

How to ship campaigns

AEs stop rewriting, without another persona deck.

For B2B marketing leaders whose campaigns get rebuilt by sales before a prospect ever sees them, *and never find out why.*

AUDIENCE B2B marketing leaders

FORMAT 6-step operating playbook

USE WHEN Sales keeps editing your copy

TIME TO RUN One quarter, cycle over cycle

Every rewrite is a vote against your messaging. Most marketing teams never count the votes.

The persona slide said title and industry, not the phrase the buyer typed into Slack when they described the problem to their CFO. That gap is why AEs trust their own words over yours, quietly, campaign after campaign, without ever filing a complaint. **This playbook is the six-step process for closing that gap**, starting with counting the votes you have been ignoring.

Audit the rewrites, *not the personas.*

Ten pieces of AE outbound, lined up against the original draft, tell you more than ten more interviews.

STEP · 01

Pull the last 10 pieces of AE outbound that started as marketing copy, *and mark every sentence that got cut.*

Line each one up next to the original draft and mark every sentence that got cut or replaced. Do not ask AEs why, they will give you a tone answer. Look at the pattern instead.

COMMON PITFALL

Reviewing the persona doc instead of the actual rewritten copy. The doc looks fine on its own. The pattern only shows up in the diff.

WHEN DONE RIGHT

Teams that run this audit typically find **60 to 80 percent of rewrites cluster around the same 3 to 4 phrases**, not random taste differences.

Replace the persona slide *with a vocabulary source.*

Firmographic data describes a market. Only a transcript describes a buyer.

STEP • 02

Pull actual language from call transcripts, support tickets, and win/loss interviews, *not firmographic data and analyst reports.*

Find where the buyer describes the problem in their own words, before it ever gets filtered through your category's sales language.

COMMON PITFALL

Treating a customer testimonial as buyer vocabulary. Testimonials are written for you. You need the sentence they used before they ever talked to a vendor.

WHEN DONE RIGHT

The words in the brief read like something the buyer actually said, not something marketing wrote. Reps notice, and they stop feeling the need to translate it before they will send it.

Flag the words *that mark you as a vendor.*

Buyers delete before they finish the sentence. Some words trigger that reflex on their own.

STEP • 03

Build a short blocklist of terms that trigger the buyer's delete reflex, *and cut them from the brief, not just the ad.*

Words like "AI-powered," "transform," and "seamless" read as outside sales copy, the kind buyers have already learned to skip past.

COMMON PITFALL

Banning junk words in the final ad copy but leaving them in the persona brief, where they quietly reinfect every asset built from it.

WHEN DONE RIGHT

The vendor language is gone from the source, so it stops showing up downstream. An AE reading the brief has nothing left to soften or edit out before sending it.

Write the brief for the AE, *not for the CMO deck.*

A brief that reads well in a leadership review can still give a rep nothing to send.

STEP • 04

Format the brief as language an AE can paste directly into an email or say on a call, *skip the positioning summary.*

Include the exact phrase, the problem framing it answers, and one line on when to use it in a deal stage.

COMMON PITFALL

Writing a brief that reads well in a leadership review but gives an AE nothing they can literally copy into an outbound message.

WHEN DONE RIGHT

A brief in this format gets picked up as written, because there is nothing left for an AE to translate. The test is not whether leadership approves it in a meeting, it is whether a rep pastes it straight into a message.

Ship it unedited *before you scale it.*

One AE, the one who rewrites everything, is the only test that tells you anything.

STEP • 05

Hand the brief to the AE with a reputation for rewriting everything, *and ask them to send it as written.*

If they cannot resist editing it, the brief is not done, the vocabulary is still off.

COMMON PITFALL

Testing the brief with your most agreeable AE instead of your harshest critic. That test tells you nothing.

WHEN DONE RIGHT

A brief that survives your toughest AE unedited is the one that holds up when it rolls out to the rest of the team.

Track rewrite rate *as a metric, not a vibe.*

CTR tells you who opened it. Rewrite rate tells you if it worked.

STEP • 06

Add a field where AEs flag whether they sent marketing copy as is or rewrote it, *and report it alongside CTR and MQLs.*

That number tells you whether the brief worked. CTR only tells you whether someone opened it.

COMMON PITFALL

Measuring adoption by asking sales in a meeting whether they liked the campaign. People are polite in meetings. The CRM field is not.

WHEN DONE RIGHT

Rewrite rate becomes something you watch move, cycle over cycle, the same way you already watch CTR. When it holds steady or drops, the vocabulary is landing. When it climbs, you know before a QBR forces the conversation.

Zero is not the goal. *Signal is.*

A vocabulary problem you measure every quarter never gets mistaken for a sales attitude problem.

Turn every rewrite into a signal you act on.

The rewrite rate will not hit zero, and it does not need to. The goal is turning every rewrite into a signal you actually act on instead of a quiet loss you never measure.

Rerun the audit in step 1 every quarter, and treat a rising rewrite rate as **a vocabulary problem, not a sales attitude problem.**



NOW LIVE

Every brief built on a guess *becomes next quarter's rewrite audit.*

Keep guessing and step 1 of this playbook repeats itself indefinitely, one rewrite at a time. Start from real research instead, and the audit gets shorter every cycle, not longer. **Buyer Intel Accelerator is live now, not a beta.** Start your free trial and see what changes when your next brief starts from research instead of a guess.

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80 free credits, no card required. Pull the brief, then write the campaign.