

# The internet is the lead list.

*A complete social demand-capture engine for PitchGhost*

Research • positioning • acquisition • campaigns • outbound • content • RevOps • 30/60/90



*Prepared as an operator-ready proof of work. No access to PitchGhost internal data or product account was used.*

**All numerical plans** are proposed targets, not company history.

# How to read this package

**RECOMMENDATION** Own “social demand capture”: detecting public buying signals, understanding context, and converting them into timely human conversations.

| Label           | Meaning                                                              |
|-----------------|----------------------------------------------------------------------|
| VERIFIED FACT   | Supported by a cited public PitchGhost or third-party source.        |
| OBSERVATION     | Interpretation of public messaging, UX, content, or market evidence. |
| ASSUMPTION      | Internal data unavailable; a working premise that must be validated. |
| RECOMMENDATION  | What I would implement.                                              |
| PROPOSED TARGET | An operating goal, never represented as historical performance.      |

## Coverage index

| Brief sections | Delivered here                                                                                                                              |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 01–08          | Research, product reconstruction, category, ICP, personas, JTBD, competitors, GTM thesis                                                    |
| 09–17          | Full funnel, social channel strategies, three social-first campaigns, founder-led media, three narrative campaigns                          |
| 18–21          | Outbound system, ten segments, five sequences, AI personalization agent and guardrails                                                      |
| 22–29          | Inbound content, 90-day calendar, use-case pages, homepage, lead magnet, paid/search, communities, partnerships                             |
| 30–36          | Growth loops, demo, enablement, CRM, lead scoring, dashboard, experiments                                                                   |
| 37–46          | 30/60/90, 100-idea backlog, guerrilla campaigns, five full asset kits, brand voice, media property, attribution, first five bets and budget |
| Appendices     | 30 LinkedIn posts, 30 X posts, 10 videos, 5 founder stories, 20 signal examples, campaign copy, sources                                     |

# 01 — Executive summary

VERIFIED FACT

PitchGhost monitors LinkedIn, X, Reddit and Facebook through customizable “Ghosts”; surfaces matched posts as “Finds”; supports email, Slack and Discord alerts; offers suggested responses with human approval; and connects to workflows such as HubSpot and webhooks. Public plans are Find at \$140/month, Engage at \$200/month, and a custom managed Close tier. [S1–S5]

STRATEGIC DIAGNOSIS

The product is better than its category story. “Social listening” makes buyers expect brand dashboards and sentiment charts. “AI prospecting” makes them expect scraped contacts and automated spam. PitchGhost’s actual advantage is the middle: it finds a live, public expression of need and makes it operational before the moment expires.

## The opportunity in one sentence

**PRIMARY THESIS** PitchGhost should become the social demand-capture layer for lean B2B teams: the fastest path from public intent to a useful human response.

## What I would do first

- 1.Narrow the wedge to founder-led B2B SaaS and specialist B2B agencies where one customer can repay a year of software.
- 2.Replace category ambiguity with a single “social demand capture” narrative and proof-led homepage.
- 3.Launch “We Found Your Customer,” a concierge signal audit that turns a prospect’s own market into the demo.
- 4.Build a signal-triggered outbound engine: firmographic fit + a current public trigger + short, useful outreach.
- 5.Instrument Find → response → conversation → meeting → opportunity → revenue so every channel is defensible.

## What exactly does PitchGhost sell?

| Audience      | Explanation                                                                                                                                                                                                                                                                            |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| One sentence  | PitchGhost watches public social conversations for signs that someone may need what you sell, then helps your team respond while the context is fresh.                                                                                                                                 |
| One paragraph | Teams define a goal in plain language, choose a social platform, and let a Ghost scan for relevant posts. Matching Finds arrive in the product or alerts; PitchGhost can suggest an on-brand reply, route the signal into CRM or workflows, and keep a human in control of engagement. |
| Fifth-grade   | It looks online for people asking for help. When it finds one, it tells you so you can answer.                                                                                                                                                                                         |
| Marketer      | An always-on demand-capture workflow that converts earned social conversations into attributable pipeline and voice-of-customer insight.                                                                                                                                               |
| Founder       | A tireless scout that finds the few conversations worth joining so you can grow without living in your feed.                                                                                                                                                                           |
| Sales leader  | A signal layer that gives reps a reason to engage now, the buyer’s words, and a suggested first response.                                                                                                                                                                              |
| Investor      | A cross-platform, prompt-configured system of action for public intent—positioned between enterprise                                                                                                                                                                                   |

| Audience | Explanation                             |
|----------|-----------------------------------------|
|          | listening suites and static sales data. |

The underlying human and business problem

- People with genuine need are already talking, but revenue teams do not know where or when.
- Static lists answer “who fits?” but not “why now?”; generic outreach arrives without context.
- Manual feed scanning is cognitively expensive, inconsistent, and impossible to scale.
- A buying signal has a short half-life. Late responses lose to whoever was already useful.
- Teams lack a closed loop connecting social engagement to pipeline, so the work is underfunded.

## 02 — Market, category and competition

### Why now

- Gartner reported that 61% of surveyed B2B buyers prefer an overall rep-free buying experience, while 73% actively avoid suppliers that send irrelevant outreach. [S10]
- 6sense reported that buyers are nearly 70% through their process before engaging sellers; 81% have a preferred vendor at first contact. [S11]
- Reddit and SurveyMonkey found that buyers prefer peers or community discussions over vendors for questions about capabilities, service, and competitive value. [S12]
- Inference: winning requires useful presence during self-directed research—not simply more outbound volume.

### Five category positions

| Category                    | Definition                                                  | Why buyers get it               | Risk                             | Verdict                                |
|-----------------------------|-------------------------------------------------------------|---------------------------------|----------------------------------|----------------------------------------|
| Social listening for sales  | Monitoring optimized for revenue action                     | Easy bridge from known category | Crowded; buyers expect analytics | Clear but undersells workflow          |
| Conversational intent       | Intent inferred from what people publicly say               | Distinct language; context-rich | Requires education               | Strong thought-leadership platform     |
| Signal-based social selling | Public triggers that improve who, why and when              | Maps to modern GTM language     | Crowded signal vendors           | Great for sales leaders                |
| Social demand capture       | Turn existing public demand into conversations and pipeline | Outcome-led; cross-functional   | Must define “capture” ethically  | Best primary position                  |
| Response marketing OS       | Detect, route, draft, respond, measure                      | Matches product workflow        | “OS” inflation; less searchable  | Useful product vision, weaker category |

**RECOMMENDATION** Lead with SOCIAL DEMAND CAPTURE. Use “conversational intent” as the unique data type and “signal-based social selling” as the buyer-familiar bridge.

### Positioning statement

For founder-led B2B teams that cannot afford to miss active demand, PitchGhost is a social demand-capture platform that finds relevant public conversations and turns them into timely, human engagement—unlike static lead databases or broad listening dashboards—because its prompt-based Ghosts combine live context, cross-platform monitoring, workflow routing, and human-approved responses.

### Competitive landscape

| Product    | Public price       | Coverage                                        | Intent                   | Action                              | Workflow                        | Core buyer                         |
|------------|--------------------|-------------------------------------------------|--------------------------|-------------------------------------|---------------------------------|------------------------------------|
| PitchGhost | \$140/\$200/custom | LinkedIn, X, Reddit, Facebook                   | Prompt goal + filters    | Suggested replies; human approval   | HubSpot, Slack/Discord, webhook | Lean B2B revenue teams             |
| Trigify    | \$40/\$199/custom  | LinkedIn, X, Reddit, YouTube, podcasts          | Named-person GTM signals | Workflows, enrichment, agent access | CRM, API, MCP, CLI              | GTM teams wanting broad signal ops |
| Syften     | \$29.95–\$119.95+  | Reddit, HN, web, forums, GitHub, X add-on, more | Keywords + AI filter     | Alerts; limited engagement layer    | Slack, API, webhook, MCP        | Founders and monitoring-           |

| Product     | Public price                   | Coverage                                   | Intent                              | Action                           | Workflow                   | Core buyer                  |
|-------------|--------------------------------|--------------------------------------------|-------------------------------------|----------------------------------|----------------------------|-----------------------------|
|             |                                |                                            |                                     |                                  |                            | heavy teams                 |
| F5Bot       | Free–\$214.99+                 | Reddit, HN, Lobsters                       | Keyword alerts                      | Reply externally                 | Email-first                | Low-cost mention monitoring |
| Redreach    | Public page; plan details vary | Reddit                                     | AI relevance + SEO opportunities    | AI-guided replies; DM automation | Reddit-centric workflow    | Reddit marketing teams      |
| Brand24     | \$199–\$1,499+                 | Broad web/social/media                     | Mentions, sentiment, analytics      | Not revenue-response native      | API/MCP on plans           | Brand/PR/analytics teams    |
| Common Room | \$2,500/mo annual+             | Social, product, website, CRM, third-party | Multi-source person/account signals | Research, scoring, workflow      | CRM/SEP/Slack/webhooks/MCP | Scaled B2B revenue orgs     |

Verified public pricing/features as of 24 Aug 2026. Some vendors meter credits, data volume or add-ons; use sales validation before publishing competitive claims. [S6–S9, S13–S15]

## Indirect competitors

- LinkedIn Sales Navigator and Apollo: static fit and contact intelligence.
- Meltwater, Brandwatch, Mention and Sprout: broad listening, media intelligence and publishing.
- Clay, Unify and Common Room: generalized signal orchestration and enrichment.
- Social media managers, SDRs, founder feed-scanning, Google Alerts and saved searches: human/DIY alternatives.

## The real competitor

Do nothing. The buyer never sees the missed opportunity, the rep cannot quantify the loss, and the company continues to reward visible activity (emails sent) over invisible timing (signals caught). The GTM must make missed demand observable.

## White space to own

- The system of action—not another dashboard of mentions.
- Public intent that preserves the buyer’s exact words and context.
- Human-in-the-loop response quality as a differentiator from “AI slop.”
- Affordable, cross-platform signal capture for teams too lean for enterprise infrastructure.
- Attribution from Find to revenue, plus reusable voice-of-customer intelligence.

## 03 — ICP and buyer system

Scoring weights: pain 15%, ability to pay 12%, frequency 12%, reachability 8%, ROI proof 13%, fit 15%, sales-cycle speed 8%, market size 6%, low competitive pressure 5%, case-study likelihood 6%. Scores are strategic estimates; internal win/loss and usage data unavailable.

| Segment                             | 10 factor scores      | Weighted | Priority         |
|-------------------------------------|-----------------------|----------|------------------|
| Founder-led B2B SaaS, 5–50 staff    | 9/8/9/9/9/9/8/6/9     | 8.63     | PRIMARY          |
| Specialist B2B agencies, 5–75 staff | 9/8/9/9/9/9/8/6/9     | 8.50     | PRIMARY-2        |
| Sales/outbound agencies             | 9/8/10/9/10/9/8/6/5/9 | 8.48     | Secondary        |
| Demand-gen teams, SaaS 50–250       | 8/9/8/7/8/8/6/8/5/8   | 7.69     | Secondary        |
| Recruiting/staffing agencies        | 8/8/9/8/8/8/7/8/6/8   | 7.94     | Experiment       |
| Independent consultants             | 8/6/8/10/8/8/10/7/7/8 | 8.05     | Experiment       |
| SDR teams, SaaS 50–500              | 8/9/8/6/8/8/5/8/4/7   | 7.44     | Later            |
| Social media agencies               | 7/7/9/9/7/7/8/7/6/8   | 7.57     | Experiment       |
| RevOps teams                        | 6/9/7/6/8/7/5/7/4/7   | 6.90     | Influencer buyer |
| VC portfolio platforms              | 6/9/7/7/6/7/5/6/7/9   | 6.91     | Partner channel  |

**PRIMARY ICP** Founder-led B2B SaaS with \$5k–\$50k ACV and specialist B2B agencies whose prospects openly discuss problems online. One good conversation can pay back the annual subscription, and the buyer can approve fast.

## Persona messaging

| Persona        | Goal                                   | Current frustration                            | Trigger                               | Buying question                        | Metric                                            | Driver                                              |
|----------------|----------------------------------------|------------------------------------------------|---------------------------------------|----------------------------------------|---------------------------------------------------|-----------------------------------------------------|
| Founder / CEO  | Create pipeline without hiring a team  | Lives in feeds; inconsistent follow-up         | Funding, launch, stalled pipeline     | “Show me five real conversations.”     | Pipeline, founder hours, CAC                      | Fear of missing the few buyers that matter          |
| Head of Growth | Find a repeatable acquisition loop     | Channel saturation; weak attribution           | Paid CAC rises; content plateaus      | “Can I measure source-to-revenue?”     | Activated trials, CPQL, assisted pipeline         | Prove an underpriced channel before competitors     |
| Head of Sales  | More qualified meetings                | Reps send volume without context               | Reply rates or pipeline coverage fall | “Will reps actually use it?”           | Positive reply, meetings, opp rate                | Give the team a reason to reach out now             |
| SDR leader     | Improve output per rep                 | Research time; fake personalization            | New team or productivity mandate      | “Does this add another inbox?”         | Research time, meetings/rep                       | Help reps sound observant, not automated            |
| Marketer       | Turn conversations into demand and VOC | Listening tools produce dashboards, not action | Campaign or category launch           | “Is this sales software or marketing?” | Engagement, traffic, assisted pipeline            | Make social work commercially without ruining trust |
| RevOps leader  | Govern signals and attribution         | Fragmented sources; duplicate records          | CRM rebuild or signal-tool audit      | “What is the data model and SLA?”      | Routing time, stage conversion, data completeness | Operational control and defensible reporting        |

## Current workflow and existing tools

Typical stack: LinkedIn/X/Reddit saved searches + Sales Navigator/Apollo for lists + HubSpot for records + Slack for internal routing + an email sequencer. PitchGhost should attach live context to that stack, not demand a wholesale replacement.

## Jobs to be done — ranked

1. When a qualified prospect publicly describes a problem we solve, I want to know quickly, so I can help before a competitor does.
2. When I plan outreach, I want a credible current reason to contact someone, so I can avoid generic personalization.
3. When I cannot watch every feed, I want the noise filtered to relevant conversations, so I can focus on high-leverage interactions.
4. When my team receives a signal, I want it routed to the right owner with context, so nothing falls through the cracks.
5. When a post is worth answering, I want a safe first draft in our voice, so I can respond quickly without sounding automated.
6. When a competitor is criticized or compared, I want to learn the underlying gap, so I can respond or improve positioning.
7. When an account in our pipeline becomes active, I want the rep notified, so follow-up reflects what matters now.
8. When social creates a meeting, I want the touch recorded in CRM, so I can defend the channel.
9. When I launch a product, I want to hear relevant questions and objections, so messaging improves in days rather than quarters.
10. When I hire a new rep, I want repeatable signal plays, so results do not depend on personal scrolling habits.
11. When I manage clients, I want separate monitoring strategies, so I can demonstrate value without extra manual work.
12. When I enter a new market, I want the language buyers already use, so campaigns sound native to the problem.

## 04 — GTM thesis and acquisition system

### Why PitchGhost should win

Traditional outbound optimizes fit and volume after a seller decides to interrupt. PitchGhost can optimize timing and relevance after a buyer reveals context. AI makes the long tail of public conversation monitorable; human approval keeps engagement useful. Social therefore becomes part of the sales stack—not as a vanity channel, but as a measurable source of triggers, conversations and customer intelligence.

| Old GTM                | Signal-based GTM                  |
|------------------------|-----------------------------------|
| Buy a list             | Observe public intent             |
| Guess a pain           | Read the buyer’s words            |
| Personalize a sentence | Understand context and timing     |
| Send sequence at scale | Engage naturally; route follow-up |
| Hope for a reply       | Measure conversation → pipeline   |

### Three operating frameworks

| Framework             | Flow                                                                      |
|-----------------------|---------------------------------------------------------------------------|
| SIGNAL                | Source → Interpret → Grade → Name owner → Act → Learn                     |
| FIT × INTENT × TIMING | Right account × expressed need × freshness = priority                     |
| EARN THE DM           | Help publicly → establish relevance → ask permission → continue privately |

### Full funnel

| Stage        | Psychology                                | Message/content           | Channel                            | CTA                 | Metric                      | Automation                   | Owner     |
|--------------|-------------------------------------------|---------------------------|------------------------------------|---------------------|-----------------------------|------------------------------|-----------|
| Awareness    | “There may be demand I never see.”        | Missed-demand stories     | Founder LinkedIn, X, Reddit, video | See signals         | Qualified reach             | Retarget engaged users       | GTM       |
| Interest     | “Can this find my buyers?”                | Real signal teardown      | Social, SEO, partnerships          | Generate my signals | Lead magnet completion      | Lead created + source        | Growth    |
| Education    | “How is this different?”                  | Category + workflow proof | Website, webinar, email            | View live examples  | High-intent page depth      | Nurture by use case          | Marketing |
| Intent       | “Will it work in my niche?”               | Concierge signal audit    | Landing page, outbound             | Book audit / trial  | Qualified conversion        | Create segment + alert owner | Sales     |
| Trial / demo | “Show me my market.”                      | Prospect-specific Ghosts  | Product/demo                       | Launch first Ghost  | Time to first relevant Find | Activation nudges            | CS/Sales  |
| Activation   | “I found something worth acting on.”      | First-Find playbook       | In-product, Slack/email            | Respond / route     | Relevant Finds + actions    | SLA alerts                   | CS        |
| Conversion   | “This replaces time or creates pipeline.” | Value recap               | Email + call                       | Choose plan         | Trial→paid                  | Usage + value summary        | Sales     |

| Stage     | Psychology                   | Message/content                 | Channel               | CTA           | Metric                           | Automation                   | Owner          |
|-----------|------------------------------|---------------------------------|-----------------------|---------------|----------------------------------|------------------------------|----------------|
| Retention | "Signals stay useful."       | Monthly signal review           | Product + QBR<br>lite | Tune Ghosts   | Active Ghosts,<br>action rate    | Quality alerts               | CS/<br>Product |
| Referral  | "Others should see<br>this." | Win story / shareable<br>report | Social + partner      | Share / refer | Referral-<br>sourced<br>pipeline | Prompt after verified<br>win | GTM            |

## 05 — Positioning, message and brand voice

### Messaging house

| Layer     | Copy                                                                                                                                              |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Category  | Social demand capture                                                                                                                             |
| Promise   | Find the conversations that can become customers.                                                                                                 |
| Problem   | Your market is talking. Your team is looking somewhere else.                                                                                      |
| Mechanism | Prompt-based Ghosts scan public social channels, score relevance, alert the owner and suggest a response.                                         |
| Proof     | Existing customer quotes cite faster response, warmer opportunities, less manual monitoring and 200 in-market accounts engaged in two weeks. [S5] |
| Enemy     | Static fit without timing; alerts without action; AI automation without judgment.                                                                 |
| CTA       | Show me five signals from my market.                                                                                                              |

### Voice guide

- Observational: start with something true the buyer has seen.
- Concise: one idea per sentence; remove warmed-over AI adjectives.
- Confident, not absolute: show mechanisms and evidence; avoid invented certainty.
- Slightly playful: use “ghost” once, only when it earns the line.
- Human: use the buyer’s language; never pretend a relationship or automate intimacy.
- Useful: every post should teach a signal, response, or decision.

| Use                                                       | Avoid                                      |
|-----------------------------------------------------------|--------------------------------------------|
| “Fit tells you who. Intent tells you when.”               | “10x your pipeline with revolutionary AI.” |
| “A lead list is a map. A conversation is a door opening.” | “Unlock the power of social selling.”      |
| “The best personalization is a real reason to write.”     | “I noticed your impressive background...”  |
| “Your buyer asked for help 42 minutes ago.”               | “Scary-fast growth hacks.”                 |

### Homepage audit

- The hero promises several jobs—leads, competitors and pipeline—before defining the unique action loop. [S1]
- Category labels vary across the site and LinkedIn: direct-response marketing, social listening, social selling and response marketing 2.0. [S1, S4, S5]
- Customer proof is strong but not organized by use case, mechanism or attributable outcome. [S5]
- The CTA asks for a generic free trial before showing whether the product works in the visitor’s niche.
- Claims such as “10x” and “5+ hours saved” need methodology or should be replaced by verified proof. [S1, S4]
- Pricing copy appears to list unavailable features without explicit “not included” markers on Find, creating scan friction. [S3]

## Improved homepage — actual copy

### Hero

YOUR NEXT CUSTOMER MAY ALREADY BE ASKING FOR HELP.

PitchGhost finds public buying signals across LinkedIn, X, Reddit and Facebook—then helps your team respond while the context is fresh.

Primary CTA: Show me five signals. Secondary: Watch a 3-minute walkthrough.

### Problem

Fit tells you who could buy. It does not tell you who cares today. Static lists turn every prospect into a guess; manual feed scanning misses the moment.

### How it works

1. Describe the conversations that matter. 2. Let Ghosts scan and qualify them. 3. Route each Find to the right person. 4. Review a suggested response. 5. Track the conversation through CRM.

### Examples

“Recommend a tool for...” • “We are struggling with...” • “Why is [competitor] so...” • “We are hiring our first...” • “What are teams using for...”

### Use cases

New-logo demand • Named-account monitoring • Competitor gaps • Founder-led engagement • Voice-of-customer research

### Proof

Put the strongest existing customer quote beside the exact workflow it proves. Add screenshots, sample size, time window and outcome definition.

### Comparison

PitchGhost vs lists: timing + context. Vs listening suites: action + affordability. Vs automation bots: human approval + brand safety.

### ROI

If one relevant conversation becomes one qualified opportunity, what is that worth? Use the calculator; never promise a conversion.

### FAQ

What platforms? What is public? Does it auto-post? How precise are Finds? What happens during trial? Which integrations are native?

### Final CTA

Tell us what you sell. We'll show you what your buyers might say right before they need it. CTA: Find my signals.

## 06 — Campaign system: social, narrative and paid

### Channel roles and cadence

| Channel      | Job                                                    | Cadence                                                       | Native formats                                           | CTA                    |
|--------------|--------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------|------------------------|
| LinkedIn     | Category education + founder credibility + buyer proof | 3 founder posts, 2 company posts, 20 thoughtful comments/week | Signal teardown, POV, build-in-public, customer workflow | Comment / signal audit |
| X            | Fast thesis testing + founder/AI/startup network       | 2–4 posts/day; 2 threads/week                                 | Sharp observations, live signals, experiments            | Reply / follow         |
| Reddit       | Unfiltered pain research + helpful participation       | 10 useful comments + 1 educational post/week                  | No links until earned; disclose affiliation              | Answer the question    |
| Threads      | Accessible founder voice + lighter observations        | 1–2 posts/day                                                 | Short narratives, behind-the-scenes, audience prompts    | Discuss                |
| YouTube      | Searchable trust + demos + category depth              | 1 teardown + 2 Shorts/week                                    | Live signal audits, demo, playbook                       | Generate signals       |
| TikTok/Reels | Pattern interrupts + human stories                     | 3/week                                                        | Missed-lead dramatizations, response coaching            | Save / try tool        |

### Campaign 1: WE FOUND YOUR CUSTOMER

**Insight:** Prospects do not believe signal software until they see their own market.

**Hook:** Give us your URL. We'll return five public conversations worth knowing about.

**Landing-page copy:** Your customers are already telling the internet what they need. Let us find five. No generic lead list. Every result includes the public post, why it matters, how fresh it is, and a non-spammy response angle.

**CTA:** Find five signals

**Demo experience:** Open with the prospect's product and audience; build three Ghost goals; reveal one strong, one medium and one rejected signal; draft the public-first response; route the strongest to CRM.

#### Five ad concepts

- Your market posted a lead. Did you see it?
- Five public buying signals. From your market. Free.
- A list says who. A post says why now.
- Stop searching profiles. Start finding problems.
- See the conversations your competitors can see.

#### Email campaign

- Subject: We found a few conversations in your market
- You sell [category]. People publicly ask about [problem] every week. I mapped five phrases worth monitoring and can show the workflow in 12 minutes. Want the signal sheet?
- Follow-up: I can send the phrases even if timing is wrong.

#### Short video script

0–5s: “This is not a lead list.” 5–20s: show a public request, timestamp and context. 20–35s: Ghost qualifies it. 35–50s: human edits a useful reply. 50–60s: “Your customers are already telling the internet what they need. Find five.”

Carousel: 1) tension/hook 2) public signal 3) what it reveals 4) bad response 5) useful response 6) workflow 7) CTA. Distribution: founder post → company remix → paid retargeting → newsletter → sales follow-up. Measurement: holdout landing page, qualified completion, booked audit, activated trial, signal-sourced pipeline.

## Campaign 2: THE INTERNET IS THE LEAD LIST

**Insight:** Identity data is abundant; current context is scarce.

**Hook:** Databases tell you who someone is. Conversations tell you what they care about now.

**Landing-page copy:** The world's largest live lead list does not look like a spreadsheet. It looks like questions, complaints, launches, hiring posts and recommendations. PitchGhost turns those moments into a repeatable revenue workflow.

**CTA:** Build my signal map

**Demo experience:** Contrast one static account with three live public signals; show scoring by problem, authority and recency.

### Five ad concepts

- Your lead list updates when a title changes. The internet updates when a need appears.
- The best lead field is “what happened five minutes ago.”
- Every public question is data with a heartbeat.
- Stop enriching names. Start enriching timing.
- The internet is already telling you who needs help.

### Email campaign

- Subject: your live lead list
- Most databases can tell you the role. They cannot tell you that the person asked for a recommendation this morning. I drafted a signal map for [company]. Worth a look?
- Follow-up: Happy to send the map without a meeting.

### Short video script

A CSV freezes on screen. Live posts flow behind it. Voiceover: “A database knows your buyer’s title. The internet knows what changed.” End card: THE INTERNET IS THE LEAD LIST.

Carousel: 1) tension/hook 2) public signal 3) what it reveals 4) bad response 5) useful response 6) workflow 7) CTA. Distribution: founder post → company remix → paid retargeting → newsletter → sales follow-up. Measurement: holdout landing page, qualified completion, booked audit, activated trial, signal-sourced pipeline.

## Campaign 3: THE SIGNAL REPORT

**Insight:** PitchGhost can demonstrate its category every week using public examples.

**Hook:** One public buying signal. Three lessons. One useful response.

**Landing-page copy:** A weekly field report on what buyers reveal online: the problem, the stage, the risk, and how a seller can help without hijacking the conversation.

**CTA:** Get Friday’s report

**Demo experience:** Use the subscriber’s category for the live teardown and turn it into Ghost goals.

### Five ad concepts

- The post is public. The insight is hidden.
- Read what buyers said before they booked a demo.
- Buying Signal of the Week—no gated fluff.

- What a salesperson should notice in this post.
- One signal. One response worth sending.

### Email campaign

- Subject: this week's buying signal
- Signal: "We have outgrown spreadsheets for..." Read: active problem, category-aware, likely evaluator. Help first: share a migration checklist; ask before sending product detail.
- PS: Reply with your category and we may analyze it next week.

### Short video script

Screen-record one anonymized post. Highlight phrase, timestamp and role. Grade intent. Write a useful public reply. Close with one thing not to say.

Carousel: 1) tension/hook 2) public signal 3) what it reveals 4) bad response 5) useful response 6) workflow 7) CTA. Distribution: founder post → company remix → paid retargeting → newsletter → sales follow-up. Measurement: holdout landing page, qualified completion, booked audit, activated trial, signal-sourced pipeline.

## Campaign 4: THE LEAD YOU MISSED

**Insight:** Loss aversion makes invisible missed demand emotionally legible.

**Hook:** They asked publicly. A competitor answered. Your cold email arrived three weeks later.

**Landing-page copy:** The lead did not ghost you. You missed the moment they raised their hand. PitchGhost watches the conversations your CRM cannot see.

**CTA:** See what you missed

**Demo experience:** Recreate the timeline from public post to competitor response to late cold email; then reverse it with PitchGhost.

### Five ad concepts

- Your cold email was good. It was 21 days late.
- The lead you missed did not fill out a form.
- Someone answered before you knew to ask.
- The costliest lead is the one already talking.
- Right account. Right need. Wrong week.

### Email campaign

- Subject: the lead you missed
- A prospect can fit perfectly and still ignore you—until the day they publicly ask for help. PitchGhost is built for that day. Want to see a missed-demand timeline for your category?
- Follow-up: I'll send the timeline; no deck required.

### Short video script

60s cinematic: buyer posts at 9:02; competitor replies 9:11; conversation moves to DM; calendar invite appears. Three weeks later: generic email. Cut to black: "The lead did not ghost you. You missed the moment."

Carousel: 1) tension/hook 2) public signal 3) what it reveals 4) bad response 5) useful response 6) workflow 7) CTA. Distribution: founder post → company remix → paid retargeting → newsletter → sales follow-up. Measurement: holdout landing page, qualified completion, booked audit, activated trial, signal-sourced pipeline.

## Campaign 5: RIGHT PERSON. WRONG TIME.

**Insight:** Fit without timing is only potential; timing can reorder the list.

**Hook:** A perfect ICP with no need is colder than an imperfect account asking for exactly what you sell.

**Landing-page copy:** Stop ranking accounts as if urgency were static. Add public conversation signals to the score and work the moment, not just the profile.

**CTA:** Score my signals

**Demo experience:** Show two accounts: 95 fit/5 intent versus 72 fit/90 intent. Explain priority without overstating certainty.

### Five ad concepts

- Fit without timing isn't intent.
- Your best account may not be your best next conversation.
- A 72-fit buyer asking now beats a 95-fit buyer asleep.
- Prioritize the moment, not just the logo.
- The list is ranked wrong.

### Email campaign

- Subject: right person, wrong time
- Your team already scores fit. I'd add a second axis: what the account is publicly signaling this week. Want the 0–100 model?
- Follow-up: Sending the formula is easy; adapting it to your CRM takes 15 minutes.

### Short video script

Split screen: ideal executive profile sits still; smaller buyer posts an urgent request. Cursor moves from fit score to intent score. End: "Fit finds the market. Timing finds the conversation."

Carousel: 1) tension/hook 2) public signal 3) what it reveals 4) bad response 5) useful response 6) workflow 7) CTA. Distribution: founder post → company remix → paid retargeting → newsletter → sales follow-up. Measurement: holdout landing page, qualified completion, booked audit, activated trial, signal-sourced pipeline.

## Campaign: GHOSTED

Headline options: "Stop ghosting your customers before they're your customers." • "They weren't silent. You weren't listening." • "The conversation was there. Your team wasn't." • "Ghosted by your own blind spot."

OOH: A single anonymized public request and timestamp; beneath it: "Seen by 12,431 people. Not your sales team." QR → See what you missed.

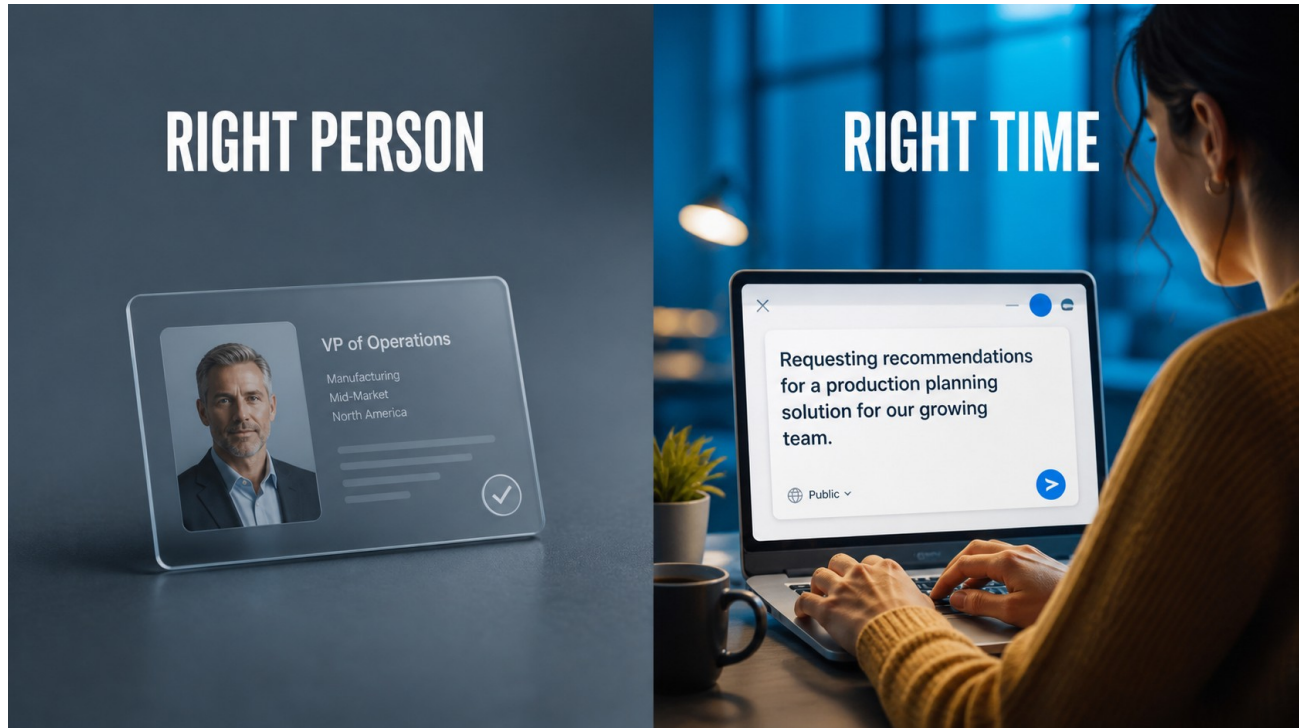
Founder announcement: "We built PitchGhost because businesses keep calling prospects cold while ignoring the warm conversations happening in public. GHOSTED is a campaign about that blind spot—not a promise to automate relationships, but a reminder to notice them."

## Campaign key art — The Lead You Missed



*Cinematic 60-second narrative: public ask → competitor response → late generic email.*

## Campaign key art — Right Person. Right Time.



*Fit is static. Intent changes priority.*

## Campaign key art — GHOSTED



*Stop ghosting the public conversations where buyers ask for help.*

## Owned media — The Signal Report



*A public signal becomes problem, timing and next action.*

## 07 — Actual campaign copy library

### 15 “We Found Your Customer” posts

1. A lead list tells you who works at a company. A buying signal tells you why today is different. We found five examples in one market this morning. None began with a form fill.
2. Your future customer may not be searching Google. They may be asking a peer: “What are you using for \_\_\_\_?” That sentence is a sales event.
3. The best personalization field is not {{first\_name}}. It is a real reason to write.
4. We looked for “people who need marketing.” Noise. We looked for “founders asking how to create pipeline after a launch stalled.” Signal. Precision starts with the problem, not the keyword.
5. A useful reply has three parts: answer the question, disclose your angle, ask permission before pitching. Everything else is just a DM wearing a comment costume.
6. Today’s missed-demand audit: 43 posts matched the words. Four matched the problem. One matched the problem, buyer and timing. That one is the work.
7. If a tool gives you 500 “leads” but none explain why they care today, it gave you homework.
8. Public does not mean permissionless. A signal is a reason to be helpful—not a license to be creepy.
9. We found a prospect complaining about a competitor. Bad move: “Switch to us.” Better: answer the underlying problem and let relevance earn the next step.
10. Most teams miss social demand for a boring reason: the signal lands in someone’s feed, not in the operating system.
11. The first response wins attention. The most useful response wins trust. Optimize for the second.
12. Signal quality = problem specificity × buyer fit × recency × actionability. “Interested in AI” is not a signal.
13. A founder does not need another dashboard. They need the five conversations worth opening this week.
14. The product demo should begin with one question: “What would your customer say online ten minutes before needing you?”
15. Give us your URL. We’ll build ten buyer phrases and show five public conversations worth knowing about. That is the campaign. It is also the product.

### 20 Real-Time Buyer Intent examples

| Public signal                                                   | What it reveals                                          | Helpful response                                     |
|-----------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------|
| “What are teams using instead of spreadsheets for forecasting?” | Category-aware pain; evaluator may be forming shortlist. | Share a migration checklist; ask about workflow.     |
| “Our cold email reply rate fell off a cliff.”                   | Acute performance pain; solution not yet defined.        | Offer a diagnostic framework before a tool.          |
| “Any good alternatives to [competitor]?”                        | Active comparison; risk of opportunistic pile-on.        | Ask what failed; answer criteria transparently.      |
| “Hiring our first SDR—what stack is actually necessary?”        | New capability trigger and budget window.                | Share a minimal stack by stage.                      |
| “We just raised seed. Now we need repeatable pipeline.”         | Funding + explicit outcome.                              | Offer a first-30-days pipeline map.                  |
| “How do you monitor Reddit without living there?”               | Exact workflow pain.                                     | Explain alerting + filtering; disclose affiliation.  |
| “Our agency needs leads outside referrals.”                     | Channel concentration risk.                              | Share signal categories for their niche.             |
| “Anyone know a recruiter for data engineers?”                   | Direct service request; time-sensitive.                  | Answer with fit and availability, not a biography.   |
| “We are replacing HubSpot workflows—what should we evaluate?”   | Migration/stack-change trigger.                          | Provide evaluation criteria and integration caveats. |
| “Why does [tool] keep missing LinkedIn posts?”                  | Competitor gap with precise pain.                        | Clarify coverage requirements; avoid unsupported     |

| Public signal                                                   | What it reveals                     | Helpful response                                       |
|-----------------------------------------------------------------|-------------------------------------|--------------------------------------------------------|
|                                                                 |                                     | comparison.                                            |
| “Launching next month. How do we find early users?”             | Near-term launch trigger.           | Share five pre-launch signal phrases.                  |
| “Our reps spend hours researching accounts.”                    | Productivity + adoption pain.       | Offer signal-based research template.                  |
| “Is social selling just posting all day?”                       | Category skepticism.                | Distinguish content, listening and engagement.         |
| “Need a fractional RevOps person before Q4.”                    | Budget/timing/persona explicit.     | Respond with scope checklist and availability.         |
| “We lost a deal because a competitor joined the thread first.”  | Recognized missed-demand cost.      | Ask about source and response SLA.                     |
| “What should count as an intent signal?”                        | Methodology need; likely ops buyer. | Share tiered model with examples.                      |
| “We have too many Slack alerts and no owner.”                   | Routing/governance pain.            | Offer triage design and owner rules.                   |
| “Looking for examples of founder-led sales that scale.”         | Learning-stage interest.            | Share framework; invite signal audit only if relevant. |
| “Our brand monitoring catches everything and tells us nothing.” | Noise + actionability pain.         | Discuss accept/reject logic and goal design.           |
| “What did buyers complain about this week?”                     | VOC/research intent.                | Offer a mini Signal Report for the category.           |

## 08 — Founder-led media engine

### Five pillars

| Pillar                        | Promise                                          | Formats                                       |
|-------------------------------|--------------------------------------------------|-----------------------------------------------|
| Building PitchGhost           | Transparent product and GTM decisions            | Weekly build note, failure, customer learning |
| What buyers tell the internet | Teach people to read public signals              | Teardown, screenshot, response clinic         |
| Outbound is a timing problem  | Challenge volume-first dogma                     | POV, data, debate                             |
| Experiments                   | Show the work and numbers                        | Hypothesis, result, next decision             |
| Founder lessons               | Humanize the company without motivational filler | Origin, hard choice, customer moment          |

Editorial rule: 80% teaches or shares perspective; 20% directly promotes PitchGhost. Every claim names the evidence type. Every screenshot is public, permissioned or anonymized.

### 30 LinkedIn posts

1. Cold outbound is not dead. Context-free outbound is expensive. The fix is not a longer personalization paragraph. It is a better reason to write.
2. I built PitchGhost after spending hours manually looking for the one social post that made the effort worthwhile. The product began as a time problem. It became a timing problem.
3. A public buying signal is not “liked an AI post.” It is a problem, a change or a decision expressed in the buyer’s own words.
4. The wrong way to use social listening for sales: search your category name and spray everyone. The right way: monitor the problem, qualify the context, help publicly.
5. One of the best things a sales team can do is write down the ten sentences a buyer says before buying. Those sentences become your signal map.
6. We rejected 86% of a search today. That is not a failure. A useful signal product should be proud of what it does not alert you about.
7. Fit answers “could they buy?” Intent answers “is something changing?” Timing answers “should we act now?” Your CRM needs all three.
8. If your reps cannot explain why a prospect should care today, the sequence is not ready.
9. Public conversation is a privilege. Show up as a participant, not a surveillance system.
10. The signal is only half the product. Routing, ownership, response quality and attribution determine whether it becomes revenue.
11. We are testing a concierge offer: send a URL, receive five public conversations and ten signal phrases. The best demo uses the buyer’s market, not our feature list.
12. A founder asked whether AI should auto-post replies. My answer: speed matters, but trust compounds. Keep the human approval.
13. The most useful social post for sales may have six likes. Virality and buying intent are different data sets.
14. “We are hiring” can be a signal. “We are hiring our first SDR after a seed round” is a story. Context changes the play.
15. A competitor complaint is not an invitation to dunk. It is an invitation to understand the job that failed.
16. Our new category language: social demand capture. Listening is passive. Capture means detect, route, help and measure.

17. A dashboard is not an outcome. A qualified conversation is not revenue. Good GTM keeps the chain intact all the way to closed won.
18. Your top 100 accounts are not equally important every day. Signals reorder the list.
19. The first version of a Ghost should be narrow enough to disappoint you with volume and impress you with relevance.
20. A useful alert answers four questions: what happened, why it matters, how fresh it is and who owns the next action.
21. Three phrases to monitor if you sell to founders: “how are you getting customers,” “launch stalled,” and “hiring first sales.” The category term comes later.
22. Buyer research happens before the demo. The seller’s job is to be useful before the shortlist hardens.
23. You do not need to comment on every signal. Sometimes the right move is research, a CRM note or no action at all.
24. The creepy line is simple: if the fact would surprise the person because they forgot it was public, do not lead with it.
25. A good AI draft sounds like a competent colleague who read the thread. A bad one sounds like the brand wandered in from another website.
26. The internet is a live lead list—but it comes with community rules, context and people. Treat it accordingly.
27. We found a post today that matched every keyword and none of the intent. Keyword monitoring is a starting point, not qualification.
28. The metric I want teams to adopt: median minutes from relevant signal to human review.
29. A social win should produce two assets: pipeline and learning. The conversation tells you what to sell and how to say it.
30. PitchGhost is for the moment between “someone said something useful” and “our team acted.” We are making that moment measurable.

## 30 X posts

1. A static lead list is a map. A public conversation is a door opening.
2. Fit tells you who. Intent tells you when.
3. The best personalization is a real reason to write.
4. Your buyer did not go dark. They went to Reddit.
5. More alerts ≠ more intent. Relevance is the feature.
6. A signal without an owner is trivia.
7. Do not automate intimacy.
8. The first reply wins attention. The useful reply wins trust.
9. A six-like post can be worth more than a six-figure impression count.
10. Keywords find words. Goals find meaning.
11. A competitor complaint is research before it is outreach.
12. The list is ranked wrong the moment a buyer speaks.
13. The internet updates faster than your enrichment provider.
14. Social listening watches. Social demand capture acts.
15. Public does not mean permissionless.
16. Your CRM knows the account. The post knows the moment.
17. A good alert tells you why now.
18. The fastest route to a relevant demo is the buyer’s own market.
19. “Interested in AI” is not a buying signal.
20. The best Ghost rejects most of what it sees.
21. If your AI draft could reply to any post, it should reply to none.
22. Signal → context → help → conversation. Skip context and it becomes spam.

23. The cost of missed demand is invisible until a competitor replies first.
24. Timing can turn a 72-fit account into today's best conversation.
25. The internet is the lead list. Communities are not your database.
26. A response SLA belongs in the social-selling playbook.
27. Every signal should create pipeline, learning or nothing. Know which.
28. The buyer's exact words are better copy than your brainstorm.
29. Do the things that do not scale—after a machine finds the right five.
30. Stop ghosting customers before they are customers.

## 10 short-video concepts

1. The 21-day-late email: split-screen timeline of public ask vs generic sequence.
2. Signal or noise? Founder grades five real-looking posts in 30 seconds.
3. Write the reply: three choices; audience votes; reveal why one is useful.
4. What would your buyer say ten minutes before buying? Rapid examples by industry.
5. Fit vs timing: 95/5 account versus 72/90 account.
6. The creepy test: four personalization lines; keep or delete.
7. One Ghost build from goal to first Find in under a minute.
8. Competitor complaint clinic: research, reply, or ignore?
9. Friday Signal Report: problem, stage, next action.
10. From social post to HubSpot task: the attribution chain.

## Five longer founder stories

### The post that justified the scroll

Origin story: hours of manual monitoring, one meaningful conversation, and the decision to make the useful moment repeatable.

### Why we keep humans in the loop

A story about the temptation to automate responses and the long-term cost of one tone-deaf reply.

### The alert we were proud to reject

How a plausible keyword match failed the intent test and improved the product philosophy.

### When a customer found 200 accounts

Use the verified testimonial carefully: describe the workflow and time window; ask customer permission before adding downstream outcome.

### The category we stopped using

Explain the move from generic social listening to social demand capture and invite disagreement.

## 09 — Signal-triggered outbound engine

| Step                 | System                                                                              |
|----------------------|-------------------------------------------------------------------------------------|
| ICP                  | Founder-led SaaS and specialist agencies; define exclusion rules first.             |
| Account sourcing     | Sales Navigator/Apollo for firmographics; partner lists and communities for niches. |
| Contact enrichment   | Apollo/Clay; validate role, email and public profile. Do not infer sensitive data.  |
| Intent signal        | PitchGhost Finds + funding/hiring/news; keep original URL, timestamp and text.      |
| Personalization      | AI summarizes evidence and proposes a pain hypothesis; human approves.              |
| Sequence             | Smartlead or Instantly for concise email; manual LinkedIn/social touch.             |
| Reply classification | Positive, referral, objection, timing, unsubscribe, OOO, wrong person.              |
| Demo                 | Prospect's signals first; features second.                                          |
| CRM                  | HubSpot is system of record; write signal, campaign, stage and outcome.             |

### Tool roles

- PitchGhost: primary public-conversation signal and response context.
- Sales Navigator: account/contact fit and named-account lists.
- Apollo: contact data, basic enrichment and list validation.
- Clay: waterfall enrichment, research orchestration and branching logic.
- ChatGPT or Claude: structured summaries and drafts constrained to cited evidence.
- Smartlead or Instantly: sending infrastructure and sequence analytics; choose one.
- HubSpot: source of truth, lifecycle, attribution and handoff.
- Make or Zapier: light automation; use webhooks for reliable event routing.

### Ten outbound segments

| Segment           | Account                     | Trigger                     | Pain                           | Angle                 | Subject                             | Opening                                                                         | CTA                  |
|-------------------|-----------------------------|-----------------------------|--------------------------------|-----------------------|-------------------------------------|---------------------------------------------------------------------------------|----------------------|
| B2B SaaS founder  | 5–50 employees; ACV >\$5k   | Hiring first SDR/growth     | Pipeline without feed-scanning | Your market audit     | five signals for [company]          | I mapped what buyers may say before needing [category].                         | Send the map?        |
| Agency founder    | Niche B2B agency            | Referral dependence post    | New pipeline source            | Client + own signals  | a non-referral signal map           | Saw the point about referrals; I built 10 public intent phrases for your niche. | Worth sending?       |
| Outbound agency   | Runs multi-client campaigns | Complains about reply rates | Context at scale               | Signal-enriched lists | context before the sequence         | You mentioned reply quality; public triggers could reorder the list.            | Compare 20 accounts? |
| Head of Sales     | SaaS 50–250                 | Pipeline coverage miss      | Rep productivity               | Why-now signal        | a reason to reach out now           | Your team knows who fits. This adds what changed this week.                     | Pilot one segment?   |
| Head of Growth    | B2B SaaS                    | Paid CAC rising             | Underpriced channel            | Demand capture        | another source of in-market demand  | I mapped public conversations around [problem], not just category keywords.     | See examples?        |
| Demand Gen lead   | Content-led SaaS            | Launching category/campaign | VOC + pipeline                 | Signal Report         | buyers using your category language | There are recurring public questions your next campaign could own.              | Want the cluster?    |
| Recruiting agency | Specialized desk            | Client hiring surge         | Earlier job/client signals     | Hiring conversations  | before the requisition posts        | Founders often discuss hiring pain before a role is public.                     | Test one role?       |

| Segment          | Account                 | Trigger                        | Pain                       | Angle                    | Subject                             | Opening                                                                              | CTA                     |
|------------------|-------------------------|--------------------------------|----------------------------|--------------------------|-------------------------------------|--------------------------------------------------------------------------------------|-------------------------|
| Consultant       | High-ticket independent | Posts about inconsistent leads | Leverage limited time      | Five-conversation digest | five conversations, not 500 leads   | Your expertise is relevant when the question appears; the issue is seeing it.        | Build your watchlist?   |
| RevOps leader    | HubSpot org             | Signal-tool consolidation      | Govern routing/attribution | Webhook + data model     | social signals in HubSpot           | I drafted the fields and SLA for routing a public Find into HubSpot.                 | Review the schema?      |
| VC platform lead | Seed portfolio          | Cohort GTM support             | Shared capability          | Portfolio signal lab     | a signal playbook for the portfolio | This gives founders a repeatable way to find public demand without adding headcount. | Pilot with 5 companies? |

## Five full outbound campaigns

| Campaign                    | Audience/trigger                                               | Subject                            | Email 1                                                                                                                                                                            | F1                                                                                                         | F2                                                                                                                | Breakup                                                                      | LinkedIn                                                                                          | Call opener                                                                                                    | Qualify                                                               | CTA                    |
|-----------------------------|----------------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------|
| A — Pipeline ROI            | Founder / Head of Growth; trigger: visible pipeline concern    | five public signals for [company]  | I mapped five conversations where buyers discuss [problem]. One relevant opportunity could cover the annual plan; the sheet includes source, recency and response angle. Want it?  | I can send the phrases even if you do not want a demo.                                                     | Should I close the loop, or is public intent not a priority this quarter?                                         | I'll stop here. If timing changes, reply "signals" and I'll rebuild the map. | Comment usefully on the triggering post; connect later with "I built the signal map I mentioned." | "We help teams add why-now context to outbound. What sentence would your buyer post right before needing you?" | ICP fit ≥70, signal ≥60, owned problem, credible economic value       | 12-minute signal audit |
| B — Time saved              | Founder / SDR leader; trigger: research workload               | replace the feed scan              | Your team should not spend hours scrolling to find the five posts worth answering. I drafted a monitoring plan for [audience] with accept/reject rules. Useful?                    | The plan is one page: goals, phrases, exclusions and response SLA.                                         | If manual research is not the bottleneck, I will not force the angle. Is consistency or quality the bigger issue? | Closing this out. Happy to send the template anytime.                        | React only when genuinely relevant; share the one-page template after permission.                 | "How many rep-hours go to research, and how many useful conversations result?"                                 | Manual research >3 hrs/week; repeated segment; manager owns workflow  | Build one Ghost live   |
| C — Missed demand           | Sales/Growth leader; trigger: competitor wins or late response | the lead you missed                | A prospect can ask for help publicly and choose a vendor before your sequence starts. I found the phrases that would reveal that moment in [category]. Want the missed-demand map? | One example is a recommendation request; another is a competitor complaint. Both need different responses. | Is the larger risk missing new demand or missing activity inside named accounts?                                  | I'll stop chasing. The map is yours if the timing changes.                   | Send the campaign film only after engagement; do not use fear without evidence.                   | "Where can buyers raise their hand today without entering your CRM?"                                           | High signal recency; competitor or category conversation; clear owner | See what you missed    |
| D — Competitor intelligence | Founder / Product marketing; trigger: competitor discussion    | what buyers say after [competitor] | Public complaints are more useful as product and positioning research than as ambush opportunities. I clustered the themes around [competitor]. Want the anonymized summary?       | The cluster separates feature gaps, service pain and category confusion.                                   | Who owns competitive VOC today—marketing, product or sales?                                                       | I'll archive this. Reply "cluster" if you want the framework.                | Engage the topic, never dogpile a customer complaint.                                             | "What competitor conversation would change a roadmap or deal?"                                                 | Recurring theme; relevant market; ethical engagement path             | Review the gap map     |
| E — Social-first outbound   | Founder / agency; trigger: active social presence              | turn your audience into timing     | You already create demand on social. PitchGhost adds the listening half: who is asking, comparing or changing now. I drafted ten Ghost goals around your audience. Want them?      | This is not auto-commenting; each response remains human-approved.                                         | Would you value net-new signals or monitoring known prospects more?                                               | Last note. I'll keep following the useful content either way.                | Leave a real comment with no pitch, then reference it only if conversation continues.             | "Which five accounts would you want an alert about the moment they post?"                                      | Active social buyer; clear audience; human engagement capacity        | Launch the watchlist   |

## AI personalization agent — system prompt

**COPY-READY SYSTEM PROMPT** You are PitchGhost's evidence-bound GTM research agent. Your job is to turn verified public evidence into a concise, respectful outreach brief. INPUTS: company, contact, title, website, public LinkedIn/profile URL, recent public posts, company news, and a detected buying signal with source URL and timestamp. OUTPUT JSON: research\_summary (max 80 words); evidence[] {claim, source\_url, published\_at}; pain\_hypothesis {statement, confidence\_0\_100, basis}; email {subject max 5 words, body max 85 words}; linkedin\_message max 45 words; suggested\_public\_engagement {action: reply|like|ignore|research, draft max 60 words, rationale}; confidence\_0\_100; qa\_flags[]. RULES: use only provided evidence; never invent revenue, technology, priorities, relationships or events; distinguish fact from hypothesis; mention at most one public fact in outreach; do not reference sensitive, old, personal or surprising information; never imply familiarity; do not use flattery; do not call a weak signal intent; if confidence <65, recommend research or no outreach; public reply must answer the conversation before mentioning PitchGhost; disclose affiliation when relevant; output "insufficient evidence" instead of filling gaps.

### QA guardrails

- Every factual sentence must map to a supplied URL and timestamp.
- Signal freshness: <24h high, 1–7d medium, 8–30d low; older is research, not trigger.
- Creepy test: would the recipient reasonably expect this fact to be noticed in context?
- One evidence point per message; no fake compliments, mutuality or "been following."
- Human approves target, claim, tone and action. Auto-send disabled for social engagement.
- Random sample 10% weekly; block campaign if hallucination or privacy failure >1%.

# 10 — Inbound content, SEO and demand generation

## Topic clusters

| Pillar                   | Commercial pages                       | Educational assets                   |
|--------------------------|----------------------------------------|--------------------------------------|
| Social demand capture    | platform, category, ROI calculator     | framework, glossary, signal taxonomy |
| Social selling           | for founders, SDRs, sales teams        | response clinic, examples, ethics    |
| Buyer intent             | conversational intent, signal scoring  | fit vs intent, recency, severity     |
| Platform prospecting     | Reddit, LinkedIn, X lead generation    | query libraries, community etiquette |
| Competitive intelligence | competitor monitoring                  | complaint analysis, win/loss inputs  |
| AI sales                 | AI response assistant, agent workflows | human approval, hallucination QA     |

## 90-day editorial calendar

| Week | Theme       | Blog/use-case                              | ICP           | Template                 | Video/social              | Distribution                  |
|------|-------------|--------------------------------------------|---------------|--------------------------|---------------------------|-------------------------------|
| W1   | Category    | Social demand capture: the missing layer   | Founders      | Signal map template      | Founder origin story      | Launch We Found Your Customer |
| W2   | Intent      | Fit without timing isn't intent            | Sales         | 0–100 scoring sheet      | Right Person video        | Run scoring webinar           |
| W3   | Reddit      | Reddit lead generation without spam        | Agencies      | 20 signal phrases        | Response clinic           | Community AMA pitch           |
| W4   | LinkedIn    | Monitor LinkedIn for buyer moments         | SaaS          | Named-account watchlist  | Ghost build demo          | Retarget engagers             |
| W5   | Outbound    | Why-now personalization                    | SDR           | Email prompt + QA        | Bad vs good email         | Outbound pilot A/B            |
| W6   | Competitors | Turn complaints into ethical intelligence  | PMM           | Gap map                  | Competitor clinic         | Partner with consultant       |
| W7   | Founder-led | Build a founder signal system              | Founders      | Weekly operating sheet   | Day-in-the-life           | Founder roundtable            |
| W8   | Attribution | Measure social beyond last click           | Growth/RevOps | CRM field map            | Dashboard walkthrough     | HubSpot office hours          |
| W9   | Agencies    | PitchGhost for agencies                    | Agencies      | Client report template   | Multi-client workflow     | Agency co-marketing           |
| W10  | Recruiting  | Catch hiring intent before the requisition | Recruiters    | Hiring phrase library    | Recruiter signal teardown | Vertical pilot                |
| W11  | AI quality  | Human-in-loop social selling               | Leaders       | AI guardrail checklist   | Creepy test video         | Trust-focused paid test       |
| W12  | Proof       | The Lead You Missed                        | All           | Missed-demand calculator | Cinematic campaign        | Webinar + retargeting         |
| W13  | Report      | Quarterly Social Demand Report             | All           | Benchmark/report         | Founder findings thread   | PR + partner launch           |

Each week also produces: one comparison-page update, three founder posts, two company posts, one X thread, three Shorts, ten community contributions and one sales enablement snippet. Calendar is a proposed operating cadence.

## Seven use-case page strategies

| Page             | Hero                                                  | Pain                                             | Promise/workflow                            | Use cases                                  | Objection/CTA                                  | SEO terms                                             |
|------------------|-------------------------------------------------------|--------------------------------------------------|---------------------------------------------|--------------------------------------------|------------------------------------------------|-------------------------------------------------------|
| Founders         | Find the five conversations worth your time.          | You cannot live in the feed.                     | Always-on scout; human response.            | Launches, competitor gaps, first customers | "Will it work in my niche?" → signal audit     | founder lead generation ; social selling for founders |
| SDRs             | A real reason to reach out now.                       | Research time produces fake personalization.     | Signal + context + draft.                   | Account triggers, warm comments, follow-up | "Another inbox?" → Slack/CRM routing           | sales trigger software; SDR personalization           |
| Agencies         | Turn public demand into a client deliverable.         | Referral dependence and multi-client monitoring. | Separate Ghosts, reports and routing.       | Lead gen, VOC, competitor intel            | "Can we separate clients?" → workspace demo    | agency lead generation ; social listening agency      |
| Recruiters       | Catch the hiring conversation before the requisition. | Demand and candidates move before job boards.    | Monitor hiring pain and career intent.      | Client triggers, passive candidates        | "Is this intrusive?" → public/ethical playbook | recruiting lead generation ; hiring intent            |
| Consultants      | Be useful at the exact moment expertise is needed.    | Limited time; inconsistent referrals.            | Five-conversation digest.                   | Advisory asks, competitor changes          | "Too few signals?" → niche audit               | consulting lead generation ; find clients social      |
| Growth marketers | Capture the demand content cannot see.                | Paid CAC and last-click blind spots.             | Social signals + retargeting + attribution. | VOC, campaign fuel, assisted pipeline      | "Can it be measured?" → dashboard              | social demand generation ; buyer intent marketing     |
| Sales teams      | Work the moment, not just the account.                | Static priority and low-context outreach.        | Score, route, engage, record.               | New logo, named account, expansion         | "Will reps adopt?" → SLA + workflow            | signal based selling; sales intent software           |

## Interactive lead magnet: Find My Buyers

Chosen over a pure ROI calculator because it delivers immediate product-shaped value before internal benchmarks exist.

1. Input: website URL, one-sentence offer, buyer role, geography, average customer value, channels.
2. AI drafts: ten explicit-intent phrases, ten problem-language phrases, five trigger events, five exclusion patterns.
3. User edits and ranks phrases; tool previews three sample Ghost goals.
4. Output: downloadable Signal Map with monitoring cadence, intent tier and response principle.
5. Optional enrichment: run a transparent public search and return up to five examples with source links.
6. CTA: launch these Ghosts in a free trial or book a 12-minute build session.
7. CRM: record input category, role, channel, completion, qualified threshold and downstream outcome.

## Result screen copy

**FIND MY BUYERS** Your buyers may not name your category. They describe a problem, a change or a decision. Here are 25 phrases worth monitoring—and five phrases to ignore.

## Paid media channel ranking

| Rank/channel            | Why                                              | Test budget     | Audience                            | Offer                 | Metrics                          |
|-------------------------|--------------------------------------------------|-----------------|-------------------------------------|-----------------------|----------------------------------|
| 1. Google Search        | Highest explicit intent; limited volume          | \$3,000/mo test | Buyer-intent/social-listening terms | Use-case landing page | Qualified trial/demo, CAC        |
| 2. LinkedIn retargeting | Best B2B proof + founder engagement audiences    | \$1,500/mo      | Site, video, lead-magnet engagers   | Signal audit          | CPQL, meeting rate               |
| 3. Reddit               | Strong research context; demands native creative | \$750/mo        | Subreddit/context targeting         | Educational teardown  | Quality visits, assisted signups |
| 4. YouTube retargeting  | Narrative + demo reinforcement                   | \$500/mo        | Site/search/social engagers         | 60s film + demo       | View-through, assisted demo      |
| 5. Meta retargeting     | Efficient reminder, weaker cold B2B intent       | \$250/mo        | Visitors/completers                 | Proof + CTA           | Return visits, conversion        |
| Defer X cold            | Audience fit but volatile targeting/performance  | \$0 initially   | Organic validation first            | Thesis content        | Engagement quality               |

## 20 paid ad concepts

1. Search: Social listening built for sales action, not sentiment charts.
2. Search: Find Reddit leads when they ask—not after the thread dies.
3. Search: Buyer intent in the buyer's own words.
4. Search: LinkedIn post monitoring for named accounts.
5. Search: Track competitor complaints and recommendation requests.
6. LinkedIn: Your CRM knows the account. The post knows the moment.
7. LinkedIn: Five public signals from your market. Free audit.
8. LinkedIn: Fit without timing isn't intent.
9. LinkedIn: A lead list cannot tell you why today is different.
10. LinkedIn: The 21-day-late email—watch the film.
11. Reddit: How to find buying signals without becoming the spammer everyone hates.
12. Reddit: Free signal-phrase library for B2B founders.
13. Reddit: We rejected 86% of matches. Here is why.
14. YouTube: The Lead You Missed—60-second narrative.
15. YouTube: Build a Ghost for your market in three minutes.
16. YouTube: Signal or noise? Five examples graded live.
17. Retargeting: You viewed the framework. Now test it on your market.
18. Retargeting: Your five-signal audit is one URL away.
19. Meta: Stop scrolling for prospects. Let the right posts find you.
20. Meta: The internet is the lead list. Here is how to read it.

## Google Search structure

| Campaign                   | Keyword groups                                                                   | Landing page                      | Negatives                                                  |
|----------------------------|----------------------------------------------------------------------------------|-----------------------------------|------------------------------------------------------------|
| Social listening for sales | social listening for sales; social selling software; social monitoring for sales | PitchGhost /sales                 | Brand sentiment, consumer analytics, free social scheduler |
| Buyer intent               | buyer intent software; intent signals for sales; signal based selling            | PitchGhost /buyer-intent          | Bombora definition, jobs, stock intent                     |
| Reddit leads               | Reddit lead generation; Reddit monitoring tool; find customers on Reddit         | PitchGhost /reddit                | Reddit ads agency, buy Reddit accounts, bot                |
| LinkedIn monitoring        | LinkedIn post monitoring; track prospect posts; LinkedIn social selling tool     | PitchGhost /linkedin              | profile viewer, follower tracker, automation bot           |
| Competitor monitoring      | competitor mention monitoring; competitor social listening; track complaints     | PitchGhost /competitor-monitoring | SEO rank checker, price monitoring ecommerce               |
| Alternatives               | Brand24 alternative; Trigify alternative; Syften alternative; F5Bot alternative  | Dedicated comparison pages        | Jobs, login, crack, coupon                                 |

Do not publish search volume or CPC without a live Keyword Planner pull. Match types: exact/phrase first; add broad only after conversion data and negatives. Ad copy should mirror the query and lead to a single-use-case page.

## 11 — Community and partnership GTM

### Community strategy: be useful first

Target communities include MicroConf Connect, Online Geniuses, Exit Five, RevGenius, Pavilion, GTMnow, RevOps Co-op, Indie Hackers, and relevant subreddits such as r/SaaS, r/startups, r/sales, r/marketing and r/Entrepreneur. Access, rules and promotion policies must be verified before participation. [S16–S19]

| Weekly cadence | Contribution                                                    |
|----------------|-----------------------------------------------------------------|
| Monday         | Answer two questions with frameworks; no link.                  |
| Tuesday        | Publish one anonymized signal teardown native to the community. |
| Wednesday      | Invite five members to submit a category for a free signal map. |
| Thursday       | Share the result and what was rejected; disclose affiliation.   |
| Friday         | Summarize lessons and feed them into product/content.           |

### Educational posts / AMA / free tools

- AMA: “Bring your offer; I’ll write ten public buyer-signal phrases live.”
- Post: “Signal or noise? A framework for grading public intent.”
- Clinic: “Rewrite this social reply so it helps before it pitches.”
- Free tool: Find My Buyers Signal Map.
- Case-study offer: four-week signal pilot in exchange for instrumented, permissioned learning—not guaranteed outcomes.

### 20 partnership categories

1. Fractional sales leaders
2. RevOps consultants
3. Outbound agencies
4. B2B demand-gen agencies
5. Social selling trainers
6. HubSpot implementers
7. Accelerators
8. VC platform teams
9. Founder communities
10. Sales communities
11. B2B creators/newsletters
12. Cold-email educators
13. Sales enablement programs
14. CRM marketplaces
15. Enrichment/data vendors
16. Sales engagement platforms
17. Recruiting communities

18. Agency networks
19. Customer research consultants
20. Startup studios

## Top ten partnership plays

| Partner                  | Their incentive                      | PitchGhost benefit                       | Joint campaign                 | Outreach                               |
|--------------------------|--------------------------------------|------------------------------------------|--------------------------------|----------------------------------------|
| Fractional sales leaders | New diagnostic + affiliate/rev share | Qualified accounts + implementation help | Co-run Social Signal Audit     | Personal demo using one client market  |
| RevOps consultants       | New signal/data-model project        | CRM credibility + referrals              | HubSpot signal routing kit     | Offer co-branded template              |
| Outbound agencies        | Higher-context campaigns             | Seats/managed tier revenue               | Signal-enriched outbound pilot | Compare 100-account holdout            |
| Demand-gen agencies      | VOC and campaign insight             | Multi-client acquisition                 | Quarterly Signal Report        | Client-category sample                 |
| HubSpot implementers     | Workflow add-on                      | Integration distribution                 | Find→task blueprint            | Partner enablement session             |
| Accelerators             | Founder acquisition toolkit          | Cohort distribution                      | Find Five Customers workshop   | Pilot one cohort                       |
| VC platform teams        | Portfolio GTM support                | Many qualified trials                    | Portfolio Signal Lab           | Show cross-portfolio dashboard concept |
| Founder communities      | Valuable clinic/event                | Trust and memberships                    | Live buyer-signal teardown     | Lead with education; no mass promo     |
| B2B creators             | Original data/content                | Audience + authority                     | Signal of the Week series      | Give exclusive category dataset        |
| Social selling trainers  | Operational tool for curriculum      | Qualified practitioners                  | Certification + templates      | Co-design playbook                     |

## 12 — Product-led loops, demo and enablement

### Five growth loops

| Loop                  | Mechanism                                                                                |
|-----------------------|------------------------------------------------------------------------------------------|
| Signal win loop       | Find → helpful engagement → conversation → customer → permissioned story → new curiosity |
| Shareable report loop | Weekly signal digest → stakeholder share → teammate invite → new Ghost → more value      |
| Template loop         | User publishes Ghost template → peer copies → trial → improves template library          |
| Partner loop          | Consultant deploys client workflow → visible result → next client → partner revenue      |
| Benchmark loop        | Anonymized signal data → category report → links/PR → trials → richer benchmark          |

### Best 15-minute demo

- 1.0:00–2:00 — Ask: What do you sell? Who buys? What would they post right before needing it?
- 2.2:00–4:00 — Define three signals: explicit request, problem language, trigger event. Define exclusions.
- 3.4:00–7:00 — Show a strong Find, a weak Find and a rejected match. Explain precision controls.
- 4.7:00–9:00 — Draft a public-first response; edit it together; show human approval.
- 5.9:00–11:00 — Route to Slack/CRM; assign owner; show original source and recency.
- 6.11:00–13:00 — Calculate value using their deal economics and conservative assumptions.
- 7.13:00–15:00 — Agree success criteria and launch first Ghost/trial.

### Discovery questions

- Where do buyers discuss this problem publicly?
- Which phrases reveal pain before category awareness?
- What makes a post actionable versus interesting?
- Who should own a signal and within what SLA?
- What outcome would make a 30-day pilot successful?
- What cannot be automated for brand or compliance reasons?

### Objections and handling

| Objection                          | Response                                                                                                                 |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| “It sounds creepy.”                | Use public, relevant context; mention one expected fact; help before pitching; preserve human review.                    |
| “We can do saved searches.”        | Yes for small volume. The value is prompt qualification, cross-platform routing, response workflow and attribution.      |
| “There may not be enough volume.”  | That is a qualification question. Run a signal audit before selling; low volume may still be valuable at high deal size. |
| “We already have Sales Navigator.” | Keep it. Navigator solves fit and account research; PitchGhost adds public context and timing.                           |
| “AI replies will sound bad.”       | Drafts are optional and editable; measure acceptance/edit rate; never auto-post without approval.                        |

| Objection              | Response                                                                                                                   |
|------------------------|----------------------------------------------------------------------------------------------------------------------------|
| "How do we prove ROI?" | Tag every signal and track action, conversation, meeting, opportunity and revenue; use assisted attribution plus holdouts. |

## Sales enablement one-pager

**PITCHGHOST IN ONE LINE** Find public buying signals and turn them into timely, human conversations.

- Who: founder-led B2B SaaS, specialist agencies and signal-ready revenue teams.
- Problem: static fit lacks timing; manual social monitoring does not scale.
- How: Ghost goal → cross-platform scan → Find → alert → suggested response → CRM action.
- Why different: action-ready context, prompt qualification, human approval, lean-team pricing.
- Proof to use: only public, permissioned testimonials with exact time windows and outcome definitions.
- CTA: show me five signals from my market.

### Qualification checklist

- Buyer's market is active on supported public channels.
- Average customer value makes one qualified conversation economically meaningful.
- Team has an owner and response capacity.
- Use case is specific enough to define accept/reject rules.
- CRM or lightweight tracking can connect signals to outcomes.
- Buyer accepts public-source and human-approval principles.

### Follow-up template

Subject: the three signals we built

Thanks, [Name]. We defined [signal 1], [signal 2] and [signal 3], with [exclusion] filtered out. Success for the pilot: first relevant Find within [window], ≥[target]% human acceptance, and [target] qualified conversations. I'll send the Ghost setup, owners and review date. If any assumption is wrong, reply here and I'll adjust it.

## 13 — Revenue infrastructure, scoring and measurement

### HubSpot lifecycle architecture

| Stage           | Required evidence                         | Automation/follow-up                       |
|-----------------|-------------------------------------------|--------------------------------------------|
| New lead        | Identity + consent/source captured        | Owner within 1 business day                |
| Signal detected | Public source URL, timestamp, signal type | Score + route within 15 minutes for Tier 1 |
| Contacted       | Channel, message version, human approver  | No duplicate touch within 72h              |
| Engaged         | Meaningful reply/comment/DM               | Next step within 1 business day            |
| Qualified       | Pain, role, economics, timing validated   | Create deal or recycle reason              |
| Demo booked     | Meeting scheduled                         | Pre-demo signal map                        |
| Demo completed  | Use case + success criteria documented    | Trial plan within same day                 |
| Trial           | First Ghost launched                      | Activation nudges and owner                |
| Opportunity     | Mutual evaluation and value hypothesis    | Stage exit criteria enforced               |
| Closed won      | Contract/payment                          | Capture first-use-case + referral moment   |
| Closed lost     | Reason + competitor + timing              | Recycle only with explicit trigger         |

### Required properties

- Original source, source detail, campaign, content/ad ID, first touch, latest touch, self-reported source.
- Signal URL, network, timestamp, type, exact excerpt, recency, severity, AI confidence, human disposition.
- ICP segment, persona, account tier, industry, employee band, estimated ACV band.
- Owner, SLA due, last action, next step, lifecycle stage, deal stage, lost reason.
- Ghost ID, Find ID, trial start, first relevant Find, first action, accepted/rejected Finds.
- UTM source/medium/campaign/content/term; partner ID; experiment ID; attribution model.

### 0–100 lead score

Score = 0.25 ICP fit + 0.25 behavioral intent + 0.15 recency + 0.10 problem severity + 0.10 authority + 0.10 engagement + 0.05 data confidence. Each component is normalized 0–100. Hard penalties: –20 if role/identity unverified; –20 if signal is ambiguous; cap at 49 if source is older than 30 days; set to 0 for opt-out or prohibited use.

| Example                                                 | Components                  | Score | Action                                             |
|---------------------------------------------------------|-----------------------------|-------|----------------------------------------------------|
| Seed SaaS CEO asks for alternatives today               | 85, 95, 100, 85, 90, 20, 95 | 84    | Tier 1: human review <15m                          |
| Enterprise manager likes generic AI post                | 90, 15, 90, 10, 55, 10, 80  | 44    | Nurture/research; no trigger outreach              |
| Agency owner complains about referral dependence 4d ago | 82, 75, 70, 80, 85, 30, 90  | 74    | Tier 2: review same day                            |
| Anonymous Reddit post requesting tool                   | 55, 90, 100, 85, 15, 0, 45  | 61    | Help publicly; do not enrich identity aggressively |

## GTM dashboard

| Review  | Measures                                                                                                                                 |
|---------|------------------------------------------------------------------------------------------------------------------------------------------|
| Daily   | New Tier-1 signals, SLA breaches, trials without first Ghost, reply exceptions, spend anomalies                                          |
| Weekly  | Spend, leads, CPQL, meetings, positive reply, activated trials, Find quality, content-assisted pipeline, experiment decisions            |
| Monthly | CAC by channel, pipeline/revenue, stage conversion, retention/cohort activation, payback assumptions, partner contribution, message wins |

### Metric definitions

- Qualified lead: ICP fit  $\geq 70$  plus explicit problem/timing evidence or validated discovery.
- Activated trial:  $\geq 1$  Ghost launched,  $\geq 3$  Finds reviewed,  $\geq 1$  Find accepted/actioned within seven days.
- Signal acceptance rate:  $\text{human-accepted relevant Finds} \div \text{reviewed Finds}$ .
- Signal-to-conversation:  $\text{meaningful two-way interactions} \div \text{actioned Finds}$ .
- Social assisted pipeline: opportunities with a documented social signal/touch before opportunity creation.
- CAC:  $\text{fully loaded attributable sales} + \text{marketing spend} \div \text{new customers}$ ; show blended and channel views.

### Social attribution beyond last click

Capture UTMs and self-reported source, but also persist contact/account touches: content impression (where available), profile visit proxy, landing session, retargeting exposure, Signal Map completion, Find-driven outreach, meeting and opportunity. Report first touch, lead creation, opportunity creation and weighted multi-touch. Use holdout geographies/audiences or matched account cohorts to estimate incrementality.

### Compounding model

Useful content creates indexed ideas, recognizable language and retargetable audiences. Each piece improves the next by supplying comments, objections, examples and distribution. Measure cumulative qualified reach, returning direct traffic, branded search, email subscribers, engaged-account coverage and assisted pipeline—not only last-click signups.

## 14 — Experimentation system

| Experiment / hypothesis                    | Audience             | Channel/test     | Metric                   | Cost | Impact | ICE |
|--------------------------------------------|----------------------|------------------|--------------------------|------|--------|-----|
| Concierge five-signal audit                | Founder-led SaaS     | Landing/outbound | Audit→demo rate          | L    | M      | 9.2 |
| Homepage category rewrite                  | All visitors         | Website          | Qualified CTA rate       | L    | M      | 9.0 |
| Prospect-specific demo                     | Qualified leads      | Sales            | Demo→trial               | L    | M      | 8.9 |
| Trial onboarding: prebuilt Ghosts          | New trials           | Product/email    | Activation D7            | M    | H      | 8.8 |
| Signal quality feedback loop               | Active users         | Product          | Acceptance rate          | M    | H      | 8.6 |
| Founder LinkedIn Signal teardown           | Founders/Growth      | LinkedIn         | Qualified visits         | L    | M      | 8.5 |
| Missed-demand film retargeting             | Engaged visitors     | LinkedIn/YouTube | Booked audits            | M    | M      | 8.2 |
| Agency vertical pilot                      | B2B agencies         | Outbound         | Meetings/100             | M    | H      | 8.1 |
| Named-account LinkedIn Ghost               | Sales leaders        | Outbound/demo    | Trial activation         | L    | H      | 8.0 |
| Find My Buyers tool                        | Organic/paid         | Interactive      | Completion→trial         | H    | H      | 7.9 |
| Search: Reddit lead generation             | High intent          | Google           | CAC/qualified trial      | M    | M      | 7.8 |
| Search: social listening for sales         | High intent          | Google           | CPQL                     | M    | M      | 7.7 |
| Customer proof restructuring               | Visitors             | Website          | CTA lift                 | L    | M      | 7.7 |
| Response clinic webinar                    | Sales/Founders       | Live             | Attendee→audit           | M    | M      | 7.6 |
| HubSpot routing template                   | RevOps               | Partner/content  | Qualified downloads      | M    | M      | 7.5 |
| Outbound trigger vs static holdout         | SaaS accounts        | Email            | Positive reply           | M    | H      | 7.5 |
| Weekly Signal Report                       | GTM audience         | Newsletter       | Subscriber→pipeline      | M    | M      | 7.4 |
| Reddit native education                    | Founders             | Reddit           | Qualified direct traffic | L    | M      | 7.2 |
| Founder story vs tactical post             | LinkedIn             | Organic          | Qualified engagement     | L    | L      | 7.1 |
| One-click calendar after Signal Map        | Qualified leads      | Web              | Meeting rate             | L    | M      | 7.0 |
| Pricing packaging copy                     | Pricing visitors     | Website          | Trial start              | L    | M      | 6.9 |
| \$75 setup framed as activation service    | Trials               | Lifecycle        | Paid conversion          | L    | M      | 6.8 |
| Recruiter vertical page/pilot              | Recruiters           | SEO/outbound     | Qualified trial          | M    | M      | 6.7 |
| Partner pilot with fractional sales leader | SaaS                 | Partner          | Pipeline/partner         | M    | H      | 6.7 |
| Exit intent Signal Map                     | High-intent visitors | Web              | Lead capture quality     | L    | L      | 6.5 |
| X thread series                            | AI/GTM founders      | X                | Qualified visits         | L    | L      | 6.4 |
| Meta retarget proof ads                    | Site visitors        | Meta             | Return conversion        | M    | L      | 6.1 |
| Annual vs monthly nudge                    | Pricing/trial        | Lifecycle        | Annual mix               | L    | L      | 6.0 |
| Referral prompt after verified win         | Activated customers  | Lifecycle        | Referral leads           | L    | M      | 5.9 |
| Quarterly benchmark PR                     | Market               | PR/partners      | Links + pipeline         | H    | H      | 5.8 |

ICE scores are proposed prioritization values based on impact, confidence and ease. “L/M/H” indicate relative cost and impact; replace with observed data after two sprints.

## 15 — 30/60/90 operating plan

### Days 1–30

| Timing     | Work                                                                                       | Exact deliverables                         |
|------------|--------------------------------------------------------------------------------------------|--------------------------------------------|
| Days 1–3   | Interview founder/team; inspect acquisition, product events and CRM; define baseline gaps. | GTM baseline, metric dictionary, risk log  |
| Days 4–7   | Interview 5 customers/prospects; code use cases, signals, objections and outcomes.         | VOC matrix, 10 message hypotheses          |
| Days 8–10  | Implement source/campaign/signal fields; build dashboard v0 and stage exits.               | HubSpot schema, dashboard, QA checklist    |
| Days 11–14 | Rewrite homepage hero/proof/CTA; launch Find My Buyers minimum viable flow.                | Homepage test, Signal Map lead magnet      |
| Days 15–18 | Launch five-signal audit + two outbound segments + holdout design.                         | 200-account pilot, 20 audits offered       |
| Days 19–22 | Start founder content cadence and weekly Signal Report.                                    | 8 founder posts, first report, 2 videos    |
| Days 23–26 | Run Google exact-match and LinkedIn retargeting tests.                                     | Paid test with conversion QA               |
| Days 27–30 | Review quality and pipeline; document wins/losses; choose two channels to scale.           | Sprint review, playbook v1, month-2 budget |

### By Day 60 — proposed targets

- ≥3 reliable acquisition motions running weekly: signal audit, trigger outbound, founder content.
- ≥1,000 targeted accounts processed across controlled outbound tests; ≥40% of sends tied to verified current signals.
- ≥30 qualified signal audits completed; ≥15 sales conversations; target subject to market volume.
- Trial activation baseline established; improve time-to-first-relevant-Find by 25% versus Day-15 baseline.
- Two paid channels tested with ≥30 qualified conversions total or intentionally stopped.
- Message library tags every win/loss by ICP, signal, angle and objection.
- Dashboard covers spend → lead → meeting → opportunity; 90%+ required-field completion.

### By Day 90 — proposed targets

- Repeatable pipeline definition: one channel produces qualified opportunities in at least 3 consecutive weeks.
- Blended and channel CAC measured; no target asserted until gross margin, churn and sales cost are available.
- ≥50% of new trials activate under the defined activation event; stretch goal, validate baseline first.
- Founder engine: 3 LinkedIn posts/week, 1 X thread/week, 1 teardown video/week, Signal Report weekly.
- Outbound playbook includes segments, signals, messages, holdout results and stop rules.
- CRM automations enforce Tier-1 SLA, trial rescue, lifecycle handoff and closed-lost recycling.
- Customer feedback loop ships a monthly signal-quality review into product priorities.
- Campaign library includes five tested concepts with one winner scaled and two retired.

## 16 — My first five bets and \$10,000 monthly budget

| Bet                          | Why now                                                  | Leading metric                      |
|------------------------------|----------------------------------------------------------|-------------------------------------|
| Five-signal audit            | Makes the value visible before a trial and supplies VOC. | Qualified audit→demo                |
| Positioning/homepage rewrite | Current labels split buyer understanding.                | Qualified CTA rate                  |
| Signal-triggered outbound    | Dogfoods the product and tests ICP quickly.              | Positive reply + opportunity        |
| Founder Signal Report        | Builds category memory and reusable proof.               | Qualified reach + assisted pipeline |
| Activation + attribution     | Growth without quality and revenue linkage is noise.     | Time to first Find + signal→opp     |

| Allocation       | Amount  | Defense                                                                         |
|------------------|---------|---------------------------------------------------------------------------------|
| Outbound         | \$2,600 | Data/enrichment \$700; sending/infra \$400; list QA + operator capacity \$1,500 |
| Paid media       | \$3,000 | Search \$1,500; LinkedIn retarget \$1,000; Reddit/YouTube tests \$500           |
| Content/creative | \$2,000 | Video editing \$900; design \$600; customer proof/repurposing \$500             |
| Tools            | \$1,200 | CRM/automation/analytics incremental cost; exact stack consolidated after audit |
| Experiments      | \$1,200 | Lead magnet build, partner event, landing-page variants and contingency         |

Guardrail: do not spend the next dollar on a channel that cannot pass source, quality and lifecycle QA. Reallocate monthly based on qualified opportunity cost—not clicks.

## 17 — 100 executable growth ideas

### Social (1-12)

1. Publish a daily “signal or noise?” poll with next-day analysis.
2. Turn rejected Finds into lessons on false intent.
3. Run a weekly public reply clinic.
4. Post “what would your buyer say?” prompts by vertical.
5. Create a 30-day founder account watchlist challenge.
6. Publish time-to-response tear-downs of public brand interactions.
7. Share one Ghost goal and exclusion rule every Monday.
8. Let followers submit a category for Friday’s Signal Report.
9. Build before/after reply carousels.
10. Create “six likes, serious intent” examples.
11. Post a monthly missed-demand ledger.
12. Interview practitioners about the best conversation they found online.

### Outbound (13-24)

13. Send prospect-specific signal maps instead of decks.
14. Trigger outreach when a company hires its first SDR.
15. Trigger outreach after a founder posts about pipeline.
16. Monitor competitor customers asking for alternatives.
17. Run a 100-account static-list vs signal holdout.
18. Send one-sentence voicemail referencing the business event, not the social detail.
19. Route anonymous signals to public-help workflows, not enrichment.
20. Create vertical phrase packs for agencies.
21. Use closed-lost reasons to build new Ghost goals.
22. Re-engage stale opportunities only on a fresh signal.
23. Offer an opt-in named-account monitoring pilot.
24. Personalize demo environments with three buyer phrases.

### Founder-led (25-34)

25. Publish the founding frustration story with the original workflow.
26. Share weekly growth experiment cards with failures included.
27. Write “why we do not auto-post” as a trust manifesto.
28. Document the category naming process publicly.
29. Post one customer question and the product decision it caused.
30. Run founder office hours: build a Ghost live.
31. Publish a monthly founder time-saved diary.
32. Explain one false positive and how the model improved.
33. Invite competitors to debate the category respectfully.
34. Write a letter to teams still buying lists without timing.

## Partnerships (35–44)

35. Create a certified signal-audit kit for fractional sales leaders.
36. Co-market a HubSpot Find-to-task blueprint.
37. Offer accelerators a cohort Signal Lab.
38. Give outbound agencies a client holdout template.
39. Build a creator affiliate around the Signal Map, not discount codes.
40. Co-author a social intent benchmark with RevOps consultants.
41. Sponsor a response clinic in Exit Five or RevGenius.
42. Bundle PitchGhost setup with founder-led sales coaching.
43. Create portfolio dashboards for VC platform teams.
44. Partner with social-selling trainers on ethical engagement certification.

## Product-led / viral (45–56)

45. Make Signal Maps shareable with a subtle attribution footer.
46. Let users publish sanitized Ghost templates.
47. Create a “found via PitchGhost” win card after verified outcomes.
48. Add team invite when a Find is assigned.
49. Generate a weekly stakeholder digest that forwards cleanly.
50. Offer a browser clipper to turn a public post into a Ghost example.
51. Create a public gallery of signal phrases by industry.
52. Add benchmark percentile for response SLA.
53. Reward useful reject feedback with onboarding credits.
54. Create a partner workspace for multi-client templates.
55. Prompt referrals after a user records a qualified conversation.
56. Generate an end-of-trial value recap with Finds, actions and outcomes.

## Content / SEO (57–70)

57. Build “social listening for sales” category page.
58. Publish Reddit lead generation without spam guide.
59. Create LinkedIn post monitoring use-case page.
60. Publish 50 buyer-intent phrase examples.
61. Build a signal scoring calculator.
62. Create Brand24, Trigify, Syften and F5Bot comparison pages.
63. Publish public-intent ethics policy.
64. Create a HubSpot social signal field template.
65. Build competitor complaint analysis worksheet.
66. Publish a glossary of explicit, implicit and trigger signals.
67. Create “manual social monitoring cost” calculator.
68. Build vertical pages for recruiters and consultants.
69. Publish a quarterly anonymized Signal Report.
70. Create an interactive bad-reply rewriter.

## Paid / PR / community (71–84)

71. Search ads for Reddit monitoring high-intent terms.
72. Retarget Signal Map completers with their vertical example.
73. Promote The Lead You Missed as a 60s LinkedIn film.
74. Run Reddit ads to the non-spam guide, not a trial.
75. Sponsor a founder newsletter with a custom signal audit.
76. Pitch trend data on how buyers phrase tool requests.
77. Launch the \$10,000 Missed Post earned-media calculator.
78. Create an Atlanta startup ecosystem signal report.
79. Host an AMA where every answer includes a framework.
80. Offer free signal clinics to five community moderators.
81. Publish community-specific phrase packs with moderator approval.
82. Run a live teardown at MicroConf.
83. Create a “state of conversational intent” press briefing.
84. Invite customers to co-present anonymized workflows.

## Unconventional (85–100)

85. Billboard: one public ask, timestamp, “Did your sales team see this?”
86. Print a lead list on frozen paper beside a live ticker.
87. Send a “late email” direct-mail piece dated three weeks after a public ask.
88. Create a browser museum of missed buyer moments.
89. Launch “Ghosted Hours,” a livestream finding and grading signals.
90. Give founders a physical red button that lights on Tier-1 signals.
91. Run a competitive response-time race with anonymized brands.
92. Create a “signal ambulance” pop-up at SaaS conferences.
93. Publish a black book titled The Internet Is the Lead List.
94. Project anonymized buying asks on a conference wall in real time.
95. Create a public “noise counter” showing rejected matches.
96. Deliver five signals in a transparent evidence envelope to target accounts.
97. Build a missed-demand escape room for sales kickoffs.
98. Launch a “No Forms Friday” campaign driven entirely by public conversation.
99. Buy ads against “cold email template” with copy: “The template is not the problem.”
100. Create an annual Golden Ghost award for the most useful public brand response.

## 18 — 15 guerrilla campaigns with PR potential

### **The Missed Lead Billboard**

Anonymized public request + timestamp + “Your next customer already told the internet what they want.”

### **\$10,000 Missed Post**

Interactive calculator using user-entered deal size and conservative probability; explicitly a scenario, not a promise.

### **The Late Email**

Cinematic film and physical mailer arriving 21 days after the signal.

### **Live Lead List**

Conference installation where approved/anonymized public signals flow in real time.

### **Signal Ambulance**

Pop-up booth where founders bring a stalled category and leave with ten signal phrases.

### **The Noise Counter**

Public display of matches rejected before one qualified signal appears.

### **No Forms Friday**

One day of demand capture through useful public conversations; publish results and limitations.

### **The Ghosted Museum**

Scroll through missed moments: ask, competitor reply, late outreach.

### **Golden Ghost Awards**

Celebrate brands that answered publicly with unusual usefulness and restraint.

### **The Frozen Lead List**

A literal static spreadsheet frozen in ice next to a live signal feed.

### **Six-Like Signals**

A gallery proving commercial relevance is not virality.

### **Reply Red Team**

Live event where community members critique AI-generated replies for creepiness and genericity.

### **The 15-Minute Window**

Timed challenge to classify, route and write a helpful response to a simulated Tier-1 signal.

### **Signal Black Book**

Limited-run field guide mailed to 100 founders; every page is one phrase and one lesson.

### **Your CRM Is Asleep**

Night-time OOH near startup hubs showing a live-looking missed signal and an alarm-clock CTA.

## Appendix A — Research record and sources

Accessed 24 August 2026 unless otherwise noted. Public claims were used only where the source directly supports them. Internal performance, customer counts, retention, revenue, CAC and conversion data were unavailable and were not invented.

| ID  | Source                                                      | URL                                                                                                                                                                                                                                                                                                                       |
|-----|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| S1  | PitchGhost homepage                                         | <a href="https://pitchghost.com/">https://pitchghost.com/</a>                                                                                                                                                                                                                                                             |
| S2  | PitchGhost features                                         | <a href="https://pitchghost.com/features">https://pitchghost.com/features</a>                                                                                                                                                                                                                                             |
| S3  | PitchGhost pricing                                          | <a href="https://pitchghost.com/pricing">https://pitchghost.com/pricing</a>                                                                                                                                                                                                                                               |
| S4  | PitchGhost documentation / Getting Started                  | <a href="https://docs.pitchghost.com/collections/6273863-getting-started">https://docs.pitchghost.com/collections/6273863-getting-started</a>                                                                                                                                                                             |
| S5  | PitchGhost homepage customer testimonials                   | <a href="https://pitchghost.com/">https://pitchghost.com/</a>                                                                                                                                                                                                                                                             |
| S6  | Trigify pricing and product                                 | <a href="https://www.trigify.io/pricing">https://www.trigify.io/pricing</a>                                                                                                                                                                                                                                               |
| S7  | Syften product and pricing                                  | <a href="https://syften.com/">https://syften.com/</a>                                                                                                                                                                                                                                                                     |
| S8  | F5Bot tiers                                                 | <a href="https://f5bot.com/tiers">https://f5bot.com/tiers</a>                                                                                                                                                                                                                                                             |
| S9  | Brand24 pricing                                             | <a href="https://brand24.com/prices/">https://brand24.com/prices/</a>                                                                                                                                                                                                                                                     |
| S10 | Gartner: 61% prefer rep-free; 73% avoid irrelevant outreach | <a href="https://www.gartner.com/en/newsroom/press-releases/2025-06-25-gartner-sales-survey-finds-61-percent-of-b2b-buyers-prefer-a-rep-free-buying-experience">https://www.gartner.com/en/newsroom/press-releases/2025-06-25-gartner-sales-survey-finds-61-percent-of-b2b-buyers-prefer-a-rep-free-buying-experience</a> |
| S11 | 6sense 2024 Buyer Experience Report                         | <a href="https://6sense.com/science-of-b2b/2024-buyer-experience-report/">https://6sense.com/science-of-b2b/2024-buyer-experience-report/</a>                                                                                                                                                                             |
| S12 | Reddit x SurveyMonkey Hidden B2B Journey Report             | <a href="https://www.redditinc.com/hubfs/Reddit%20Inc/Content/PDFs/The%20Hidden%20B2B%20Journey%20Report%20with%20Reddit%20and%20SurveyMonkey.pdf">https://www.redditinc.com/hubfs/Reddit%20Inc/Content/PDFs/The%20Hidden%20B2B%20Journey%20Report%20with%20Reddit%20and%20SurveyMonkey.pdf</a>                           |
| S13 | Common Room pricing                                         | <a href="https://www.commonroom.io/pricing/">https://www.commonroom.io/pricing/</a>                                                                                                                                                                                                                                       |
| S14 | Redreach product                                            | <a href="https://redreach.ai/">https://redreach.ai/</a>                                                                                                                                                                                                                                                                   |
| S15 | GummySearch closure notice                                  | <a href="https://gummysearch.com/closing-time/">https://gummysearch.com/closing-time/</a>                                                                                                                                                                                                                                 |
| S16 | MicroConf Connect                                           | <a href="https://microconf.com/connect">https://microconf.com/connect</a>                                                                                                                                                                                                                                                 |
| S17 | Online Geniuses                                             | <a href="https://onlinegeniuses.com/">https://onlinegeniuses.com/</a>                                                                                                                                                                                                                                                     |
| S18 | Exit Five community                                         | <a href="https://exitfive.com/community/">https://exitfive.com/community/</a>                                                                                                                                                                                                                                             |
| S19 | PitchGhost LinkedIn company page                            | <a href="https://www.linkedin.com/company/pitchghost">https://www.linkedin.com/company/pitchghost</a>                                                                                                                                                                                                                     |
| S20 | Marc Frankel founder launch post                            | <a href="https://www.linkedin.com/posts/marc-frankel_pitchghost-find-and-engage-leads-on-social-activity-7089975150175035393-xxF_">https://www.linkedin.com/posts/marc-frankel_pitchghost-find-and-engage-leads-on-social-activity-7089975150175035393-xxF_</a>                                                           |

### Research limitations

- No PitchGhost product login, analytics, CRM, ad account, customer database or internal interviews were available.
- No public, current PitchGhost GTM Lead job description was found; the supplied brief was treated as the role requirements.
- Competitor features and prices change; sales validation is required before public comparison campaigns.
- Public testimonials were treated as company-published proof, not independently audited performance.
- Community participation depends on current rules and moderator approval.
- Search campaigns require live volume/CPC data before budget scaling.

## Appendix B — Operating decisions to validate in week one

1. Which current customer segment has the highest activation and retention?
2. Which supported platform produces the highest accepted-Find and meeting rate?
3. What event predicts paid conversion: first Ghost, first Find, first accepted Find or first engagement?
4. How are “unlimited” usage and scan frequency constrained operationally?
5. Which integrations are native by plan, add-on, beta or roadmap?
6. What can be instrumented from social action through CRM without violating platform rules?
7. What proof may be publicly named, and with which exact outcomes/time windows?
8. What gross margin, churn and sales-assist level support the \$140/\$200 packaging?
9. Does Close create a high-margin managed service or distract from product scalability?
10. What privacy, platform-policy and brand-safety rules must be codified in every campaign?