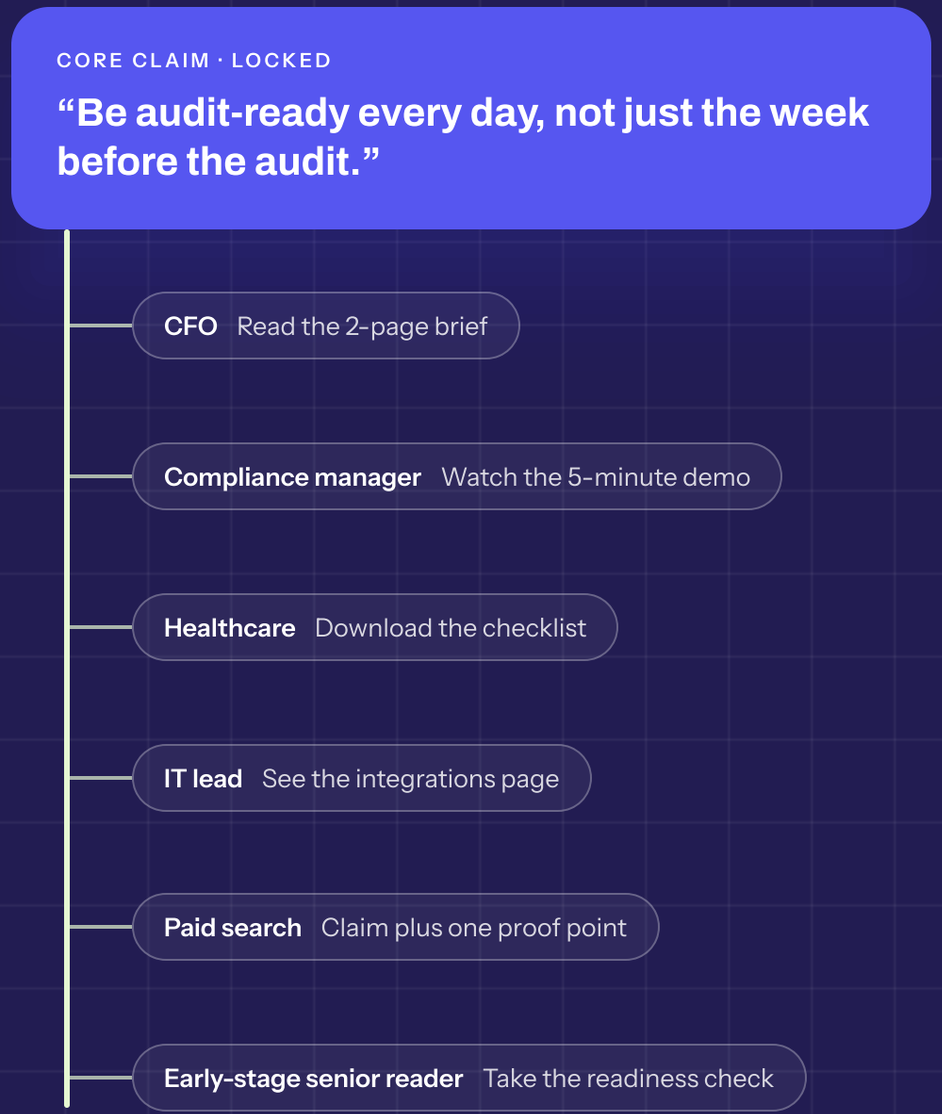
VelocityEngine

EBOOK · CAMPAIGN PLAYBOOK

One campaign, every buyer

How to adapt one campaign to every persona, segment, funnel stage and channel your revenue plan depends on, without starting over and without losing the message.



A VelocityEngine playbook

ABOUT THIS EBOOK

Fill the empty cells in your coverage map from the campaigns you already run

Your coverage map shows which buyers and stages have no content. This playbook shows what to lock before you write a single variation, the six ways to vary one campaign, what each funnel stage should and shouldn't say, and how to tell real variation from atomization theater.

THE SHORT VERSION

01 **Variation is not reformatting.** A LinkedIn cut of the same blog reaches the same reader.

02 **Lock the core claim, voice and proof first.** Then vary the problem you lead with, the proof, the depth, the format, the objection and the ask.

03 **One piece serves one segment, one persona and one stage.** If a topic matters to three personas, brief three pieces.

04 **Build only the variations your revenue plan needs.** Start where a decision-maker or blocker has nothing at their stage.

WHAT'S INSIDE

01 Persona vs. buying role, and why your plan needs both →

02 The campaign spine: three things that never change →

03 Six ways to vary: persona, segment, stage, channel, objection, offer →

04 Stage rules: what awareness, consideration and decision content can name →

05 A test for atomization theater, and how to brief so intent carries →

06 A variation worksheet and pre-publish checklist, with a worked example →

INTRODUCTION

One campaign written for everybody reaches nobody

Most B2B campaigns launch with one hero asset and a set of channel cuts. The blog becomes a LinkedIn post, an email and a paid ad. The output count goes up. The number of buyers the campaign actually speaks to stays the same.

A B2B deal involves a CFO who wants to know what it costs, an operations lead who has to roll it out, an IT lead who checks integration, and a practitioner who'll use it every day. Each reads at a different stage. A single asset has to choose one order, one vocabulary and one depth, so it serves one reader and partly ignores the rest.

The old reason to write for everybody was cost. A solid piece took most of a week, so teams stretched each one across as many readers as possible. With AI working from a governed foundation of messaging, personas and proof, a CFO version and a practitioner version of the same argument can be built in hours.

Writing speed is no longer the constraint. Knowing which version is missing is.

THE EXAMPLE IN EVERY CHAPTER

A B2B software company launching automated compliance reporting. Its core claim: **"Be audit-ready every day, not just the week before the audit."** You'll see that one claim become a CFO brief, a compliance manager demo, a healthcare checklist and an IT integration page, with none of them mistakable for a different campaign.

Your plan needs two lists: who each buyer is, and what they're doing in this deal

Most teams have the persona list and skip the buying role, which is why a deal can win the CFO and still stall at IT.

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Persona vs. buying role

A persona describes who someone is at work. A buying role describes what they do in one specific purchase. Personas stay stable across deals. Roles shift, and one person can hold several at once.

A CTO is one persona. On a given deal, that CTO might be both the influencer who shapes the criteria and the gatekeeper who controls the security review. Content written for "the CTO" in general won't do either job well.

	PERSONA	BUYING ROLE
Answers	Who is this person at work?	What are they doing in this deal?
Based on	Job function, goals, pain points	Behavior in a specific purchase
Stability	Stable across deals	Situational; can change mid-deal
Per person	One primary persona	Often more than one
Shapes your content's	Tone, topics, format	Job: build the case, get sign-off, clear an objection

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CHAPTER 1 · KNOW WHO YOU'RE VARYING FOR

The eight buying roles, and the content that does each one's job

ROLE	WHAT THEY DO IN THE DEAL	CONTENT THAT DOES THEIR JOB
Initiator	Surfaces the need and starts the evaluation	Problem explainers, webinars on causes
User	Works with the product day to day	Demos, workflow walkthroughs, peer case studies
Influencer	Shapes the criteria without owning the call	Benchmarks, analyst views, comparison frameworks
Champion	Sells the deal internally for you	One-pagers built to be forwarded, business case templates
Buyer / procurement	Negotiates price, terms and contract	Pricing detail, compliance and security documentation
Decision maker	Makes the final call	ROI calculators, executive briefs
Economic buyer	Controls budget and signs off	Cost and risk summaries, payback models
Gatekeeper	Controls access to people or information	Short summaries, integration and security answers

CHAPTER 1 · KNOW WHO YOU'RE VARYING FOR

Match each reader to the job they need your content to do

8–13
stakeholders per B2B purchase (Gartner; Demandbase, 2025)

74%
of buyer teams show unhealthy conflict during decisions (Gartner)

Committees are large and getting harder to align. Persona-only content gives each reader something. Role-aware content helps them agree.

Three kinds of job

JOB	WHAT IT MEANS
Functional	The task in front of them: evaluate features, approve a budget, check an integration.
Emotional	The feeling they need: confidence in the decision, lower personal risk.
Social	How they want to be seen: forward-thinking, cost-conscious, the one who brought the right answer.

An economic buyer's functional job is approving spend; their emotional job is confidence that the payback is real. A champion's social job is looking credible when they forward your one-pager to the CFO. Each job points to a different asset.

DO THIS BEFORE CHAPTER 2

1. For your next campaign, list the personas your revenue plan depends on.
2. Next to each, write the role they usually play in your deals. Note where one person holds two.
3. For each persona-role pair, write the one job your content has to do for them.
4. Don't plan a variation for every pair. Prioritize the pairs that appear in real deal volume.

CHAPTER 2 · BUILD THE CORE ONCE

Lock the core claim, voice and proof before you write a single variation

Everything else in this playbook changes. These three don't.

LOCKED ELEMENT	WHAT IT IS	COMPLIANCE EXAMPLE
Core claim	The one sentence the whole campaign proves	"Be audit-ready every day, not just the week before the audit."
Voice	How you sound, whoever you're talking to	Plain, specific, calm; no alarm about audits
Proof	The results, numbers and examples every version can draw on	Customer stories, time-to-audit results, a regulation reference per segment

THE COVER-THE-HEADLINE TEST

Cover the headline of any variation. A reader should still be able to tell which campaign it came from. If they can't, the variation has drifted from the core claim.

Why the core comes first

When variations are built one prompt at a time, each one reinterprets the message slightly. A CFO version and a practitioner version can end up making different promises, and nobody notices until a buyer reads both.

> **Review doesn't scale. Inheritance does.**

Variations stay consistent when they're built from the same source, not checked against it afterward.

CHAPTER 2 · BUILD THE CORE ONCE

Write the spine into the campaign brief, not the asset

The spine belongs in the brief, written before the hero asset. The brief also names every target the campaign has to reach. That single step turns variation from improvisation into execution of a plan.

CAMPAIGN BRIEF · HEADER

Core claim	One sentence
Voice notes	Three to five words, plus anything off-limits
Proof set	The results and examples variations may use
Targets	Each segment, persona and stage this campaign must cover
Channels	Where each variation will run

CHAPTER 3 · THE SIX WAYS TO VARY

Six things you can change in one campaign, and what stays fixed in each

With the spine locked, each lever changes something different, and they're not equally valuable.

VARY BY	WHAT CHANGES	WHAT STAYS
1. Persona	The problem you lead with	The solution and claim
2. Segment	The proof and examples	The claim
3. Funnel stage	The depth and the ask	The argument
4. Channel	The format and length	The argument's spine
5. Objection	What you answer first	The claim and proof
6. Offer	The next step you ask for	Everything else

1 · By persona: change the problem you lead with

Every member of the buying committee feels the same problem differently. The CFO sees cost and risk to the plan. The compliance manager sees a week of overtime before every audit. The IT lead sees another system to integrate.

Swapping a job title into the headline isn't persona variation. Rewriting the first three paragraphs around their problem is.

Change the proof, the depth, the format, the objection and the ask

2 · By segment: change the proof

A healthcare and a fintech compliance manager share a job but answer to different regulations. Swap in a customer from their industry, a regulation they deal with, or a result at a company their size. One relevant example beats three generic ones.

3 · By funnel stage: change the depth and the ask

Awareness names the problem and why it matters now. Consideration shows how to solve it. Decision answers how it works, what it costs, what changes for the team. A first-time reader shouldn't be asked to book a demo.

4 · By channel: change the format, not the argument

Keep the spine (problem, point of view, proof, next step) and change length and format. Channel is the least valuable lever on its own: without persona, segment or stage variation, it makes more pieces for the same reader.

5 · By objection: change what you answer first

Finance worries about cost. IT worries about security and integration. Users worry about extra work. Write at least one version that answers the reader's top objection before making the case. These often become the assets sales actually sends.

6 · By offer: change the next step

A guide, template, benchmark, self-assessment or sales conversation. The earlier the stage and the more senior the reader, the lower the commitment you ask for. A short self-assessment gives value before it asks for time.

CHAPTER 3 · WORKED EXAMPLE

The compliance campaign, varied six ways

Every row keeps the same promise. None could be mistaken for a different campaign.

VARIATION	AUDIENCE	WHAT CHANGES	ASK
Persona	CFO	Leads with risk and cost	Read the 2-page brief
Persona	Compliance manager	Leads with daily workload	Watch the 5-minute demo
Segment	Healthcare	Regulation and peer example	Download the healthcare checklist
Stage	Awareness	Problem, no pitch	Read the blog
Stage	Decision	How it works, what changes	Book a walkthrough
Channel	Paid search	Claim plus one proof point	Visit the landing page
Objection	IT lead	Integration answered first	See the integrations page
Offer	Early-stage senior reader	Lower commitment	Take the readiness check

Set a clear rule for what each funnel stage can name

Stage variation fails two ways: a post about a common problem turns into a pitch by paragraph three, or a team strips out anything that points to a fix and publishes content that circles the problem.

STAGE	THE BUYER'S QUESTION	CONTENT CAN NAME
Awareness	Why is this happening, and what kinds of fixes exist?	The problem, its causes, solution categories
Consideration	Which approach or vendor fits us best?	Specific approaches, including yours, and comparisons
Decision	Can we justify this choice internally?	Your product, proof, pricing and terms

Why awareness gets the most attention

45%
of the journey spent researching alone

17%
spent with vendors (Gartner)

More of that research now starts in AI tools, which summarize generic explainers before anyone clicks. Content with a clear point of view is what gets cited. Whoever frames the problem often frames the solution.

CHAPTER 4 · VARY BY STAGE

Three rules for awareness content, and the claim at every stage

01 **Name the cause.** Explain why the problem happens. Awareness buyers want the catalyst, not a list of symptoms.

02 **Name the category, not the product.** “Automated compliance reporting tools” helps the reader. A product name turns advice into a pitch.

03 **Show more than one kind of fix.** Process changes, frameworks and DIY approaches alongside software. That’s what makes it read as advice.

KEEP OUT OF AWARENESS CONTENT

Vendor comparisons, product recommendations, demo pushes and product names. Make product names a firm rule, not a judgment call. “Mention it without selling it” is hard to apply across hundreds of assets, and harder for AI to follow.

THE COMPLIANCE CLAIM AT EACH STAGE

STAGE	HEADLINE DIRECTION	ASK
Awareness	Why audit prep still takes a week, even with good systems	Read the guide
Consideration	Three ways to stay audit-ready: process, tooling, outsourcing	Take the readiness check
Decision	What changes for your team in the first 30 days	Book a walkthrough

Don’t let awareness carry the whole funnel

Awareness is the easiest stage to produce, so it’s often over-built while consideration and decision stay thin. Check the later stages first. A decision-maker with no decision-stage content matters more than a fifth awareness post.

Every derivative should reach a buyer the source asset didn’t

Getting 15 posts from one webinar is easy. Getting 15 posts that each reach a new buyer is the work. The difference is whether the source’s intent travels with every piece cut from it.

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What atomization theater looks like

A stack of derivatives that look productive but carry none of the source’s meaning. Clips lose their context. Carousels flatten the argument into platitudes. LinkedIn posts could belong to any company in the category. None of them knows which segment, persona or stage it’s for.

> **If output goes up and coverage doesn’t move, it’s theater.**

Intent is what travels

Intent is everything the source asset knew about itself: its segment, persona, funnel stage, the product it supports and the channel it was built for. Strip it and you get fragments. Carry it forward and you get range.

The fix happens in the brief, before the source asset is built. When the brief names every target, atomizing executes a plan instead of improvising one.

One piece, one reader

A piece serves one segment, one persona and one stage, or it serves none of them well. Tagging one piece for three audiences makes coverage look broader than it is and hides the gaps you’re trying to find.

CHAPTER 5 · WORKED EXAMPLE

One webinar, five targeted variations

Source: a consideration-stage webinar comparing spreadsheets, add-ons to existing systems, and automated reporting software. The argument, positioning, voice and proof stayed fixed. The cost: a longer brief, with every target named first.

VARIATION	PERSONA (ROLE)	STAGE	SEGMENT	CHANNEL	WHAT CHANGED
Comparison email	Compliance director (champion)	Consideration	Financial services	Email	Cut to the three-option comparison, one CTA
Short clip	Compliance analyst (user)	Consideration	Financial services	LinkedIn	Only the daily-workflow segment, captioned
Integration one-pager	IT director (gatekeeper)	Decision	Financial services	Sales enablement	Integration answer expanded with architecture detail
Cost worksheet	CFO (economic buyer)	Decision	Financial services	Sales enablement	Cost example turned into a fillable model
Segment email	Compliance director (champion)	Consideration	Healthcare	Email	Examples and regulation references swapped

THE STRATEGIST'S CHECK

For any derivative you've shipped, can it answer:

- [ ] Which segment is it for?
- [ ] Which persona, in which buying role?
- [ ] Which funnel stage?
- [ ] Which product does it support?
- [ ] Which channel was it built for?

All five: it carried its intent. Fewer: it's a fragment that happened to ship.

CHAPTER 6 · THE VARIATION WORKSHEET

Find the variations your revenue plan needs in five steps

You don’t need every combination of persona, segment, stage and channel. You need the ones that cover the buyers and stages your plan depends on.

Step 1 · Write the spine

CORE CLAIM (ONE SENTENCE)

VOICE NOTES

PROOF SET

SEGMENTS IN SCOPE

Step 2 · Map what exists

Buyers down the side, stages across the top. Count each asset once, in its best-fit cell. The compliance campaign before any variation work:

BUYER (ROLE)	AWARENESS	CONSIDERATION	DECISION
CFO (economic buyer)	Blog	Empty	Empty
Compliance manager (champion)	Blog, LinkedIn post	Demo video	Walkthrough
IT lead (gatekeeper)	Empty	Empty	Empty

The compliance manager is covered at every stage. The CFO gets nothing to support a decision. **The IT lead, who can stop the deal, gets nothing at all.**

Pick the cells to fill first, then brief each one

Step 3 · Pick the cells to fill first

Start where a decision-maker or gatekeeper has nothing at the stage they're in, then work outward. For the compliance campaign:

01 **IT lead, decision:** integration one-pager, objection answered first

02 **CFO, decision:** cost worksheet and 2-page brief

03 **IT lead, consideration:** comparison of integration approaches

Step 4 · Brief each variation

For each cell you're filling, complete one row.

TARGET CELL	VARY BY	LEAD PROBLEM OR OBJECTION	PROOF TO USE	FORMAT AND CHANNEL	ASK
IT lead, decision	Objection	Integration and security	Integration architecture, customer stack examples	One-pager, sales enablement	See the integrations page

Step 5 · Check every variation before you publish

- [ ] Every variation passes the cover-the-headline test.
- [ ] Read side by side, every variation makes the same promise.
- [ ] Every variation names one segment, one persona and one stage.
- [ ] Awareness variations name the cause and the category, not the product.
- [ ] The ask matches the stage and the reader’s seniority.
- [ ] Sales has said which variations they’d send. A variation nobody would send may be answering a question buyers aren’t asking.

CONCLUSION

Build the variations your plan needs, not every one you could

Variation used to be a capacity problem. Now it's a planning problem. Any team with AI can produce ten versions of a campaign in an afternoon. The teams that reach more buyers lock the spine first, name every target in the brief, and build the versions their revenue plan is missing.

START WITH YOUR NEXT CAMPAIGN

01 Write the core claim, voice and proof set into the brief.

02 Map the buyers and stages the campaign has to reach.

03 Fill the cells where a decision-maker or gatekeeper has nothing.

04 Check every variation against the spine before it ships.

Mapping one campaign by hand works. Mapping a whole library gets hard fast.

VelocityEngine's Content Coverage Heatmap scores your published content by segment, persona and funnel stage, so you can see which cells are empty before you plan the next campaign.

Get your free coverage heatmap →