

PLAY #7:

COMPETITIVE DISPLACEMENT CAMPAIGN

Proactive | Top-to-mid funnel | Sales + Marketing orchestration

Some of your best-fit accounts are already using a competitor. They haven't signaled dissatisfaction, but they're not unreachable. This play helps you find them, target them, and make a compelling case for change.

It's a proactive motion driven not by intent signals, but by strategic fit and competitive usage. You're showing up with a credible alternative and a clear path to switch.

Sales and Marketing work to deliver a coordinated campaign that reframes the status quo. The message is: "here's why others are making the move, and what they're seeing as a result."

What it looks like in action

Tactic	Description
Build a competitive usage list	Use tools like 6sense, G2, or BuiltWith to identify ICP accounts using a competitor. Enrich with firmographic data, then prioritize and activate campaigns in Tofu based on fit and funnel stage.
Create persona-specific comparison pages	Build landing pages that show your edge by role: pricing for Finance, integrations for Ops, usability for IT, etc. AI can generate variants based on persona and platform.
Share "Switch Stories" from happy customers	Spotlight fast wins from peers who switched and never looked back. AI can surface the most persuasive quotes and metrics based on the prospect's profile
DRun a coordinated email and ad campaign	Launch side-by-side email sequences comparing features, results, or time-to-value. Reinforce messaging with retargeting ads seeded with social proof. AI can generate channel-specific variants and optimize sequencing.
Equip Sales with follow-up kits	Give AEs the tools to follow through: battle cards, objection-handling guides, and short talk tracks tailored to the buyer's stack and persona. AI tools can help personalize based on historical data.

WHY IT WORKS:

Most buyers don't realize they've outgrown their current solution until someone shows them what else is possible.

This play gives them that moment. You're targeting accounts based on real usage, not guesses, and presenting a clear case for switching with minimal friction. With coordinated outreach, credible proof, and role-specific messaging, you're not just asking for attention; you're offering a better outcome.