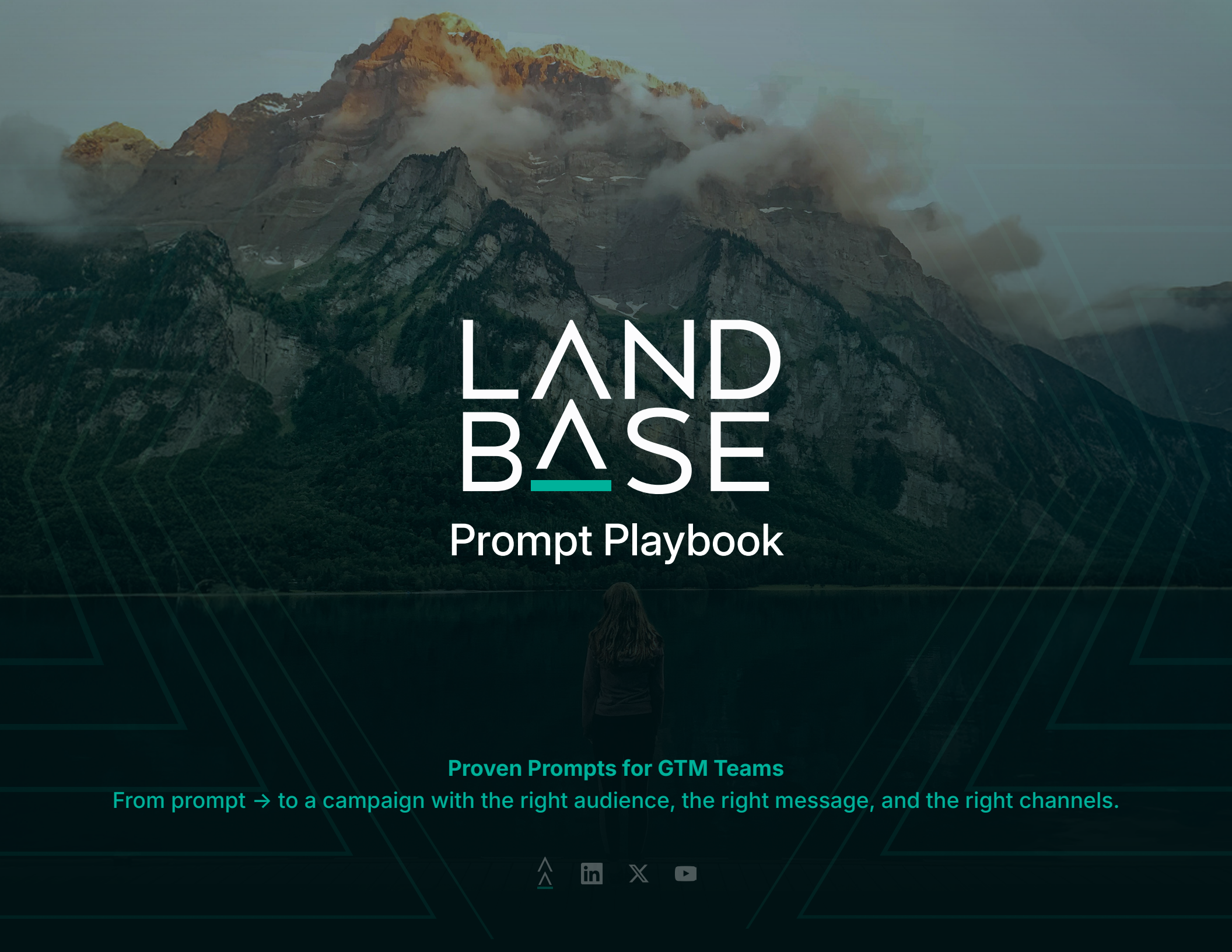


A person with long hair, seen from behind, stands on a dark shore looking across a calm lake at a massive, rugged mountain range. The mountain peaks are partially covered in snow and shrouded in mist. The sky is a soft, hazy blue. The overall scene is serene and majestic.

LAND BASE

Prompt Playbook

Proven Prompts for GTM Teams

From prompt → to a campaign with the right audience, the right message, and the right channels.



Why Prompts Matter and Why GTM-2 Omni is Different

Most AI tools can generate text. But only GTM-2 Omni understands the language of go-to-market.

Built as the first domain-specific LLM for GTM, GTM-2 Omni goes beyond copywriting. It transforms your prompts into multi-channel campaigns — enriched with data, sequenced across channels, and tailored to real signals from your buyers.

Prompts aren't just instructions. In Landbase, they're levers you pull to guide and refine your agentic GTM team. By default, the agents handle everything end-to-end. But through chat, you can step in to refine tone, adjust targeting, or reframe value props whenever you want.

With the right prompts, GTM-2 Omni doesn't just write, it runs your GTM motion, while keeping you in the driver's seat.

What makes GTM-2 Omni different from generic LLMs:



Domain-specific training

Tuned on GTM workflows, not generic internet text.



Signal-aware

Uses 1,500+ company signals (funding, hiring, tech stack, events) to make prompts context-aware.



Multi-agent orchestration

Specialized agents (SDR, Marketer, RevOps, and more) coordinate to execute campaigns end-to-end.



Execution-ready

Campaigns can be launched directly in email, LinkedIn, and other channels.

Core Elements of a High-Performing Prompt

Element	Best Practice	Example
Target Audience	Be exact: role, industry, company size, location.	<i>"Engineering managers at 50-200 person SaaS companies headquartered in California."</i>
Trigger / Signal	Use 1-2 strong signals to time relevance.	<i>"Raised funding in last 30 days" or "New VP of Marketing hired."</i>
Messaging Goal	Lead with your business outcome, not the feature.	<i>"We help founders validate GTM strategy before first sales hire."</i>
Product Outcomes	State what the prospect's business will achieve by adopting your product.	<i>"Cut payroll errors in half," "Hire SDRs 2x faster," "Scale marketing without adding headcount."</i>
Tone	Match recipient's mindset.	<i>"Strategic, confident, concise" for execs; "tactical, actionable" for operators.</i>
Close / CTA	Make it curiosity-driven, low-commitment.	<i>"Want to see a 20-min GTM test run?"</i>



Before your value prop or message format comes into play, the first step is defining the right audience. GTM-2 Omni agents use your inputs to filter signals, surface accounts, and sequence outreach at scale. The clearer your targeting, the sharper your campaigns.

Section 1

Define Your Audience

Signals & Targeting

The right accounts, triggered by real-world events

Who do you want to sell to?

CFOs at Series B SaaS companies (201-1000 employees) that raised funding in the last 30 days

GTM-2 Omni ▾



Go To Market ↗

Who do you want to sell to?

Heads of Sales at SaaS companies (200-500 employees) that posted SDR job openings in the last 60 days

GTM-2 Omni ▾



Go To Market ↗

Campaign Strategies

Experiment with proven approaches

Who do you want to sell to?

Run an omni-channel campaign targeting Revenue Operations leaders at growth-stage SaaS firms currently using Outreach

GTM-2 Omni ▾



Go To Market ↗

Who do you want to sell to?

Run an email campaign to Sales Leaders at professional services firms currently using Salesforce

GTM-2 Omni ▾



Go To Market ↗

Industry Plays

Spin up campaigns tailored to your market segment

Who do you want to sell to?

Marketing decision-makers at mid-size agencies (51-500 employees) in Chicago and Los Angeles

GTM-2 Omni ▾



Go To Market ↗

Who do you want to sell to?

Product leaders at B2B SaaS startups (51-200 employees) hiring RevOps for the first time

GTM-2 Omni ▾



Go To Market ↗

Section 2

Value Proposition & Product Promise



Once you've defined your audience, the next step is telling them why they should pay attention. This means creating your value proposition, product promise, and the outcome your product delivers to prospects. Landbase automatically generates your business profile, product list, and initial positioning using AI-powered research as a strong starting point, but it's always best practice to review and update these details so they reflect your true strengths and priorities.

ROI / Efficiency-Driven

Highlight time/cost savings or productivity gains

Who do you want to sell to?

Our tool cuts payroll processing costs by 30% while reducing errors

GTM-2 Omni



Go To Market

Who do you want to sell to?

We help RevOps leaders scale outreach without needing to hire more SDRs

GTM-2 Omni



Go To Market

Innovation / Future-Ready

Position your product as the modern approach

Who do you want to sell to?

We give product teams a new way to validate features using real customer signals before launch

GTM-2 Omni



Go To Market

Who do you want to sell to?

Our platform helps B2B marketers adopt AI-driven campaigns that outperform manual outreach

GTM-2 Omni



Go To Market

Pain-Driven

Lead with the problem and show how you solve it

Who do you want to sell to?

Our platform helps Heads of Sales reduce missed quotas by eliminating manual forecasting errors

GTM-2 Omni



Go To Market

Who do you want to sell to?

We help HR leaders struggling with compliance stay audit-ready without adding headcount

GTM-2 Omni



Go To Market

Section 3

Craft Your Message Structure



Once you've defined your audience and framed your value proposition, the final step is giving GTM-2 Omni the structure it needs to generate effective outbound sequences.

These rules apply whether you're sending emails or LinkedIn DMs. Think of them as building blocks — you supply the rules, the AI assembles the sequence.

Building Blocks to Include

Subject Line

Level 1

Internal Camouflage → short, functional
(e.g. "task tracking", "AI search guide")

Level 2

Relevant Call-Out → personal/contextual
(e.g. "Spoke with {{Manager}}", "{{Tech Stack}} alternative")

Body Components

Choose 3

Problem Statement, Poke the Bear, Value, Dream Outcome,
Story, Social Proof, Resource, Case Study, Offer

CTA Types

Hard, Soft, Resource, or Colleague Ask

P.S. Line

(Optional)

Social Proof, Benefit, or Personalization

Tone

Consultative, confident, peer-to-peer
No flattery, no hype words ("excited," "amazing," "synergy")

Input Example: Outbound Structure Prompt

Target Audience:

Heads of Sales at mid-market SaaS companies
(200–500 employees) hiring SDRs.

Instructions:

Generate a 3-step outbound email sequence.
Follow these rules exactly:

Subject Lines:

3–5 words. Use a mix of “internal camouflage” (short, functional) and “relevant call-outs” (specific to the recipient)

Email Body:

Each step must include 1–3 body components (problem, value, outcome, story, proof). No feature dumps.

Tone:

Peer-to-peer, consultative, confident. No flattery or hype words

CTAs:

Vary type across emails
(soft ask, resource, colleague ask)

(Optional) P.S.

Include if it adds social proof, a benefit, or personalization.

Sequence Integrity:

Each email introduces a new perspective; do not repeat points. Email 3 must end with a door-open exit.

Section 3A

Email Sequence Examples

How the structure plays out in practice

Input Example: Email Sequence Prompt

Instructions:

Generate a 3-step outbound email sequence.

Target Audience:

Sales VPs at SaaS companies (200–500 employees) scaling outbound teams.

Follow these rules:

1. Subject lines: 3–5 words, mix curiosity-driven and relevant call-outs.
2. Each email must use 1–3 body components (problem, value, outcome, proof, story).
3. Tone: Peer-to-peer, confident, consultative. No flattery or hype words.
4. Vary CTAs across steps (soft ask, resource, colleague ask).
5. Email 3 must acknowledge silence and close with a door-open exit.
6. Include optional P.S. lines only if they add social proof, a benefit, or personalization.

Email 1: Intro

- **Subject line:** short, curiosity or relevance driven
- Acknowledge trigger (e.g. hiring, funding, tech adoption)
- **Body:** Use Problem Statement + Value + Outcome
- **CTA:** Soft ask (*"Want me to share a sample?"*)

Email 2: Follow-Up

- **Subject line:** spark urgency or GTM relevance
- **Angle shift:** introduce a new challenge or insight
- **Body:** Use Poke the Bear + Proof + Story
- **CTA:** Resource ask (*e.g. "Want me to send 5 accounts our AI recommends?"*)

Email 3: Final Nudge

- **Subject line:** humor, curiosity, or light FOMO
- Acknowledge silence
- **Body:** Briefly restate pain + one-sentence solution
- **Close:** Door-open exit line
- **CTA:** Colleague ask (*e.g. "Is there someone else on your team I should share this with?"*)

Optional P.S.: Add a benefit or personal note.



Best practice is a 3-step sequence. This balances persistence with respect for the prospect's inbox (or LinkedIn feed) while keeping every touchpoint fresh and valuable.

Use the Outbound Structure rules from Section 3A as your foundation. Below are recommended formats for both email and LinkedIn flows.

Section 3B

LinkedIn Sequence Examples

How the structure plays out in practice

Input Example: LinkedIn Sequence Prompt



With Sections 3A + 3B, you now have both the building blocks and the sequence formats needed to turn prompts into complete outbound campaigns.

Instructions:

Generate a 3-step LinkedIn direct message sequence

Target Audience:

Marketing Directors at cybersecurity startups (51-200 employees) adding new automation tools

Follow these rules:

1. **Message 1:** Connection request under 200 characters, peer-to-peer, no pitch.
2. **Message 2:** Reference a relevant LinkedIn post or signal. Highlight a core pain (scaling, churn, efficiency). Provide one-sentence value and offer to share a resource.
3. **Message 3:** Keep light and friendly. Acknowledge silence. Restate one pain point and your solution. Close with a door-open exit line.
4. **Tone:** Conversational, confident, consultative. No flattery or hype words.

Message 1: Connection Request / Intro

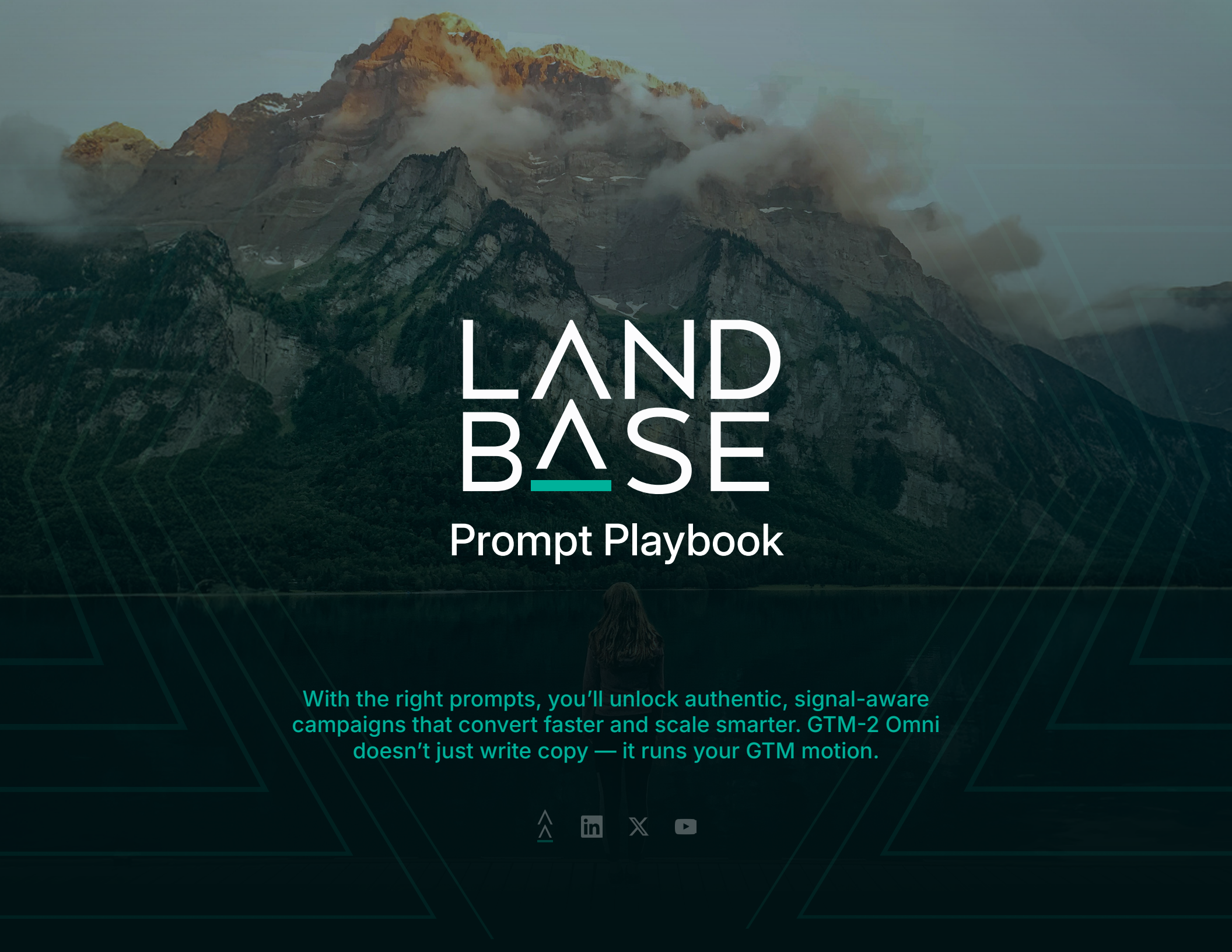
- Keep under 200 characters.
- Reference role, company, or recent trigger.
- No pitch — peer-to-peer tone.
- **CTA:** ask to connect.

Message 2: Connection Request / Intro

- Reference a post, update, or signal.
- Highlight a challenge (e.g. scaling, churn, efficiency).
- **Body:** Use Value + Resource.
- **CTA:** Share an insight, case study, or quick diagnostic.

Message 3: Final Follow-Up

- Keep short, light, and friendly.
- Acknowledge previous outreach.
- Restate one pain point and your solution.
- **Close:** Door-open exit line.

A person with long dark hair, seen from behind, stands on a dark shore looking across a calm lake towards a massive, rugged mountain range. The mountain peaks are partially covered in snow and shrouded in mist. The sky is a soft, hazy blue. The overall scene is serene and majestic.

LAND BASE

Prompt Playbook

With the right prompts, you'll unlock authentic, signal-aware campaigns that convert faster and scale smarter. GTM-2 Omni doesn't just write copy — it runs your GTM motion.

