

PLAY #4:

TECH STACK FIT CAMPAIGN

Proactive | Top-of-funnel | Enrichment-informed targeting

Your ideal buyers are already running Snowflake, or building workflows with HubSpot and Outreach, or syncing GTM data through Salesforce. You don't need to sell them on the problem; you need to show how your product fits their existing stack.

This campaign targets ICP accounts using specific combinations of technologies. You're identifying ecosystem alignment, then launching a fast, relevance-first play while competitors are still waiting for intent signals to show up.

What it looks like in action

Tactic	Description
Build stack-based audiences	Use enrichment tools like BuiltWith, Clearbit, or Slintel to find ICP accounts using key tech combinations (e.g., Snowflake + Looker, Salesforce + Outreach). Filter for stage, size, and signal.
Create integration explainer content	Create short landing pages or one-pagers that explain exactly how your product works with the tools they use. Bonus points for visuals, real workflows, and quotes from shared customers.
Craft co-branded messaging	Use Tofu to write persona-specific positioning like "Unlock the full value of Snowflake with [Your Product]." Mirror the tone of their stack vendors to boost credibility.
Run partner-aware retargeting ads	Target ads based on known platform usage. Example: "Using Snowflake? Here's what teams like yours add next." Use dynamic variants by segment.
Equip Sales with call guides	Give AEs targeted talk tracks that highlight integration value, handle objections, and resonate with technical buyers. Include "if they use X, say Y" logic.
Build proof-of-fit mini demos	Use tools like Navattic or Reprise to create interactive tours that simulate real workflows using the buyer's stack. Show current state vs future state.

WHY IT WORKS:

Buyers trust what already fits. When your product complements the tools they rely on, the path to adoption feels shorter, and safer.

This play shortcuts the explanation and gets straight to value. Enrichment tools surface the right accounts and AI helps tailor the message. And when Sales and Marketing lead with technical relevance, your pitch lands with clarity and credibility.