

# PLAY #10:

## WHITE SPACE EXPANSION CAMPAIGN

Proactive | Expansion | Cross-functional land-and-expand

Landing one department is a win, but expanding across the org is how you scale. This play targets untapped teams, functions, and geos inside existing customers. The goal is to move from a point solution to a platform—one recognized and relied upon across the business.

Start by mapping the org to find functions where your product fits but hasn’t landed. Then treat each new team like a fresh opportunity, using tailored content, intros, and proof points to make the case from the ground up.

What it looks like in action

Tactic	Description
Map the org	Use LinkedIn Sales Navigator, UserGems, or customer intel to uncover departments you haven’t reached. Surface decision-makers by role, level, and region.
Craft function-specific messaging	Build content tailored to each team—Finance, Ops, IT—focused on their version of the problem and the payoff. AI tools can generate voice- and metric-aligned variants.
Equip internal champions	Give your champions decks, Loom videos, or prewritten emails they can share internally. Tools like Tofu help personalize by function or stakeholder.
Launch team-specific microsites	Load dedicated landing pages with curated stories, tools, and value props designed for each new function.
Coordinate CS + AE outreach	Have your CSM reference existing wins while your AE introduces value for the next team. Use this two-pronged approach to warm the conversation.
Automate on internal signals	Trigger outreach based on activity signals: new users, shared docs, or support tickets from unfamiliar teams. Pair CRM triggers with AI to surface patterns.

## WHY IT WORKS:

In large organizations, each department makes buying decisions independently. Winning one team doesn't guarantee visibility with others.

This play helps you claim that white space with a coordinated expansion strategy. By pairing internal trust with team-specific relevance, you unlock new revenue without needing a net-new logo.