

18 *Unscalable* Marketing Moves That Scale Trust

About this playbook

The paradox of modern B2B marketing



Here's a truth we learned the hard way: the things that don't scale are, in most cases, the things that matter.

This is your playbook for building relationships that turn into revenue, no automation required, at least not at first.

Before you dive in, know this: every move in here comes from the field. Some of them we've tried ourselves. Others are next on our list. A few didn't work the way we hoped, but every single one taught us something real about how trust is built in B2B.

Here's how to use this playbook:

- Step 1: Pick 3 moves that feel natural to your brand
- Step 2: Block 2 hours this week to execute one
- Step 3: Track the response
- Step 4: Ask yourself: "Did this create a moment they'll remember?"

If yes, do it again. If no, pick a different move.

The only rule: don't automate your actions this time. The moment you scale them, they lose their power.

Personalization

moves (1-5)

Our goal is to do something so unique that connects back to the human behind the lead. When the recipient shows his appreciation on social media it can boost brand awareness.

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| 01 | The Pre-Meeting Research Gift |
| 02 | The "I Noticed" Message |
| 03 | Boost Brand Awareness |
| 04 | The Curated Care Package |
| 05 | The Handwritten Welcome |

Let's get personal



The Pre-Meeting Research Gift

Before your next executive meeting, spend 30 minutes researching their interests (podcasts they've been on, LinkedIn posts, interviews). Send a relevant book or article with a handwritten note connecting it to something they said. Ship it so it arrives 2 days before your meeting.

- Time investment: 45 minutes
- Cost: \$20-40
- Impact: You're now the only vendor who proved they paid attention

The "I Noticed" Message

When a prospect gets promoted, launches something, or hits a milestone: send a video message (Loom, 60 seconds) congratulating them. Don't pitch. Just be human.

- Time investment: 5 minutes
- Cost: \$0
- Impact: Expect a 'thank you' message response

The Handwritten Welcome

When a high-profile lead downloads your content or signs up for a trial, hand-write a note and mail it within 24 hours. Reference the specific resource they downloaded and why you think they'll find it useful.

- Time investment: 3 minutes per note
- Cost: \$10 (card + stamp)
- Impact: Recipients will mention it in follow-up conversations

Let's get personal, part 2

The Curated Care Package

For your top 20 accounts, create custom gift boxes based on their specific interests:

1. The CMO who's into cycling → premium coffee + bike maintenance tool
 2. The founder who mentions their dog in every post → toy + treat from a local brand
 3. The exec who visited this vineyard → tasting journal + recommendation from a sommelier
- Time investment: 2 hours per package
 - Cost: \$75-150
 - Impact: They post about it. Their network sees it. You become unforgettable.

Experience

design moves

(6-10)

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- 06 The 8-Person Dinner Rule
 - 07 The "Build Something Together" Workshop
 - 08 The Surprise Office Drop-By
 - 09 The "Behind the Curtain" Session
 - 10 The Expert Introduction
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Your moves.

6. The 8-Person Dinner Rule

Stop hosting 100-person events. Host dinners for 8 people who share a common challenge (not a common industry). Facilitate conversation about the shared challenge. No name tags. No branded swag. Just exceptional food and curated guests.

Time investment: 10 hours (planning + execution)

Cost: \$2,000-4,000

Impact: Turn into qualified pipeline

7. The "Build Something Together" Workshop

Invite 10 customers to co-create something with you: a framework, a tool, a piece of content. Give them credit. Ship it publicly. Make them heroes.

Time investment: 8 hours (workshop + production)

Cost: \$0

Impact: Customers become evangelists. They sell for you.

8. The Surprise Office Drop-By

If you're in the same city as a prospect, bring their team lunch. No meeting required. Just: "We were in the neighborhood, wanted to say hi and drop this off."

Time investment: 90 minutes

Cost: \$100-200

Impact: You become the brand that "gets it"

9. The Expert Introduction

Connect two people in your network who should know each other but don't. Make the intro thoughtful- explain specifically why they should talk. Don't insert yourself in the conversation.

Time investment: 10 minutes

Cost: \$0

Impact: Both people remember you as a connector, not a vendor

10. The "Behind the Curtain" Session

Once a quarter, invite customers into your office (or Zoom room) to see how you actually work. Show them your sprint planning, your design process, your customer feedback board. Be vulnerable about what's broken.

Time investment: 2 hours

Cost: \$0

Impact: Trust accelerates faster than any case study could build it

Storytelling moves (11-14)

Story

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| 11 | The Founder Friday Email |
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| 12 | The "We Messed Up" Post |
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| 13 | The Customer Story Interview |
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| 14 | The "Here's Our Entire Strategy" Deck |
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Share a good story

#11 and #12

The Founder Friday Email

Every Friday, the founder sends a personal email to the entire customer list. *NOT* about product updates, but about what they learned that week, what they're wrestling with, what surprised them. 200 words max.

Time investment: 20 minutes/week

Cost: \$0

Impact: Reply rates increase. Real conversations start with the person behind the brand.

The "We Messed Up" Post

Share a real failure publicly. What you got wrong. What you learned. What you're doing differently. Skip the corporate polish.

Time investment: 30 minutes

Cost: \$0

Impact: 10x engagement vs. your average post. People appreciate vulnerability.

#13 and #14

The Customer Story Interview

Instead of writing a case study, interview your customer on video. Ask them about their challenges, their wins, their advice to others. Edit it to make them look brilliant, not your product.

Time investment: 3 hours (interview + editing)

Cost: Depends if outsourcing editing

Impact: Customer shares it with their network. You get distributed by proxy.

The "Here's Our Entire Strategy" Deck

Share your actual internal strategy deck publicly. The one you use for board meetings. Redact financials if needed, but show your thinking. Most companies would never do this, which is exactly why you should.

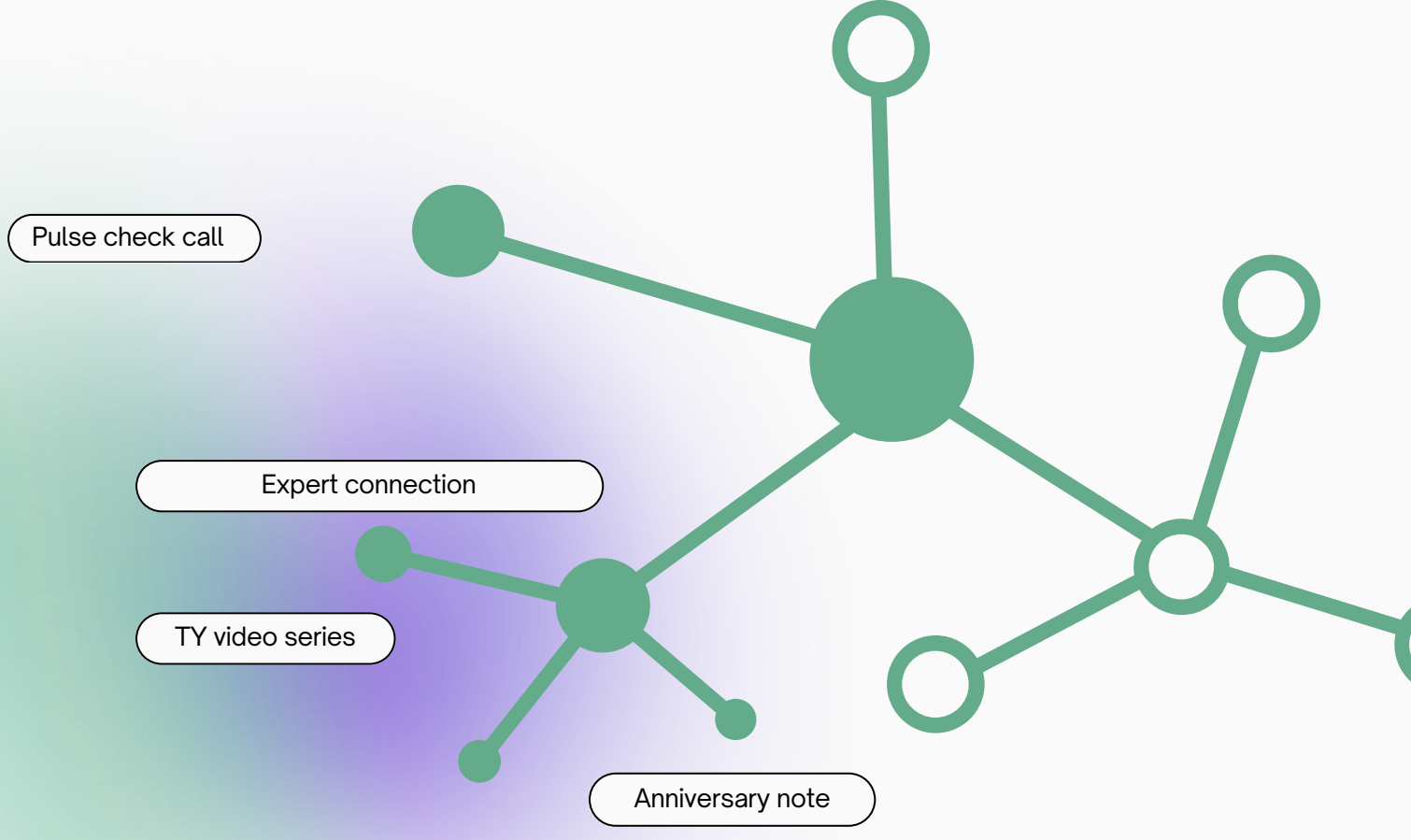
Time investment: 2 hours (redaction + formatting)

Cost: \$0

Impact: Instant credibility. Prospects see you as transparent, not secretive.

Relationship velocity moves (15–18)

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| 15 | The Quarterly "Pulse Check" Call |
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| 16 | The "Thank You" Video Series |
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| 17 | The Unexpected Expert Connection |
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| 18 | The Anniversary Note |
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15. The Quarterly "Pulse Check" Call

Every 60 days, call your top 20 customers. Not to sell. Not to upsell. Just to ask: "How are you? What's changing? What should I know?"

Time investment: 30 minutes per customer

Cost: \$0

Impact: You hear problems before they become churn. You find expansion opportunities naturally.

16. The "Thank You" Video Series

Record a 30-second video thanking someone specific in your customer's organization - not just the buyer, but *the person doing the work*. Post it on LinkedIn and tag them.

Time investment: 3 minutes per video

Cost: \$0

Impact: They share it. Their boss sees it. You get internal champions.

17. The Unexpected Expert Connection

When a customer mentions a problem outside your domain, connect them with an expert who can help (even if it's not monetizable for you). Make introductions to lawyers, designers, advisors, whoever.

Time investment: 15 minutes

Cost: \$0

Impact: You become a trusted advisor, not just a vendor

18. The Anniversary Note

Track when customers hit their 1-year, 2-year, 3-year anniversaries with you. Send a handwritten note celebrating the partnership and noting a specific thing they achieved.

Time investment: 5 minutes per note

Cost: \$2

Impact: Retention increases. Referrals increase. They remember you care.

One last *thing:*

Which of these are you trying first? Hit reply and tell us - we read every response.

And if you try one and it works (or fails spectacularly), we want to hear about it.

Because the best marketing isn't about reach. It's about resonance. And resonance requires being human.

team@mktaccel.com



We are *tma*.

The Marketing Accelerator (tma) is a boutique go-to-market agency that helps tech startups and scaleups turn strategy into traction. We work with founders and GTM teams to build the foundations, messaging, and demand engines that actually move the business forward. From early-stage launches to scale-up growth, we blend strategy and execution to help startups grow smarter and faster.

Our services:

- **Product Marketing-as-a-Service** Position your product, build the story, and accelerate adoption.
- **Marketing-Team-as-a-Service** Your full marketing department - fractional, flexible, and focused on growth.
- **Storytelling & Fundraising** Investor-ready messaging, pitch decks, and outreach strategies that open doors.
- **Out-of-Stealth Launch** Emerge from stealth with a launch that gets noticed.
- **New-Service Portfolio Development** Add new offerings and go to market with clarity and speed.
- **Content Studio: Everything Organic** Build organic growth engines powered by social, content, and community.