



## **HipLink - New Campaign Strategies**

### **What does HipLink offer?**

HipLink provides secure, enterprise-grade communication and emergency notification software for organizations that need to reach large groups instantly and reliably—especially in healthcare, public safety, utilities, and government. It integrates with existing systems (like 911, EHR, or IT monitoring) and delivers critical alerts via text, voice, paging, and more [1](#).

### **What does the company’s target audience struggle with?**

- Slow, unreliable, or fragmented emergency communications
- Compliance risks (HIPAA, CJIS, etc.)
- Outdated or siloed notification platforms
- Lack of integration with core systems
- High stakes: failures mean safety, regulatory, and financial risks

### **Recent signals:**

- Job postings for emergency management, IT, and communications roles
- Organizations using legacy paging or basic notification tools
- Growing demand for compliance-ready, mobile-first solutions
- Public incidents highlighting gaps in crisis response

## **10 Innovative Campaign Strategies for HipLink**

- **Strategy 1: “Open Job Signal” Outreach**
  - **Target Audience:** IT, Emergency, and Communications leaders at organizations with open roles in crisis management or communications
  - **Pain Point:** Staffing gaps and slow response due to manual processes
  - **Messaging Hook:** “Saw you’re hiring for emergency comms—what if you could automate alerts and cover gaps instantly?”
  - **Outreach Channel:** LinkedIn InMail → SMS → Personalized video email
- **Strategy 2: “Platform Upgrade Audit”**



- **Target Audience:** Hospitals, utilities, and agencies using legacy paging or outdated notification systems
- **Pain Point:** Outdated tech, compliance risk, slow notifications
- **Messaging Hook:** “Still using pagers or manual alerts? Here’s a 2-minute audit to see how much faster (and safer) you could be.”
- **Outreach Channel:** Email (with audit link) → Follow-up call → LinkedIn DM
- **Strategy 3: “Incident Replay” Video Series**
  - **Target Audience:** Public safety and healthcare execs
  - **Pain Point:** Missed or delayed alerts in recent incidents
  - **Messaging Hook:** “See how a real hospital cut code alert times by 70%—could your team do the same?”
  - **Outreach Channel:** Video email → LinkedIn post → Invite to webinar
- **Strategy 4: “Compliance Risk Challenge”**
  - **Target Audience:** CIOs, compliance officers in healthcare and public safety
  - **Pain Point:** Risk of HIPAA/CJIS violations with current messaging tools
  - **Messaging Hook:** “Can your current system pass a HIPAA/CJIS audit? Take our 1-minute challenge.”
  - **Outreach Channel:** LinkedIn carousel ad → Email with compliance checklist → Phone follow-up
- **Strategy 5: “Competitor Comparison” Campaign**
  - **Target Audience:** Organizations using competitor tools (AlertMedia, DialMyCalls, Regroup)
  - **Pain Point:** Lack of integration, support, or compliance in current solution
  - **Messaging Hook:** “We mapped out the gaps in [Competitor]—see what you’re missing (and how to fix it fast).”
  - **Outreach Channel:** Targeted email → LinkedIn DM → Retargeting ads



- **Strategy 6: “Executive Roundtable Invite”**
  - **Target Audience:** C-levels in healthcare, utilities, public safety
  - **Pain Point:** Uncertainty about best practices in crisis comms
  - **Messaging Hook:** “Join 5 industry leaders for a private roundtable on next-gen emergency communications. Want in?”
  - **Outreach Channel:** Personalized LinkedIn invite → Calendar hold email → SMS reminder
- **Strategy 7: “AI-Powered Alert Demo”**
  - **Target Audience:** IT and operations leaders
  - **Pain Point:** Manual, error-prone notification processes
  - **Messaging Hook:** “Want to see how AI can send 10,000 alerts in 60 seconds—with zero missed messages?”
  - **Outreach Channel:** SMS (teaser) → Video demo email → Phone call
- **Strategy 8: “Disaster Drill Simulation”**
  - **Target Audience:** Emergency managers, hospital admins, city officials
  - **Pain Point:** Uncertainty about system reliability under pressure
  - **Messaging Hook:** “How would your current system handle a real disaster? Let’s run a live simulation—risk-free.”
  - **Outreach Channel:** Phone call → Email invite → Video follow-up
- **Strategy 9: “Customer Success Story Blitz”**
  - **Target Audience:** Prospects in similar verticals (e.g., hospitals, utilities)
  - **Pain Point:** Skepticism about ROI and real-world results
  - **Messaging Hook:** “See how [Peer Organization] slashed response times and boosted compliance—can we show you how?”
  - **Outreach Channel:** Email with video/testimonial → LinkedIn post → SMS nudge



- **Strategy 10: “Mobile-First Readiness Check”**
  - **Target Audience:** Organizations with distributed or remote teams
  - **Pain Point:** Poor mobile coverage, fragmented communication
  - **Messaging Hook:** “Is your team truly mobile-ready? Take our 1-minute readiness check—see where you stand.”
  - **Outreach Channel:** LinkedIn ad → Email with checklist → Phone follow-up

#### Example Messaging Hooks (Plain Language)

- “Still using pagers? Let’s see how much faster you could be.”
- “Saw you’re hiring for emergency comms—want to see how to cover those gaps with tech?”
- “Could your team send out 10,000 alerts in under a minute? We’ll show you how.”
- “Is your current system ready for a real emergency? Let’s run a quick test.”
- “See how your peers are cutting alert times by 70%—want the playbook?”

These campaign strategies leverage intent signals, urgent pain points, and value-first messaging—delivered in the right order and channels—to maximize HipLink’s impact and response rates