HCD Campaign Strategies:

1. **Referral Campaign**
   a. Quick win with existing and past customers
   b. Contact sent to ask about new projects
   c. Request for "introduction" to colleagues

2. **AI Conversation to "Learn More"**
   a. How volume with hyper-personalization
   b. For people who don't want to get into a 'high-pressure' sales call, they can ask the AI anything they need to see if there is a fit for them.

3. **Events**
   a. Simple question asking if they are attending
      (does not matter if you will attend)
   b. The event is the common ground to get the reply
   c. Any reply is used to ask to meet to discuss the event and/or our service

4. **Open Job Postings**
   a. Great signal that they need help in this area
   b. The open job posting will be mentioned in all outreach

5. **Newly Hired Decision Makers**
   a. New Managers & Execs want to make their "mark"
   b. Very open to new strategies and speaking with vendors

6. **Intention to Buy AI Signaling**
   a. AI data set that shows companies who are searching for topics related to your service
   b. They are showing "Intention to buy signaling"

7. **Platform Specific Outreach**
   a. Outdated platforms that need update
   b. Prospects using competitor software and we know our UVP is stronger

8. **Podcast Interview Outreach**
   a. The interviewee is the prospect

9. **Value-Added Content Sharing**
   a. Webinars, surveys, articles, videos, white papers

10. **General Outreach**
    a. Not ideal but with continued volume and working through the entire nurture sequence, some of the meetings will still come from this form of outreach