SourceWhale + Hector

Campaigns Battlecard Live Series: Mastering BD

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Pre-campaign

Ask yourself **"why add this prospect to my campaign?"** and:

○ Is there a reason for them to want to speak to me?

○ Is there a benefit to them?

If the answer is YES to both of the above, you're keeping your campaigns relevant.

Learning Outcome 1 — Understand the importance of campaign relevance

Learning Outcome 2 — Segment your data for deeper analysis

Learning Outcome 3 — Implement a data-backed campaign framework

Relevance > personalization

Personalization grabs attention, relevance builds credibility. Always include relevant context for your campaigns.

For example:

"We used to work with your old company"

"I read about your new innovative solution that's gaining traction in the market"

"I noticed that you recently secured Series A funding"

"I noticed you achieved record-breaking sales last quarter"

Segment your data

Labelling your campaigns effectively can help streamline tracking, reporting and analysis of your efforts. Here are some suggestions:

⊙ Cold outreach

⊙ Warm leads follow-up

⊙ Lead nurturing
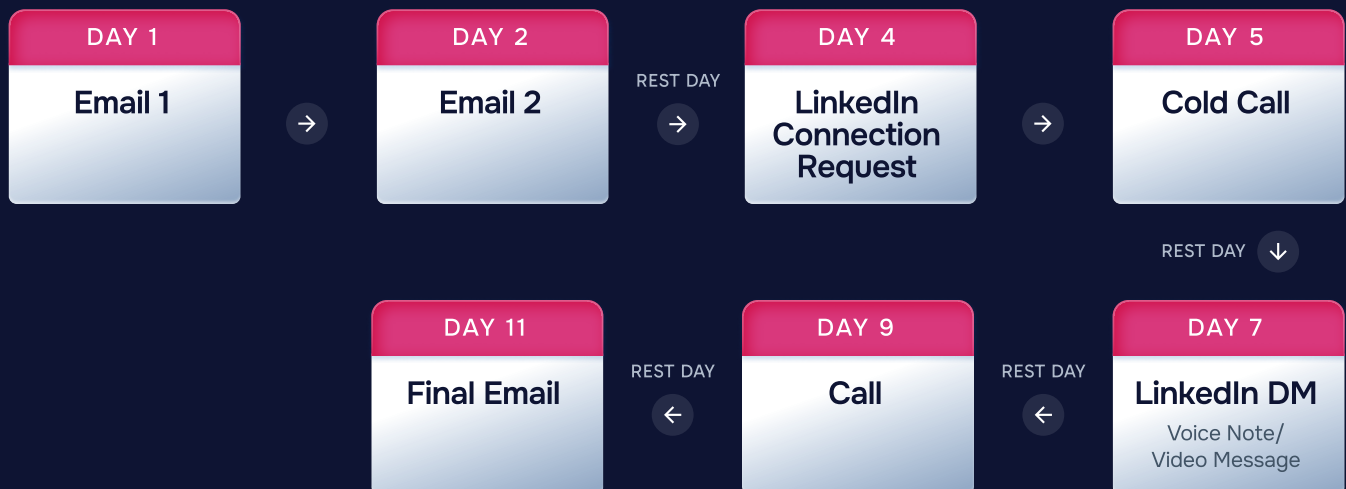
⊙ Re-engagement campaign

⊙ References

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Framework example

There is no silver bullet! If a campaign performs well, it doesn't mean it will work for a different context or recipient. It is important to keep testing and experiment, like starting with a LinkedIn connection request or phone call.

DAY 1		DAY 2	REST DAY	DAY 4		DAY 5
Email 1	→	Email 2	→	LinkedIn Connection Request	→	Cold Call

REST DAY ↓

DAY 11	REST DAY	DAY 9	REST DAY	DAY 7
Final Email	←	Call	←	LinkedIn DM Voice Note/ Video Message

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