Inside this playbook:

- The ABM framework
- Anonymized client results across Mining, Manufacturing, Pharma, and Finance software
- A benchmark comparison from one industrial client engagement
- A 90-day ABM rollout plan
- A cost comparison between ZIW and an in-house ABM hire
- 20 ways to improve visibility across AI search tools alongside traditional SEO

WHY TRADITIONAL DEMAND GENERATION FALLS SHORT



01 YOUR BUYERS ARE NOT A MASS MARKET

Industrial and manufacturing SaaS typically sells to a narrow, high-value universe: Plant Managers, VPs of Operations, Directors of Continuous Improvement, CTOs, CFOs, and other specialized decision-makers at companies with specific revenue bands and operational footprints.

A broad content and SEO strategy can spend budget attracting accounts that do not match your ICP.



02 THE BUYING COMMITTEE IS FRAGMENTED

A single deal can involve multiple stakeholders across Operations, IT, Finance, and the C-suite. Each stakeholder can have a different concern, business priority, and objection.

Marketing to only one persona can leave important members of the buying committee untouched—and can contribute to stalled or delayed deals.



03 MARKETING IS MEASURED ON PIPELINE

Marketing leaders in this sector are increasingly expected to demonstrate sales-accepted pipeline and revenue influence, not simply MQL volume.

That requires an account-first approach: identify the right companies, reach the right stakeholders, create meaningful engagement, and continuously improve targeting based on lead quality.

THE ABM FRAMEWORK WE USE

Every ABM program runs across three tiers of intensity. Selecting the appropriate tier for each account is one of the most important factors affecting efficiency and ROI.

1:1 STRATEGIC

- 5–20 named, highest-value accounts.
- Fully customized content and outreach for each account.

1:Few – Tiered

- 20–150 accounts grouped around a shared pain point.
- Example: automotive plants evaluating predictive-maintenance solutions.

1:Many PROGRAMMATIC

- 150+ accounts matched using firmographs and intent signals.
- Scaled and templated outreach is used while maintaining ICP relevance.

THE FOUR BUILDING BLOCKS

1. **ICP & Account List**
   Define the ideal customer profile using industry, revenue band, employee count, operational characteristics, and buying triggers.
2. **Buying Committee Mapping**
   Identify the titles and stakeholders who influence, evaluate, and approve the purchase within each target account.
3. **Channel-Orchestrated Outreach**
   Coordinate LinkedIn, Google, and email based on where the target audience is most likely to engage.
4. **Sales & Marketing Feedback Loop**
   Review MQL quality regularly with sales so targeting, messaging, and campaign optimization improve over time.

CLIENT RESULTS ACROSS INDUSTRIES

The account-first methodology has produced results across different B2B environments. The following examples are anonymized to protect client confidentiality.



INDUSTRIAL SOFTWARE CLIENT

A client selling software into Mining and Manufacturing had generated fewer than 15 MQLs in an entire year before the program. A LinkedIn ABM campaign built around a playbook lead magnet increased output to 10–15 qualified MQLs per week, with cost per lead significantly below the manufacturing benchmark.

$11.43
Cost per ICP-fit lead in Manufacturing

467+
ICP-fit leads generated in Mining over 4-5 months

10–15
Weekly MQLs across the two sectors



GLOBAL PHARMA CLIENT

A global pharmaceutical client needed to enroll Doctors, Nurses, and other Healthcare Professionals in Brazil for online video courses and webinars. We built multilingual ABM campaigns across Facebook and Google, using Portuguese-first content and audience targeting.

150+
Verified HCPs enrolled

2
Channels operated in parallel



FINANCE SOFTWARE CLIENT

A finance software client needed a steady flow of leads from senior finance decision-makers, including CFOs, CEOs, Managing Directors, and finance executives. We used Google Search campaigns around high-intent keywords.

200+
Leads generated monthly

$1,000/MONTH
Total monthly budget

~$5
Cost per lead

Different audiences require different channels and messages—but the account-first methodology remains the foundation.

INDUSTRIAL CLIENT ENGAGEMENT: BENCHMARK & RESULTS

An industrial software client engaged Zoom Into Web to build a more predictable ABM pipeline for Mining and Manufacturing. Before the program, the client generated fewer than 15 MQLs in an entire year across Google and Linkedin.

HOW THE RESULTS COMPARED WITH PUBLISHED 2026 BENCHMARKS

Manufacturing CPL

- 2026 benchmark: approximately $100 per lead
- Client result: $11.43 per lead
- Result: approximately 25× below benchmark

8–9×
BELOW BENCHMARK

Senior-title CPL

- 2026 benchmark: $89–$278 per lead
- Client result: approximately $23.55 per lead in Mining
- Result: approximately 4–12 × below benchmark

4–12×
BELOW BENCHMARK

LinkedIn Lead Gen Form CPL

- General B2B benchmark: $50–$130 per lead
- Client result: $11.43–23.55 per lead
- Result: below the published benchmark range

BELOW THE PUBLISHED BENCHMARK RANGE

Top-quartile monthly ABM spend

- Benchmark: approximately $6,576/month
- Client program: approximately $300–$2,750/month
- Result: lean spend with strong output

LEAN SPEND WITH STRONG OUTPUT

Note: Benchmark figures are presented as aggregated 2026 industry reference points. Results vary by audience, offer, creative, market, and campaign conditions.

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CAMPAIGN PHASES & PERFORMANCE

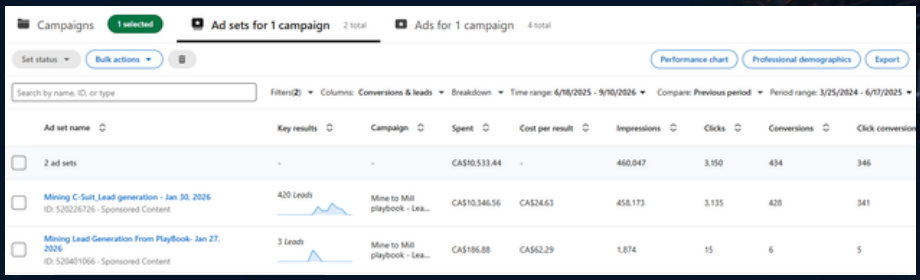
PHASE 1 MINING

$11K
Spend over 4–5 months

467
ICP-fit leads generated

5-8 / 1-2
Weekly SQLs / weekly SQLs

We tested two ad variations head-to-head. The variation built around a playbook lead magnet significantly outperformed the alternative and became the campaign's primary driver.

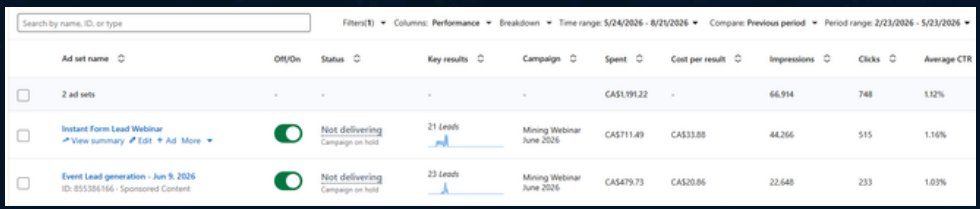


PHASE 2 MINE-TO-MILL OPTIMIZATION WEBINAR

100+
Registrations

35
Live attendees

10
New SQLs booked from attendees

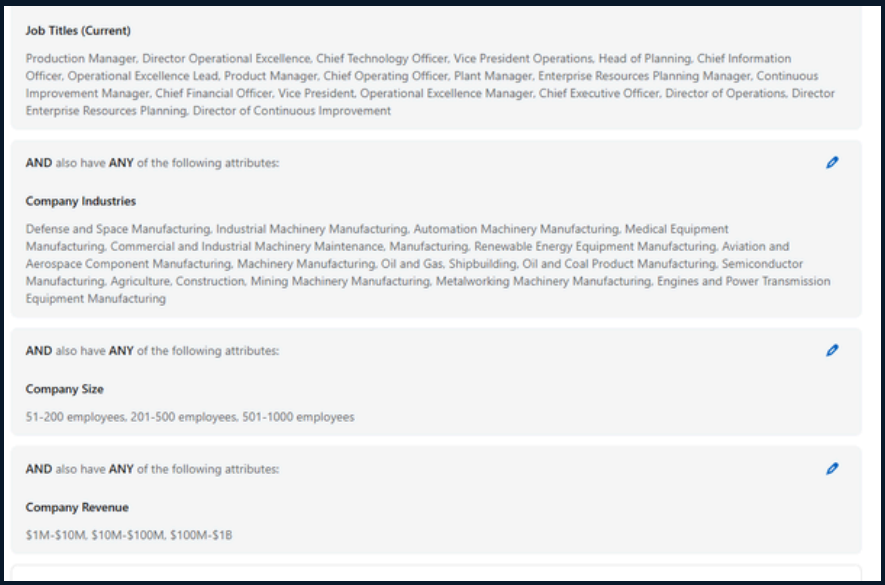


PHASE 3 MANUFACTURING

Manufacturing is more fragmented than Mining, with sub-sectors such as defense, shipbuilding, metal fabrication, and many others. Each segment can have different buying triggers.

We tested 6–7 creative variations over two months. One playbook led creative focused on throughput became the strongest performer.

$1.5K	6-7	$11.43	10-15 / 2-3
Budget	Leads per day	CPL - ICP-Fit	From MQL / SQL per week



Job Titles (Current)

Production Manager, Director Operational Excellence, Chief Technology Officer, Vice President Operations, Head of Planning, Chief Information Officer, Operational Excellence Lead, Product Manager, Chief Operating Officer, Plant Manager, Enterprise Resources Planning Manager, Continuous Improvement Manager, Chief Financial Officer, Vice President, Operational Excellence Manager, Chief Executive Officer, Director of Operations, Director Enterprise Resources Planning, Director of Continuous Improvement

AND also have **ANY** of the following attributes:

Company Industries

Defense and Space Manufacturing, Industrial Machinery Manufacturing, Automation Machinery Manufacturing, Medical Equipment Manufacturing, Commercial and Industrial Machinery Maintenance, Manufacturing, Renewable Energy Equipment Manufacturing, Aviation and Aerospace Component Manufacturing, Machinery Manufacturing, Oil and Gas, Shipbuilding, Oil and Coal Product Manufacturing, Semiconductor Manufacturing, Agriculture, Construction, Mining Machinery Manufacturing, Metalworking Machinery Manufacturing, Engines and Power Transmission Equipment Manufacturing

AND also have **ANY** of the following attributes:

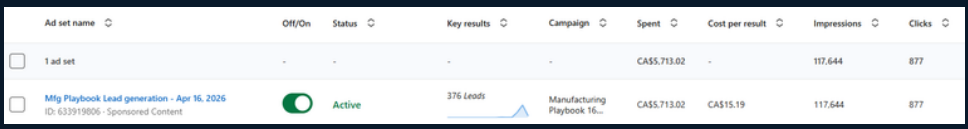
Company Size

51-200 employees, 201-500 employees, 501-1000 employees

AND also have **ANY** of the following attributes:

Company Revenue

$1M-$10M, $10M-$100M, $100M-$1B



Ad set name	Off/On	Status	Key results	Campaign	Spent	Cost per result	Impressions	Clicks
1 ad set	-	-	-	-	CA$5,713.02	-	117,644	877
Mfg Playbook Lead generation - Apr 16, 2026 ID: 633919806 - Sponsored Content	On	Active	376 Leads	Manufacturing Playbook 16...	CA$5,713.02	CA$15.19	117,644	877

THE LINKEDIN CHANNEL PLAYBOOK

1. ORGANIC — FOUNDER & COMPANY CONTENT

Publish 2-3 posts per week from the CEO, CMO, or other relevant executive profile. Personal profiles can provide stronger engagement than company pages.



Recommended content mix:

- Proof and results
- Industry points of view
- Contrarian insights
- Behind-the-scenes campaign or targeting logic

2. OUTBOUND — SALES NAVIGATOR SEQUENCES

Use approximately 20-30 quality touches per day rather than relying on high-volume outreach.

Lead with a relevant proof point or business insight instead of a generic sales pitch.



3. PAID — LINKEDIN LEAD GEN ADS

Native Lead Gen Forms can reduce friction compared with sending prospects to an external landing page.

Test 5-7 creative variants per campaign. Expect performance to vary significantly between creative concepts; in our client programs, one or two variations often became clear winners.



4. EMAIL — SUPPORTING SEQUENCE

Use short, case-study-led email sequences against the same target account list.





The objective is not to run isolated channels. LinkedIn, outbound, and email should reinforce the same ICP, message, and business problem.

Note: This playbook uses anonymous client examples. Client names are intentionally omitted.

BEYOND ABM: SEO, GEO & AEO

Your buyers are also using ChatGPT, Perplexity, and Google's AI Overviews to research vendors, solutions, and industry questions before speaking with a provider.

SEO, Answer Engine Optimization (AEO), and Generative Engine Optimization (GEO) can help your brand become more visible in these discovery experiences.

20 WAYS TO IMPROVE AI SEARCH VISIBILITY

1. Publish original benchmark data that AI tools can reference.
2. Structure page headings around real buyer questions.
3. Add FAQ and Article schema to relevant core pages.
4. Earn placements in relevant comparison and industry roundups.
5. Build and actively manage G2, Clutch, and Capterra profiles.
6. Create direct comparison pages where appropriate.
7. Keep company positioning consistent across LinkedIn, your website, and directories.
8. Provide a direct, quotable answer near the beginning of important pages.
9. Build topical content clusters around ABM, ICP development, and industrial marketing.
10. Earn relevant mentions in Reddit and Quora discussions.
11. Maintain a public case-study library with structured data.
12. Appear on relevant marketing and industrial podcasts and publish transcripts.
13. Pursue digital PR in publications read by your target buyers.
14. Maintain a structured summary resource for AI crawlers where appropriate.
15. Run a monthly AI visibility audit.
16. Publish sector-specific benchmark reports that others can reference.
17. Build glossary and comparison pages around buyer search terms.
18. Use consistent, verifiable statistics across your marketing assets.
19. Encourage customer reviews and case studies on reputable third-party platforms.
20. Track brand mentions in AI answers and correct inaccurate or outdated information.

SEO and GEO should complement—not replace—your ABM and SEO strategy.

THE 90-DAY ROLLOUT PLAN

This is the phased framework we use for ABM engagements, adapted to the client's ICP, sector, audience, and pipeline goals.



PHASE 1: FOUNDATION - WEEKS 1-2

What we do:

- Define the ICP
- Build the target account list
- Map the buying committee
- Develop core messaging
- Focus on SEO / AEO & GEO
- Design the first lead magnet

What you get:

- Approved account list
- Messaging framework
- First lead magnet asset



PHASE 2: LAUNCH - WEEKS 3-4

What we do:

- Launch LinkedIn organic activity
- Activate Sales Navigator outbound
- Launch initial paid-ad tests

What you get:

- Live campaigns
- Initial SQLs
- Reporting dashboard



PHASE 3: OPTIMIZE - WEEKS 5-8

What we do:

- Review SQL quality weekly
- Test 5–7 creative variants
- Refine messaging

What you get:

- A more stable weekly SQL flow
- Improving cost per qualified lead
- Clearer insight into winning audiences and messages



PHASE 4: SCALE - WEEKS 9-12

What we do:

- Expand into 1:Few account clusters
- Add the supporting email layer
- Publish a benchmark asset
- Conduct an AI-visibility audit

What you get:

- A target of 10+ qualified SQLs per week
- Documented pipeline contribution

THE COST CASE & NEXT STEPS

THE COST CASE: ZOOM INTO WEB VS. AN IN-HOUSE HIRE

A senior in-house ABM or demand-generation manager in North America can represent a significant annual investment before accounting for additional specialists, tools, advertising operations, and ramp-up time.

IN-HOUSE ABM HIRE

High five-figure to six-figure annual loaded cost, including salary, benefits, tools, and ramp-up time.

ZOOM INTO WEB ABM RETAINER

Approximately one-third of the fully loaded cost of a single in-house hire, with a multidisciplinary team working as one pod.

WHAT YOU AVOID

- Recruiting costs and time
- Additional tool licensing
- Management overhead
- Dependence on a single employee
- The need to build an entire ABM function internally

WHAT YOU GET

A strategist, content producer, outbound specialist, and paid-media operator working together as one team.

NEXT STEPS

If your organization is measured on pipeline—not just clicks—the account-first model can provide a more focused approach to demand generation.

1. **Book a 30-minute working session.**
   We will map your ICP and review what your target account structure could look like.
2. **Review relevant client results.**
   We can use an anonimized campaign results and working examples to demonstrate the methodology.
3. **Start with the foundation.**
   The first phase is designed to establish the ICP, account list, messaging, and campaign foundation before scaling the program.

ZOOM INTO WEB
ABM & Demand Generation for Industrial B2B SaaS

BOOK A MEETING

Client names have been intentionally removed from this playbook to maintain confidentiality.