Wilshire Ventures – Innovative Campaign Strategies for B2B Collections

Context Recap

- **What does the company offer?**
  Wilshire Ventures provides professional, ethical, and fast B2B debt collection services, including tailored recovery strategies and integrated legal support on a contingency (no recovery, no fee) basis[1].

- **What does the company's target audience struggle with?**
  Small and mid-sized businesses, healthcare providers, and professional service firms struggle with slow or failed in-house collections, cash flow risk, legal complexity, and reputational concerns tied to unpaid invoices[1][2].

- **Recent signals:**
  - Many B2B firms are still using outdated AR systems and manual processes[1][2].
  - High rates of overdue invoices and fragmented communication are common[1][2].
  - Companies are seeking more automation, transparency, and customer-friendly collections[1][2].

10 Innovative Campaign Strategies

Strategy 1: "The Cash Flow Wake-Up Call"

- **Target Audience:**
  CFOs, Owners, and Office Managers at small/mid-sized businesses and healthcare practices.

- **Pain Point:**
  Unpredictable cash flow due to overdue invoices.
- **Messaging Hook:**
  "How much cash are you leaving on the table every month? Let's find out in 2 minutes."
- **Outreach Channel:**
  LinkedIn InMail → Follow-up Email → Personalized Video Message

Strategy 2: "Collections Health Check Blitz"

- **Target Audience:**
  Accounts Receivable Managers and Controllers.
- **Pain Point:**
  Inefficient, outdated collections processes.
- **Messaging Hook:**
  "When's the last time you gave your collections process a check-up? We'll spot leaks and fix them—fast."
- **Outreach Channel:**
  Email with interactive checklist → LinkedIn DM → Phone Call

Strategy 3: "Legal Safety Net Alert"

- **Target Audience:**
  Business Owners and COOs in industries with high legal risk (healthcare, professional services).
- **Pain Point:**
  Fear of legal complexity or compliance missteps in collections.

- **Messaging Hook:**
  "Worried about collections turning into a legal mess? We've got your back—no lawyer needed."

- **Outreach Channel:**
  LinkedIn Ad → Educational Webinar Invite → Follow-up SMS

Strategy 4: "The 30-Day Cash Challenge"

- **Target Audience:**
  CEOs, Founders, and Finance Directors.

- **Pain Point:**
  Slow payment cycles and long DSO (days sales outstanding).

- **Messaging Hook:**
  "Ready to turn your invoices into cash in 30 days? Join our Cash Challenge—risk-free."

- **Outreach Channel:**
  Email Campaign → LinkedIn Group Invite → Phone Call

Strategy 5: "Customer Relationship Saver"

- **Target Audience:**
  Service-based SMBs and medical/dental practices.

- **Pain Point:**
  Fear of damaging client relationships during collections.

- **Messaging Hook:**
  "Collect what you're owed—without burning bridges. See how our approach keeps your customers coming back."

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- **Outreach Channel:**
  Case Study PDF via Email → LinkedIn DM → Personalized Video

Strategy 6: "Outdated AR System Rescue"

- **Target Audience:**
  Companies using manual or legacy AR systems.
- **Pain Point:**
  Manual, error-prone, and slow collections processes.
- **Messaging Hook:**
  "Still chasing payments with spreadsheets? Time for a smarter way—let's automate your collections."
- **Outreach Channel:**
  LinkedIn Sponsored Post → Demo Request Landing Page → Follow-up Call

Strategy 7: "The Silent Invoice Detector"

- **Target Audience:**
  AR and Office Managers.
- **Pain Point:**
  Invoices slipping through the cracks and going unnoticed.
- **Messaging Hook:**
  "How many invoices are quietly going unpaid? Our free audit finds them—before they become a problem."
- **Outreach Channel:**
  Email with Audit Offer → LinkedIn DM → SMS Reminder

Strategy 8: “Reputation Defender”

- **Target Audience:**
  Professional services firms and healthcare providers.
- **Pain Point:**
  Concern about negative reputation from aggressive collections.
- **Messaging Hook:**
  “Protect your brand while collecting what’s owed. Our approach is firm, fair, and always professional.”
- **Outreach Channel:**
  LinkedIn Thought Leadership Post → Email with Testimonials → Phone Call

Strategy 9: “Collections ROI Calculator”

- **Target Audience:**
  CFOs, Controllers, and Business Owners.
- **Pain Point:**
  Unsure about the ROI of outsourcing collections.
- **Messaging Hook:**
  “See exactly how much more you could recover—risk-free. Try our ROI calculator.”
- **Outreach Channel:**
  Email with Interactive Tool → LinkedIn DM → Webinar Invite

Strategy 10: “The Industry Benchmark Report”

- **Target Audience:**
  Finance leaders in targeted verticals (healthcare, B2B services, manufacturing).
- **Pain Point:**
  Lack of insight into how their collections performance compares to peers.
- **Messaging Hook:**
  "Are your collections above or below industry average? Get your free benchmark report."
- **Outreach Channel:**
  LinkedIn Ad → Email with Report Download → Phone Call

Example Messaging Hooks (Plain Language)

- "How much cash are you missing out on? Let's find out together."
- "Still using spreadsheets to chase payments? There's a better way."
- "Worried about losing customers over collections? You don't have to."
- "Are your collections better or worse than your competitors? Let's see."
- "Want your invoices paid in 30 days—without the headache?"

Note:
Each strategy leverages a multi-channel, sequenced approach—starting with digital touchpoints (LinkedIn, email), then layering in higher-engagement channels (video, phone, SMS) for maximum impact and response[3][4][5].

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1. https://www.capitalone.com/trade-credit/growing-your-business/balancing-efficiency-and-customer-relationships/

2. https://media.licdn.com/dms/document/media/v2/D4E1FAQEz1hDvInvtcQ/feedshare-document-pdf-analyzed/B4EZS4SDjlG0AY-/0/1738258533950?e=1741824000&v=beta&t=1kcQoqszKEDPzT1jT2XDeFjUeM1xRu4PdxWX_swDhiE

3. https://www.thebrandingcorner.com/p/b2b-outreach-strategies-in-2025

4. https://sopro.io/resources/blog/b2b-sales-outreach-guide/

5. https://nethunt.com/blog/multi-channel-sales-outreach/