



Cortavo Unique Campaign Strategies

Context Recap

- **What does the company offer?**

Cortavo provides an all-inclusive managed IT solution for SMBs, including 24/7 service desk, cybersecurity, cloud, hardware refreshes, and network management—all for a flat monthly fee with no surprises^{[1][2][3][4]}.

- **What does the company's target audience struggle with?**

Small and midsize businesses struggle with unpredictable IT costs, outdated technology, security threats, a lack of in-house IT expertise, productivity interruptions, and overwhelming IT tasks like onboarding/offboarding, managing tech vendors, and dealing with slow/unresponsive tech support^{[5][6][7]}.

- **Recent signals:**

- Job postings seeking IT generalists (not specialists)^[8].
- Outdated or unsupported hardware/software.
- SMBs struggling with remote/hybrid support.
- Recurring user complaints about slow responses or unpredictable IT budgets.
- Increased interest in AI and automation to reduce support costs^{[9][7]}.

10 Innovative Campaign Strategies for Cortavo

Strategy 1: “Inbox Rescue” Diagnostic Audit

- **Target Audience:**

SMB Operations Managers, IT Managers (10–200 employees), struggling with slow internal support.

- **Pain Point:**

Too many unresolved tech support tickets or ongoing user complaints.



- **Messaging Hook:**

“Still waiting on old IT tickets? Let us rescue your inbox—send us your top 3 headaches and we’ll diagnose solutions, free.”

- **Outreach Channel:**

Email (step 1), LinkedIn message (step 2), quick phone/vmail (step 3), followed by helpful results as a report (email).

Strategy 2: “Don’t Buy Another Computer” Trade-Up Campaign

- **Target Audience:**

CFOs/Office Managers about to budget for hardware refresh.

- **Pain Point:**

Surprise IT hardware expenses and buying outdated tech.

- **Messaging Hook:**

“If you’re about to buy new laptops...don’t. We’ll upgrade your whole team’s gear—no upfront cost, all included.”

- **Outreach Channel:**

LinkedIn + email invite to 15-min “save your budget” demo, followed by targeted retargeting ads.

Strategy 3: “The Unbreakable Uptime” Challenge

- **Target Audience:**

CEOs/CTOs in industries where downtime is killer (legal, finance, medical).

- **Pain Point:**

Costly business interruptions due to IT failures.

- **Messaging Hook:**

“Prove us wrong—if you can catch us missing a support call, lunch is on us for your whole team. Our uptime guarantee is that real.”



- **Outreach Channel:**

LinkedIn DM (with light humor), Video follow-up, Voicemail, then send a short infographic on downtime cost savings.

Strategy 4: “Unlock IT” Gamified Education Series

- **Target Audience:**

Tech-savvy SMB owners/executives interested in security and digital transformation.

- **Pain Point:**

Employees ignoring cybersecurity best practices.

- **Messaging Hook:**

“Think your team can outsmart the bad guys? Try our staff security challenge and get real threat insights (reward for top scores).”

- **Outreach Channel:**

Email with quiz link, LinkedIn nurture, follow-up with certificate & recommendations call.

Strategy 5: “Lost Weekend” Cost Calculator

- **Target Audience:**

Business decision-makers who handle IT on weekends.

- **Pain Point:**

Lost personal time due to after-hours support issues.

- **Messaging Hook:**

“If you fixed IT last Saturday, you paid twice—once in dollars, once in lost time. See your real IT ROI (calculator attached).”

- **Outreach Channel:**

SMS (if opt-in) + Email, with a personalized calculator link.

Strategy 6: “Graduation Day” Onboarding Sprint



- **Target Audience:**
HR/Operations adding multiple new hires.
- **Pain Point:**
Tech onboarding/offboarding is slow/disorganized.
- **Messaging Hook:**
“If onboarding new hires takes more than 60 minutes, it’s time to graduate. We’ll prove it with a same-day setup for your next employee.”
- **Outreach Channel:**
LinkedIn connection with HR/Ops, followed by targeted email nurture, then video testimonial from an HR client.

Strategy 7: “Surprise-Free IT” Cost Swap

- **Target Audience:**
CFOs frustrated with variable IT bills.
- **Pain Point:**
Surprise invoices from traditional MSPs.
- **Messaging Hook:**
“When’s the last time you were surprised by an IT bill? Our clients aren’t—one monthly fee, for everything. Let’s swap invoices and compare.”
- **Outreach Channel:**
Direct mail send of a “surprise” empty invoice, plus LinkedIn and follow-up email.

Strategy 8: “Invisible IT” Referral Blitz

- **Target Audience:**
Satisfied current customers’ networks.
- **Pain Point:**
Tech fires visible to end users, disruption.



- **Messaging Hook:**

“You know IT is working when nobody notices. If you haven’t had to call us lately, send this peace of mind to a fellow business. Free coffee card if they get a quote.”

- **Outreach Channel:**

Client newsletter, SMS, with referral tracking.

Strategy 9: “Refresh & Secure” Content Sequence

- **Target Audience:**

SMB leaders flagged using unsupported or unpatched systems.

- **Pain Point:**

Data risks with outdated platforms.

- **Messaging Hook:**

“Still on Windows 10 or using old routers? It’s not just slow—it’s a security risk. We’ll patch everything, upgrade the rest, and guarantee compliance reports—fast.”

- **Outreach Channel:**

Paid remarketing ads (targeting by job titles and tech stack), then invite to a short educational webinar, followed by customized security checklist.

Strategy 10: “Real People, Real Results” Success Story Burst

- **Target Audience:**

Decision-makers overwhelmed by abstract IT promises.

- **Pain Point:**

Doubt that an MSP can deliver “as-promised” results.

- **Messaging Hook:**

“Don’t take our word for it: here’s how companies like yours cut downtime and boosted productivity. Ask them yourself if you want the unfiltered story.”



- **Outreach Channel:**

LinkedIn video series (client testimonials), Email with case studies, optional invite to a group Q&A with reference customers.

Each strategy can be blended with personalization, value-first content (Hormozi-style), and the Donald Miller StoryBrand one-liner format: focusing on simple, direct articulation of the pains Cortavo solves and the emotional/financial relief decision-makers get by switching.

Remember: Short, direct, relatable hooks aimed at real-world SMB frustrations, using omnichannel, multi-touch outreach, drive the best campaign performance—in every channel, personal context beats generic pitches^{[10][11][12]}.

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