# Influencer Vertical Go-to-Market

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**LegalSifter ReviewPro · New Product, New Vertical, New ICP**

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When ReviewPro launched a playbook for influencer contracts, I spotted a buyer nobody was targeting and built the entire motion from scratch: ICP, messaging, sequence, and a video asset. The result: my initiative booked the only outbound meetings on the product.

## The problem:
## a new product, flat outbound

When I joined LegalSifter, ReviewPro was a new product the AE team was meant to push, and nobody was booking meetings. Outbound across the team was flat: generic positioning, no traction, no clear wedge into the market.

The product was solid. AI-powered contract review that runs agreements against pre-built playbooks to flag risky clauses before signing. But the team was selling it as a broad legal tool to broad legal buyers, and it wasn't landing.

## The insight:
## the value was the playbooks

Each playbook was purpose-built for a specific contract type. So the real question wasn't "who needs contract review?" It was "who needs this specific playbook, and can't afford a lawyer to do it for them?"

When LegalSifter released a playbook for influencer contracts, I saw the opening. Talent agencies sign creator agreements constantly, usage rights, exclusivity, renewals, kill fees, under commercial pressure with no in-house counsel. One missed clause can cost tens of thousands. I was the first AE to connect the release to a specific underserved buyer, then built the whole outbound motion from scratch.

## The ICP:
## identified from scratch

| | |
|---|---|
| **Company type** | Talent management agencies, influencer marketing firms, and creator-economy startups (10–100 employees) |
| **Titles targeted** | Founder / CEO, COO, Chief Talent Officer, Talent Manager, Director of Operations, Brand Partnerships leads |
| **Key qualifier** | No in-house legal counsel, or only a part-time / outside attorney on retainer. High contract volume, high risk exposure, no systematic review process. |
| **Why now** | Creator-economy contract volume exploding as brands tighten terms; talent managers increasingly liable for deals they didn't fully read; and a new influencer playbook gave a specific, timely hook. |

## The enablement tactic:
## video in cold outbound

No AEs on the team were using video in outbound. I produced a short YouTube walkthrough, voiceover over a live product demo, showing ReviewPro running an influencer contract through the AI review playbook in real time. I embedded it in Step 3 as a proof-of-concept asset. The idea: let the product do the selling. A two-minute video showing exactly what the playbook catches beats any subject line.

**ReviewPro, influencer contract walkthrough**
youtube.com/watch?v=V5XTWMKraKE

## The sequence:
## a 6-step cold cadence

**1 Quick question about influencer contracts**

Hi {{first_name}}, Quick question. When your company signs an influencer, creator, or agency agreement, who reviews it before it's signed? How do you catch usage rights, exclusivity, or renewals? ReviewPro's influencer playbook shows you the clauses that matter most before you sign.

**Tactic:** Lead with diagnosis, not pitch. Three questions to surface the pain before naming the product.

**2 Just tried calling you**

Hi {{first_name}}, Just tried calling to connect briefly. Influencer agreements move quickly, and key terms like usage, exclusivity, or renewals can be easy to miss. If helpful, we can do a short walkthrough of how the playbook works.

**Tactic:** Phone-plus-email bridge. Reinforces the specific risk, keeps the thread warm.

**3 Short demo: reviewing influencer contracts**

Hi {{first_name}}, Here's a short video of our sales team running an influencer playbook on ReviewPro. If you want to see how it applies to a contract you actually use, happy to walk through one together.

**Tactic:** Video asset drop. First AE on the team to use a self-produced video in a cold sequence.

**4 Quick check**

Hi {{first_name}}, Quick check, are you the right person to review influencer or creator contracts using tools like ReviewPro? If not, who should I reach out to?

**Tactic:** Referral redirect. Keeps the sequence alive when title targeting misses.

**5 Quick yes or no?**

Hi {{first_name}}, I don't want to keep bugging you if this isn't useful. Mind a quick reply? A yes if it's worth a look, a no if it's not a priority. Either is totally fine.

**Tactic:** Friction-reducing close. Lowers the bar to reply without burning the relationship.

**6 (no subject)**

Hi {{first_name}}, I'll assume now isn't the right time and will pause here. If reviewing influencer contracts ever becomes a priority, happy to help.

**Tactic:** Graceful exit. Leaves the door open.

## Results:
## what the motion delivered

| 3,502 | 51.7% | 3% | 10 | 2 |
|---|---|---|---|---|
| EMAILS DELIVERED | OPEN RATE | REPLY RATE | MEETINGS BOOKED | CLOSED DEALS |

SAMPLE OF DECISION-MAKERS WHO ENGAGED

| TITLE | COMPANY |
|---|---|
| **COO** | The Orchard |
| **Founder + CEO** | Parlor & Main Management |
| **Founder & CEO** | BECCA MGMT |
| **Talent Manager, Influencer** | Evolve Model Management |
| **Co-Founder & CEO** | SociableSociety |
| **Chief Talent Officer & Talent Manager** | The Drive Agency |
| **Manager, Talent Marketing** | Excel Sports Management |

OUTCOME

**My initiative booked the only outbound meetings on ReviewPro: 10 booked, 2 closed with mid-market talent agencies, and a net-new ICP the team had never targeted.**

Results were strong enough that leadership sent me to Social Media Marketing World in Anaheim to go deeper in the creator and marketer vertical, conducting on-camera interviews about contract review practices and extending the campaign into a new channel. The playbook-first GTM motion became the team's model for new vertical expansion.