

FUEGO

Fuego Systems

ACTIVATE FRAMEWORK

Where ABM Meets Execution

**Convert Case Studies into Tier-1 CXO
Pipeline in 90 Days**



THE CORE PROBLEM

Your content isn't the problem. Your execution is.

Most SaaS GTM teams are sitting on unengaged:

Case studies. Decks & Past wins.
and these assets aren't generating pipeline.

Why?

Because content \neq campaigns.
And sales can't do it alone.



THAT'S WHY WE BUILT

ACTIVATE

**A 7-step outbound framework
that turns your dormant wins
into CXO-level pipeline.**



1

Assets

Audit all high-performing content Assets(case studies, decks, wins, and referral narratives) and tag them by ICP, use case, and vertical.

2

Campaigns

We build multi-touch, channel-diverse ABM plays across email, LinkedIn, warm intro, and partner activation.

Layered and sequenced around relevance.

3

Tiered Journeys

Tier-1: Strategic targets with custom narratives

Tier-2: Mid-fit targets with semi-personalized plays

Tier-3: ICP-fit accounts activated via scalable messaging



4

Activation Playbook

We identify real-time outbound triggers from your CRM and third-party data to re-engage and activate accounts, such as Closed lost or New Job Hires.

5

Validation & Acceleration

Run weekly tests on message hooks, channels, and CTA types

Personalized content for buyers showing intent & Assets that fits the buyer Journey

6

Expansion

We build outbound follow-up plays that help you multi-thread, revive silent deals, and land + expand into related accounts.

We don't just "run ABM."

We install a system that aligns your GTM motion across marketing, SDRs, and sales to create repeatable Tier-1 account wins.

Built for \$10M–\$50M ARR SaaS companies who:

- Have customer proof but lack CXO access
- Are stuck in fragmented GTM motions
- Want to scale pipeline without more content creation



How We Execute ACTIVATE

STEP 1

ASSETS

We audit your past wins like case studies, decks, analyst quotes and tag them by industry, persona, and problem.

Output:

- Tier-1 use case library
- Persona-specific pain/narrative playbooks
- Executive intro hooks



How We Execute ACTIVATE

STEP 2

CAMPAIGNS

We create messaging and outreach sequences that repurpose your assets into outbound plays that convert.

Output:

- Channel-specific messages (email, LinkedIn, warm intros)
- Campaign tracks for Tier-1 and Tier-2 accounts
- Soft CTA variations tested and ready to launch



How We Execute ACTIVATE

STEP 3

TIERED JOURNEYS

We segment your ICP by buying potential and build different motions for Tier-1, Tier-2, and Tier-3 accounts.

Output:

- A ranked list of 50–100 high-fit accounts with past-win signals
- Customized outreach calendar by tier (who to hit, when, and how)
- Decision-maker map per Tier-1 account with warm intro angles



How We Execute **ACTIVATE**

STEP 4

ACTIVATION PLAYBOOKS

We build trigger-based plays to re-engage accounts showing real-time signals.

Output:

- Campaigns for closed-lost, job changes, and silent accounts
- Warm-reentry email/LinkedIn templates
- A trigger matrix that tells your team who to go after next and why



How We Execute ACTIVATE

STEP 5

VALIDATION

We test and double down on what's working across format, hooks, and touchpoints.

Output:

- Weekly report on best-performing messages and CTAs
- Real-time engagement data (opens, replies, meetings booked)
- Optimized messaging based on reply + pipeline Influence



How We Execute ACTIVATE

STEP 6

ACCELERATION

We create mid-funnel assets that help your reps follow-up faster, answer objections, and close stronger.

Output:

- Mini-decks and executive summaries built for CXOs
- Email templates for follow-ups and post-demo touchpoints
- Fast-fact assets your AEs can use mid-funnel



How We Execute ACTIVATE

STEP 7

EXPANSION

We help your team stay engaged post-meeting, land & expand across more buyers.

Output:

- Follow-up sequences tailored for decision-makers
- Reactivation flows for deals gone dark
- Templates to help sales stay top-of-mind after the first call



WHAT YOU GET IN

90 DAYS

- 5–10 Tier-1 CXO conversations
- \$300K–\$2M in influenced pipeline
- 100+ high-fit contacts engaged
- Sales enablement content that accelerates deals
- A repeatable outbound system your team can run again and again



READY TO ACTIVATE?

Book a 20-Minute Strategy Session Here

- We'll audit 3 of your case studies
- Show you the exact outbound journey
- Map 5 Tier-1 accounts to go after this quarter



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THANK YOU

ABM Insights and Resources

1. [Fuego Content Hub](#)
2. [B2B Marketing Newsletter on Substack](#)
3. [The ABM WAY Podcast](#)
4. [Webinars](#)
5. [Daily posts on ABM](#)

