

PLAY #1: CUSTOMER LOOKALIKE CAMPAIGN

Proactive | Top-of-funnel | Marketing-led, Sales-activated

Start with your ICP accounts that moved fast, grew quickly, or delivered standout outcomes. Then use AI to identify lookalikes: companies with similar size, stack, signals, and needs. Don't lead with features; lead with proof. Show what their peers have already accomplished, with numbers that land and language that resonates.

(From static strategy to dynamic systems)

Tactic	Description
Build a lookalike list	Use tools like Clay, Reveal, or Keyplay to analyze your best customers and surface pattern-matched prospects. Go beyond firmographics: AI can find behavioral signals, shared triggers, or expansion paths that aren't obvious.
Launch persona-specific pages	Create modular landing pages that speak to Finance, Product, or Ops. Use Tofu to contextualize messaging and structure by persona, and Common Room to understand which roles engage.
Create "what success looks like" visuals	Turn role-specific benchmarks, timelines, and outcomes into one-pagers or carousels (e.g., "What Series B SaaS companies achieve in Month 1"). AI can generate visual variants using aggregated win data.
Run social and display ads	Launch LinkedIn or programmatic campaigns through 6sense or Demandbase that emphasize exclusivity, time-to-value, or missed opportunity.
Retarget with interactive proof	Follow site visitors with role-specific ROI benchmarks or calculators. Tofu can trigger next-step plays based on this engagement.
Equip sales with social proof	Arm reps with intros like "We just helped [peer company] do X in 30 days." Use AI to script follow-ups tailored to role, stage, and signal strength.

WHY IT WORKS:

Buyers trust proof more than promises. This play puts real outcomes front-and-center, and makes them feel personal.

Past wins aren't just validation; they're also fuel for your next wave of pipeline. With AI, you go beyond firmographics, tap into behavioral signals, and meet each account with a story that feels like theirs.