

PLAY #6:

EXECUTIVE SPONSOR CAMPAIGN

Proactive | Top-of-funnel | 1:1 executive outreach

Executives don’t click nurture emails or download eBooks. But they do pay attention when something speaks directly to their priorities, their team, and their moment.

This play is about opening doors at the top. You’re identifying executive sponsors across high-value ICP accounts—CFOs, COOs, CROs—and reaching out with highly personalized messaging that earns attention. Whether it’s a custom brief, a peer video, or a sharp landing page, each asset signals relevance and respect.

What it looks like in action

Tactic	Description
Build an executive target list	Partner with Sales to identify 20–30 executives across your ABM list. Use tools like UserGems or Clay to surface new hires, funding events, or strategic shifts. Prioritize based on timing and influence.
Create a C-suite POV brief	Draft a one-pager that reframes a strategic challenge from the exec’s lens (e.g., “What top COOs are doing differently this year”). Use Tofu to generate variants by persona and refine manually.
Launch personalized exec landing pages	Build a page addressed to the executive by name, role, and company. Include use cases, peer proof, and soft CTAs (e.g., “See how this looks in your environment”). Auto-generate variations with tokenized templates.
Deliver peer-led video messages	Share a short video from a customer or internal leader: “Here’s what we learned rolling this out at [similar company].” Use tools like Synthesia or Descript to script and produce efficiently.
Coordinate direct mail + digital touches	Reinforce digital outreach with a high-quality, tangible asset: a brief, a book, or a premium explainer. Use platforms like Sendoso or Reachdesk to sync delivery with outbound timing.
Equip reps for smart handoff	Give AEs a tight follow-up kit: subject lines, LinkedIn templates, annotated briefs, and persona-specific messaging. Use Tofu to generate role-aware outreach options that sound considered, not canned.

WHY IT WORKS:

A single senior champion can accelerate everything from budget approval to internal alignment. But reaching them requires relevance at every touchpoint.

By combining human research with AI-powered content, you create a campaign that feels thoughtful, timely, and hard to ignore. The brief speaks their language, the landing page feels like it was built for them, and the follow-up respects their time

PROACTIVE PLAYS: MID-FUNNEL OR STRATEGIC

Campaigns designed to accelerate momentum or expand reach across the buying team

At some point, ABM becomes less about getting in and more about moving the deal forward. These plays are built for that next phase.

Whether you're reaching out to new stakeholders, reactivating a stalled conversation, or positioning against a competitor mid-cycle, each of the below campaigns meets accounts with strategy and intent.

These aren't awareness campaigns. They're coordinated, insight-driven moves that change the dynamics of a deal. Each one is designed to create momentum through clarity, creativity, and well-placed pressure.