

PLAY #11:

MULTI-THREADED ACCOUNT ENGAGEMENT

Proactive | Mid-funnel | Buying committee orchestration

When deals stall mid-funnel—not because of objections, but because stakeholders aren’t aligned—this play kicks in.

A multi-threaded engagement campaign is built for accounts that are already in motion, but one contact isn’t enough to close the deal. You’ve got signals: a demo attended, an RFP request, a whitepaper downloaded. But the buying committee is complex, and momentum risks stalling if not everyone is on board.

This play proactively reaches across the stakeholder group to personalize messaging, align outcomes, and build internal consensus.

What it looks like in action

Tactic	Description
Map the buying group	Use CRM and enrichment tools to identify decision-makers across functions. Look for gaps and use AI to suggest roles you haven’t reached yet.
Build stakeholder hubs	Create microsites or doc centers for each key role. Focus on what they care about (whether cost, control, security, or speed) and how your solution delivers.
Run cross-role sequences	Run parallel but coordinated outreach tracks (e.g., one for Security, focused on controls; one for Finance, focused on ROI). CTAs are aligned, but content differs.
Equip champions with shareables	Send short, role-specific summaries like “What your CFO should know.” Tokenized links show who views what, so you can track influence.
Track stakeholder engagement	Use your CRM or connected engagement tools to track who’s interacting with which assets. Tofu can help personalize follow-up based on that data.

WHY IT WORKS:

In large organizations, each department makes buying decisions independently. Winning one team doesn't guarantee visibility with others.

This play helps you claim that white space with a coordinated expansion strategy. By pairing internal trust with team-specific relevance, you unlock new revenue without needing a net-new logo.