

PLAY #9:

PRODUCT MOMENT REACTIVATION

Proactive | Mid-funnel | Narrative-led re-engagement

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

A product launch is more than an announcement; it’s a reason to re-engage accounts that know your name but have gone quiet.

This play uses new releases, updates, or repositioning as a strategic reentry point. You’re not selling features; you’re shifting the narrative. It’s especially effective for demo no-shows, closed-lost deals, or long-cycle buyers whose priorities may have changed.

What it looks like in action

Tactic	Description
Build a reactivation list	Identify cold but high-fit accounts. Filter for demo no-shows, closed-lost reasons, or known blockers now addressed by the release. Tools like 6sense or AI-enriched CRMs help surface the best targets.
Create a narrative-shift landing page	Frame the update around what’s changed: a blocker resolved, a workflow unlocked (e.g., “Why [new feature] matters now”). Use Tofu to generate persona-specific versions.
Send reactivation emails	Write short, relevant emails that reference past context: “Last time we talked, X was a challenge. That’s changed.” Keep the tone helpful and low-pressure.
Record a quick explainer	Share a short walkthrough from a product leader or familiar AE. Keep it under 90 seconds. Tie the feature to the use case that mattered most.
Run a silent re-engagement drip	For colder leads, use light-touch ads or emails to share POV content linked to the release. No hard CTAs; just steady visibility.
Equip AEs with updated talk tracks	Provide clear reentry angles: “Last time we spoke, [X] was a blocker. Here’s how that’s changed.” Include a short visual or story from a similar account.

WHY IT WORKS:

Product launches are permission slips: a chance to reach out, retell your story, and reconnect with prospects who paused or passed the first time.

This play turns a marketing moment into an ABM lever. With the right tools, you can match every asset to where the account left off, turning a company-wide milestone into a personalized reason to re-engage. Sometimes, showing what's changed is all it takes to change someone's mind.