

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Community-led ABM vs broadcast marketing: 7 differences that matter

QUESTION

When should enterprise teams add a community to campaigns, newsletters, webinars and paid distribution?

GUIDE TAKEAWAY

Broadcast activity introduces useful ideas at scale. Community adds a recurring place to discuss those ideas, contribute experience and get help. Choose the mix around the buyer's decision and your capacity to serve members.

START HERE

Identify a decision needing discussion.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Identify a decision needing discussion

Evidence or input

Output or decision

Owner and review point

2. Use campaigns to invite relevant members

Evidence or input

Output or decision**Owner and review point**

3. Host learning and capture useful questions

Evidence or input**Output or decision****Owner and review point**

4. Offer follow-up for explicit requests

Evidence or input**Output or decision****Owner and review point**

5. Review member value and account outcomes

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Broadcast content and paid reach

Useful when: Introducing an idea to a relevant audience

Limitation: Limited continuing peer interaction

Suggested action: Define the next useful buyer action

Why this fits our situation**Evidence needed before acting**

Newsletter and nurture

Useful when: Keeping interested contacts informed

Limitation: Replies do not automatically form a community

Suggested action: Offer a discussion when the need emerges

Why this fits our situation

Evidence needed before acting

Standalone expert webinar

Useful when: Explaining a focused subject with questions

Limitation: Continuity ends without a follow-up format

Suggested action: Create a resource and optional next session

Why this fits our situation**Evidence needed before acting**

Community-led ABM

Useful when: Recurring learning across relevant account roles

Limitation: Requires ongoing hosts and member value

Suggested action: Start a bounded founding-group pilot

Why this fits our situation**Evidence needed before acting****COMMIT TO A BOUNDED NEXT STEP****Chosen action****Responsible owner****Required approval****Success measure and definition****Review date****Continue, revise, or stop criteria**

Guide: <https://outselll.com/blogs/community-led-abm-vs-broadcast-marketing/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>