

# PLAY #16:

## GATED ASSET DOWNLOAD CAMPAIGN

Reactive | Top-to-mid funnel | Marketing-led

Some prospects don’t ask for time; they ask for information. This play capitalizes on that curiosity: it’s your chance to shift from content provider to trusted navigator, just when they’re starting to chart their path.

When an ICP-fit account downloads gated content or engages with a cluster of educational assets, it’s time to steer their research. Instead of waiting for a form-fill to turn into a meeting, you craft a response that fits their interest level and learning stage.

What it looks like in action

| Tactic                               | Description                                                                                                                                                                    |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Flag content-hungry accounts         | Use tools like Tofu, HubSpot, or MadKudu to detect when ICP-fit accounts download a gated asset or engage with 3+ related resources in quick succession.                       |
| Drop a tailored insight kit          | Follow up with a curated package based on their asset type—like a “fast-track field guide,” a customer proof pack, or a mini ROI explainer. Keep it crisp and persona-aligned. |
| Send a context-smart email           | Skip the drip. Deliver a short note that connects the dots: “Saw your team digging into [topic]—this resource might help you take the next step.”                              |
| Create a “for your team” bundle      | Build a forwardable recap: a 1-pager with visuals, outcomes, and talking points designed for internal sharing. Add light personalization with Tofu.                            |
| Auto-alert Sales with download intel | Trigger a Slack or email alert with the asset name, persona, and next-best outreach. Tofu can summarize behavior + suggest a top CTA.                                          |
| Escalate when interest spikes        | If the account revisits your site or interacts with high-intent pages post-download, trigger a 1:1 follow-up sequence or fast-lane invite to a live asset.                     |



## WHY IT WORKS:

Buyers who download gated content aren't signaling "buy now," but they are opening a door. They're curious, cautious, and often vetting solutions before they ever raise a hand.

This play meets that quiet curiosity with substance. It earns trust by matching the buyer's pace (not trying to set it).