



SALESDRIVER FIELD GUIDE #06

The Outbound Campaign Builder

A worksheet for building an outbound campaign around buyer state instead of volume alone.

A campaign is not a list plus copy. It is a hypothesis about who has a problem, why timing may have changed, what evidence will matter and which sequence of actions can create movement.

Use this guide to:

- Build a campaign before loading contacts.
- Coordinate email, LinkedIn and rep actions.
- Measure buyer movement, not vanity activity.

Built for operators, sales leaders and reps who want fewer disconnected tools and better buyer context.

New \$99 SalesDriver Platform: B2B data, CRM, email + LinkedIn outreach, email verification, company visitor identification, personalized landing pages at scale, AI, automation and 100+ mini tools.

1. Define the account, not just the persona

Field	Decision
ICP industry / category	
Company size / complexity	
Geography	
Technology / operating condition	
Pain that must be present	
Disqualifiers	
Buying trigger / "why now"	

2. Build a signal hierarchy

Not all signals deserve the same weight. Rank what should actually change account priority.

Signal level	Examples	Action
A - direct	Reply, meeting, known active evaluation, explicit timing	Rep attention now
B - strong contextual	Leadership change, site return, relevant hiring, contract event, high-fit trigger	Research and targeted outreach
C - weak contextual	General content engagement, broad intent, social activity	Add context; do not overstate intent
D - noise	Generic news, vanity engagement, irrelevant website activity	Ignore

3. State the campaign hypothesis

We believe [specific account type] is more likely to care about [specific problem] when [trigger/state] occurs, and that [proof/offer] will reduce enough uncertainty to earn [next buyer action].

4. Choose the offer

Weak offer	Stronger offer logic
"Want a demo?"	Give the buyer a reason to spend 20 minutes now.
"We help companies grow."	Tie the offer to a specific operating problem.
"Free consultation."	Offer a diagnostic, benchmark, audit, teardown or useful asset.
Generic case study	Use proof that matches industry, problem or implementation concern.

5. Design the touch sequence

Use channels because they serve different jobs, not because a template says “multichannel.” A practical sequence may include email, LinkedIn and human follow-up. The exact cadence should match list quality, audience and channel constraints.

Touch	Channel	Job	Message angle	Buyer action
1	Email	Create relevance		
2	LinkedIn	Recognition / context		
3	Email	Add proof / useful asset		
4	Rep task	Human judgment: call or account review		
5	LinkedIn	Relationship / visibility		
6	Email	Change angle or close loop		

6. Build the landing experience

If the campaign deserves personalization, the destination should not erase it. Define what can change on a personalized landing page: headline, industry language, relevant proof, offer, CTA and product modules. Do not fabricate company-specific claims.

7. Decide what the system should remember

- Contacts attempted and channels used
- Messages and angles sent
- Replies, objections and timing
- Website return visits and content consumed
- Stakeholders added or changed
- What created movement and what produced noise
- Next-best action and why

8. Measurement

Layer	Measure	Question
Delivery	Valid contacts, delivery, channel health	Can the campaign reach the intended buyer?
Engagement	Replies, visits, meaningful interactions	Did we earn attention?
Movement	Meetings, stakeholder adds, explicit next steps	Did buyer state improve?
Learning	Objections, timing, fit, signal quality	What should the next campaign know?
Economics	Cost per qualified conversation / opportunity	Is this worth scaling?

Pre-launch QA

- No duplicate or suppressed contacts
- Email verification complete
- Account/person identity reconciled
- Offer matches the account state
- Landing page and CTA tested
- CRM ownership and reply routing confirmed
- Reps know what happens after a response
- Tracking captures learning, not just clicks

The rule

Do not scale a campaign simply because the sending infrastructure can handle it. Scale after the hypothesis starts producing the buyer behavior you wanted.