



HCD Campaign Strategies:

- 1. Uncovering New Projects for Clients**
 - a. Quick win with existing and/or past customers
 - b. Contact sent to ask about new projects

- 2. Referral Campaign**
 - a. Request for “introduction” to colleagues

- 3. Reengage Old Proposals & Lead Reconnect Campaign**
 - a. Outreach to all past leads for prospective deals that have had a gone cold.
 - b. In many cases, there is a lot of money left on the table that just needs to be reengaged

- 4. Invite to Have an “AI Conversation”**
 - a. Great for dormant contact lists using AI to hyper-personalize your solution to their situation
 - b. Unique approach 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 their exact situation

- 5. 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

- 6. Open Job Postings**
 - a. Great signal that they need help in this area related to the job title being hired
 - b. The open job posting will be mentioned in all outreach

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

- 8. 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”

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 - a. Outdated platforms that need update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



10. Survey, Readiness Audit, Assessment

- a. 2-minute Survey where prospect self-identifies having the problems that you solve
- b. Lead Magnet Offer Following Survey:
 - 1. Survey Results
 - 2. Critical Action Item Checklist PDF to Self-Implement
 - 3. Meeting with Expert

11. Webinars

- a. Offer a webinar offering solutions to the top problems your service solves

12. Value-Added Content Sharing

- a. Articles, videos, white papers, etc

13. Podcast Interview Outreach

- a. The interviewee is the prospect

14. 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