



The Kreller Group - Unique Campaign Strategies

Kreller sells deep-dive, human-led investigations and due diligence so companies can safely work with third parties, close deals, and protect their brands. Their buyers struggle with hidden risk that basic database checks miss and pressure from regulators, boards, and customers to “get it right” across global markets.

Below are 10 campaign strategies designed for those realities. Each is concept-level only (no scripts yet) and follows HCD-style, multi-channel, value-first thinking.

Strategy 1: “Would This Pass a Regulator?” Reviews

- **Target Audience:** Chief Compliance Officers, Heads of Third-Party Risk at global companies
- **Pain Point:** Fear that current due diligence would not hold up in an SEC/DOJ/OFAC or local regulator review
- **Messaging Hook (examples):**
 - “If a regulator walked in tomorrow and picked one of your riskiest third parties at random, are you 100% sure the file would stand up?”
 - “Most teams have great policies, but weak evidence. Want a second set of eyes on your highest-risk file?”
- **Outreach Channel & Order:**
 - Highly personalized email / LinkedIn DM offering a free “regulator reality check” on one anonymized third-party file
 - Short follow-up video message walking through a sample “good vs. weak” file and inviting them to submit one case
 - Live call to schedule a 30-minute review workshop with their team

Strategy 2: “Bad Deal Autopsy” Series



- **Target Audience:** General Counsel, M&A leads, Corporate Development
- **Pain Point:** Deals blowing up late or turning toxic after close because of missed integrity issues
- **Messaging Hook (examples):**
 - “Think of the last deal that went sideways. If you could rewind 6 months, what would you want to know then that you know now?”
 - “We run ‘deal autopsies’ to show exactly which red flags standard checks missed—and how to avoid them next time.”
- **Outreach Channel & Order:**
 - Invite-only virtual roundtable (small group) for M&A and legal leaders on “Anatomy of a Bad Deal”
 - Follow-up email with anonymized case highlights and an offer to run a private ‘autopsy’ on one past deal
 - Direct call to agree on one historic transaction to review together

Strategy 3: “Third-Party Map Risk Heatmap”

- **Target Audience:** Heads of Procurement, Vendor Management, Enterprise Risk
- **Pain Point:** Thousands of vendors, but no clear picture of where real integrity and sanctions risk lives
- **Messaging Hook (examples):**
 - “You probably know how many vendors you have. But do you know where the real danger is hiding?”
 - “We build a simple heatmap: 20% of your vendors that create 80% of your risk—and exactly which ones need deep investigation.”
- **Outreach Channel & Order:**
 - LinkedIn thought-leadership post + infographic about “third-party risk concentration”
 - Targeted email to named accounts offering a complimentary “mini-heatmap” using their own vendor categories (no names at first)



- Short discovery call to translate the model into a scoped pilot (e.g., top 50 highest-risk vendors)

Strategy 4: “Whistleblower Triage Rescue”

- **Target Audience:** Internal Audit, Ethics & Compliance, HR Investigations
- **Pain Point:** Under-resourced handling of serious whistleblower and ethics reports; fear of mishandling high-stakes allegations
- **Messaging Hook (examples):**
 - “What’s the one whistleblower case right now that keeps you up at night?”
 - “We offer a ‘triage rescue’ team for your toughest, most sensitive cases—quiet, fast, and defensible.”
- **Outreach Channel & Order:**
 - Direct outreach email referencing recent news / enforcement trends around whistleblower cases in their industry
 - Invite to a confidential “office hours” style consult (no sales deck) where they can describe one tricky case scenario
 - Follow-up call to outline a narrow, time-boxed investigative engagement if there is a fit

Strategy 5: “Marketplace Clean-Up Challenge”

- **Target Audience:** Brand owners / eCommerce leaders facing unauthorized resellers and MAP violations (especially consumer brands)
- **Pain Point:** Loss of buy box, pricing erosion, angry retailers due to rogue sellers and counterfeits
- **Messaging Hook (examples):**
 - “If you could wave a wand and remove every unauthorized seller from Amazon in 90 days, what would that be worth to you?”



- “We took one brand from 50+ rogue sellers to zero and doubled their Amazon sales. Want to see what your numbers could look like?”
- **Outreach Channel & Order:**
 - Targeted email + LinkedIn messages to VP eCommerce / Brand Protection referencing visible reseller chaos on their listings
 - Short screen-recorded video walking through their marketplace presence and “what we see” from the outside
 - Call to propose a 90-day “clean-up challenge” pilot for one region or product line

Strategy 6: “Sanctions Surprise Drill”

- **Target Audience:** Sanctions Officers, Trade Compliance, Banks and export-heavy companies
- **Pain Point:** Fear of hidden sanctions exposure buried in ownership chains or complex deal structures
- **Messaging Hook (examples):**
 - “Sanctions lists change fast. When was the last time someone tried to sneak a high-risk ownership structure past your team?”
 - “We run a ‘sanctions surprise drill’ on one deal or counterparty—stress-testing your existing checks and showing what deeper HUMINT finds.”
- **Outreach Channel & Order:**
 - Educational webinar or invite-only briefing on recent sanctions enforcement stories in their sector
 - Follow-up email offering a one-off “drill” on a current or recent transaction
 - Call with their sanctions lead to agree scope and timing around an active matter

Strategy 7: “Board-Ready Risk Story Pack”

- **Target Audience:** CCO, CRO, GC preparing risk updates for the board or audit committee



- **Pain Point:** Struggle to tell a clear, compelling story to the board about third-party and investigative risk in plain language
- **Messaging Hook (examples):**
 - “Your board doesn’t want more data. They want a clear story: where are we exposed, and what are we doing about it?”
 - “We help you turn complex investigations and due diligence into one board-ready narrative you can stand behind.”
- **Outreach Channel & Order:**
 - Short LinkedIn article or one-pager: “How to explain third-party risk to your board in 10 minutes”
 - Personalized outreach offering a “board story sanity check” on their next upcoming presentation
 - Working session (virtual) to co-create a board-ready risk story, naturally leading to deeper engagement

Strategy 8: “Deal Countdown White-Glove Desk”

- **Target Audience:** Deal teams (M&A, JV, strategic partnerships) under tight timelines
- **Pain Point:** High-stakes deals with aggressive closing dates and fear that deep risk work will slow everything down
- **Messaging Hook (examples):**
 - “Closing in 30–60 days and worried there isn’t time for real due diligence?”
 - “We run a ‘deal countdown desk’—parallel, fast-track investigations so you can sign on time without flying blind.”
- **Outreach Channel & Order:**
 - Targeted outreach to known strategic acquirers / PE / corporate dev teams around major conference or deal cycles



- Email positioning Kreller as the “deal sprint partner” for the next live transaction, not a generic vendor
- Follow-up call to pre-negotiate framework terms so they can “pull the trigger” fast when a live deal appears

Strategy 9: “Regtech Gap Filler” Partner Plays

- **Target Audience:** Buyers already using automated TPRM / screening platforms; also the platform vendors themselves (as partners)
- **Pain Point:** Automated tools are great for volume but weak for complex, high-risk cases and nuanced investigations
- **Messaging Hook (examples):**
 - “Your platform catches the easy stuff. We handle the 5–10% of cases that could actually make headlines.”
 - “Think of us as the ‘human escalations layer’ on top of your existing screening tool.”
- **Outreach Channel & Order:**
 - Partner conversations with TPRM/GRC vendors to be their go-to enhanced due diligence provider
 - Joint webinars / content: “When automation isn’t enough—what to do with high-risk cases”
 - Account-based outreach to the vendors’ top clients, offering a joint “enhanced review” program

Strategy 10: “Country Risk Reality Check” Roadshow

- **Target Audience:** Regional leadership, Risk & Compliance teams expanding or operating in higher-risk markets
- **Pain Point:** Leadership making optimistic expansion plans without a grounded view of corruption, enforcement, and fraud risk on the ground



- **Messaging Hook (examples):**

- “Slide decks make new markets look great. Local investigators often see a very different picture.”
- “We host ‘reality checks’ on your highest-growth countries—what our investigators actually see vs. what the pitch decks say.”

- **Outreach Channel & Order:**

- Country- or region-specific online briefing series (e.g., “What we’re seeing right now in Latin America distribution networks”)
- Follow-up outreach to attendees with a tailored “top 3 local risks for your expansion plan” summary
- One-on-one strategy sessions to design country-specific due diligence and investigation playbooks

If you’d like, the next step can be to pick 1–2 of these strategies and turn them into full, multi-touch sequences (SMS, voicemail, email, LinkedIn, video) in the HCD tone.

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