

PLAY #2:

ACCOUNT-BASED AWARENESS BLITZ

Proactive | Top-of-funnel | Brand-first warm-up

The best “outreach” doesn’t always begin with outreach. This play warms up ICP accounts before any intent appears, building familiarity, relevance, and recognition early.

An account-based awareness blitz surrounds cold but high-value accounts with coordinated, brand-led impressions. With AI-assisted tools and orchestration platforms, you can launch lightweight, personalized moments (think ads, microsites, and content drops) tailored to persona and company.

So by the time Sales reaches out, you’re not a stranger. You’re the name they’ve been seeing everywhere.

What it looks like in action

Tactic	Description
Launch pre-targeted ad sequences	Use Tofu to generate persona-specific ad copy and creative for LinkedIn and display campaigns. Run the ads through platforms like LinkedIn, 6sense, or Metadata.io to surround ICP accounts early.
Build persona-based microsites	Create tailored landing pages for specific roles and segments (e.g., “How Series B RevOps Leaders Automate Deal Handoff”). Use Tofu to dynamically contextualize intros, case studies, and CTAs based on account and persona.
Distribute content through passive drip channels	Share playbooks, blog posts, or benchmarks via newsletters, podcasts, and niche communities your personas already trust. Use Common Room to prioritize channels.
Run “right under your nose” remarketing	Retarget known stakeholders with brand-forward content after even the briefest interaction—ad view, email open, anonymous visit. MadKudu or Clearbit can map behavior to ICP criteria and prioritize spend accordingly.
Enrich silent signals	Even without engagement, expand account profiles using tools like UserGems, Apollo, or Clearbit. Use these insights to inform future prioritization and outbound plays.

WHY IT WORKS:

Modern buyers don't go from unaware to demo-ready overnight. They ease in, absorb, and assess. This play builds ambient familiarity and low-pressure brand affinity one touchpoint at a time... so you're already in their line of sight when readiness starts to form.