

PLAY #8:

TIER 1 OMNICHANNEL BLITZ CAMPAIGN

Proactive | Top-to-mid funnel | Brand + relationship play

This is your full-court press for the accounts that matter most.

A Tier 1 omnichannel blitz surrounds high-priority targets with personalized, contextualized, high-quality touchpoints across digital, physical, and social channels. These accounts may be quiet, but they’re strategic... and you want to be everywhere they look.

Once Sales nominates the list, Marketing launches a coordinated sequence that builds familiarity, earns attention early, and establishes your brand as a serious contender.

What it looks like in action

Tactic	Description
Select strategic accounts	Create a shortlist of high-priority accounts handpicked by Sales based on strategic relevance (not intent signals). Enrich with firmographic and funnel context using Clearbit or 6sense.
Send hyper-personalized direct mail	Surprise prospects with tailored packages: custom ROI snapshots, industry trendbooks, or insight kits. Personalize and ship through Reachdesk or Sendoso
Deliver peer-to-peer video messages	Share a short video from a customer or internal exec that matches the prospect’s title (e.g., “Here’s what worked for me”). Synthesia can generate personalized video intros by name or role.
Launch branded microsite experiences	Build company-specific microsites with curated resources, proof points, and intro videos. Match assets to personas and surface relevant use cases with AI.
Offer early access invites	Extend invitations to pilots, roadmap previews, or exec-only sessions. These gated experiences foster buy-in without heavy asks.

WHY IT WORKS:

Big bets take time. Top-tier accounts rarely respond to a single touch; but repeated, relevant exposure builds recognition and trust.

This play earns attention through presence and precision. Each touchpoint is crafted to feel timely, familiar, and credible. Ultimately, familiarity lowers friction when the time comes to engage.