

HOSTILE TAKEOVER — Q1 GO-TO-MARKET

Ninety days. Three phases. One campaign engine. No retainer.

PROBLEM WE'RE SOLVING

The client is an eight-person B2B SaaS in the workforce-operations space. They ship weekly, they sell to buyers who are on Slack all day, and they have never run a campaign. Their competitors are five-year-old brand systems with \$8m marketing budgets. Our brief is to make the market notice a company one hundredth the size, without pretending to be bigger.

POSITIONING (ONE LINE)

The workforce-ops platform for teams that already know what's broken.

PHASE 1 · DAYS 1–30 · THE HANDPICK

We do not launch. We stalk. A list of two hundred named accounts is built from LinkedIn signals (recent hiring in ops, recent tool churn, recent leadership change). Each account gets a hand-written outbound sequence — three touches — reviewed by a human before it goes out. Success metric: 12 warm replies by end of week four. No paid media yet.

PHASE 2 · DAYS 31–60 · THE VISIBILITY LOOP

One long-form manifesto goes out on LinkedIn under the founder's name — 1,400 words — argued, not hedged. The manifesto seeds three short-form derivatives: a carousel, a 45-second talking-head, a three-line meme. All three run as boosted posts against the workforce-ops keyword cluster. Total paid spend: \$2,400 across the phase. Success metric: 22 inbound demo requests, an ICP-matched follower gain of 800.

PHASE 3 · DAYS 61–90 · THE PUBLIC PROOF

A single customer case study is filmed and published — three-minute cut, ninety-second cut, fifteen-second cut. Same story, three frames. The three-minute cut runs on the website as the hero. The ninety-second cut runs paid on YouTube pre-roll targeted at operations-leader titles. The fifteen-second cut runs organic on LinkedIn twice a week for six weeks. Success metric: 45 SQLs by day 90, \$180k pipeline sourced.

KPI DASHBOARD (WEEKLY)

Week	Named-account touches	Replies	Demos booked	Pipeline \$
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1–2	80	3	1	0
3–4	120	12	5	24k
5–6	80	8	6	62k
7–8	60	9	9	108k
9–10	40	6	11	146k
11–12	40	7	13	180k

WHAT THE \$1,999 KICKSTART INCLUDES

- Positioning statement + brand voice card (2 pages).
- Handpick list of 200 named accounts with reasoning.
- Three outbound touch templates, human-reviewed.
- One founder manifesto (long-form), three derivatives.
- One customer case study (three cuts).
- Weekly KPI dashboard template, populated for the first 30 days.

Sample © Resilience Multimedia Studios. This is the Kickstart tier. Complete (\$4,999) adds paid channel management; Full Machine (\$9,999) adds quarterly re-briefs and executive positioning.