



Context Overview

- **What does InfoConsulting offer?**
 - End-to-end digital transformation and process improvement for mid-to-large enterprises, centered on IFS Cloud ERP implementation, system upgrades, consulting, and post-go-live support—tailored to industries like manufacturing, construction, utilities, and professional services.
- **What does the target audience struggle with?**
 - Fragmented and outdated systems (“my data’s everywhere”)
 - Expensive, slow, or failed digital transformations
 - Poor visibility across projects, inventory, or financials
 - Escalating compliance/operational risks from manual workarounds
 - Pressure to hit KPIs while doing more with less
- **Recent signals:**
 - New job postings for “ERP migration,” “Digital Transformation Lead,” “Process Excellence Manager,” or “IFS/ERP Administrator”
 - Announcements about system outages, costly manual workarounds, or missed KPIs
 - Industry news about automation, AI, or cloud upgrades
 - Website changes or blog activity about “efficiency” or “modernization”

10 Innovative Campaign Strategies for InfoConsulting

Strategy 1: “Live Process Pain Audit”

- **Target Audience:** CIOs, COOs, and Operations Directors in manufacturing or construction
- **Pain Point:** Manual bottlenecks and outdated, scattered data
- **Messaging Hook:**
“Want to see where your team is losing the most time—live and risk-free?”



- **Outreach Channel (Order):**

- a. LinkedIn DM → 2. Follow-up video email → 3. Direct call

Strategy 2: “Peer Transformation Insights Panel”

- **Target Audience:** Senior IT/Tech execs in mid-market enterprises
- **Pain Point:** Uncertainty about what actually works in transformation
- **Messaging Hook:**
“Here’s how companies like yours turned tech headaches into cost savings—let’s hear it from your peers, not vendors.”
- **Outreach Channel:**
 - a. Executive invite via personalized email → 2. LinkedIn event DM → 3. Post-event SMS recap

Strategy 3: “Cost of Doing Nothing” ROI Simulator

- **Target Audience:** CFOs, Finance & IT VPs
- **Pain Point:** Delayed digital investment, skepticism over ROI
- **Messaging Hook:**
“See how much your old systems actually cost you—want a quick, no-obligation ROI estimate?”
- **Outreach Channel:**
 - a. Paid LinkedIn Ads → 2. Landing page (ROI Calculator) → 3. Call-to-action email

Strategy 4: “Transformation Red Flags” Micro-Webinar

- **Target Audience:** Project/Program Managers, Digital Transformation Leaders
- **Pain Point:** Project stalls, unseen implementation risk
- **Messaging Hook:**
“If you spot any of these 3 signs, your tech project’s at risk of stalling—does anything sound familiar?”
- **Outreach Channel:**



- a. LinkedIn Sponsored Message → 2. 15-min webinar invite via SMS → 3. Follow-up DM with slides

Strategy 5: “‘Can You Beat the Benchmark?’ Report Drop”

- **Target Audience:** Operations or Plant Managers
- **Pain Point:** Falling behind industry leaders on efficiency
- **Messaging Hook:**
“How do your processes stack up vs. the industry’s best? Want a quick, free benchmark?”
- **Outreach Channel:**
 - a. Email with personalized efficiency gap PDF → 2. Call → 3. LinkedIn DM

Strategy 6: “Lunch-and-Learn for Teams”

- **Target Audience:** Department heads in Operations, IT, or HR
- **Pain Point:** Siloed, overwhelmed middle management
- **Messaging Hook:**
“Free lunch for your team while we share 5 process shortcuts—let’s make Mondays easier.”
- **Outreach Channel:**
 - a. Direct phone outreach to EA → 2. LinkedIn message follow-up → 3. Event confirmation email

Strategy 7: “‘Tech Stack Therapy’ Rapid Review”

- **Target Audience:** CIOs/CTOs with complex tech environments
- **Pain Point:** Messy integrations, vendor sprawl, ‘spaghetti systems’
- **Messaging Hook:**
“Does your tech stack cause more problems than it solves? Let’s untangle it in under 30 minutes.”
- **Outreach Channel:**
 - a. LinkedIn Connect → 2. Cold call with key visual → 3. Post-call custom video



Strategy 8: “AI Readiness Quick Scan”

- **Target Audience:** Heads of Digital/Innovation, COO, CTO
- **Pain Point:** Unsure how AI fits into existing operations or what’s possible
- **Messaging Hook:**
“Not sure if your business is ready for AI? Let’s scan it—0 sales pitch, just data.”
- **Outreach Channel:**
 - a. LinkedIn DM → 2. Email with scan summary offer → 3. Calendar-invite follow-up

Strategy 9: “Customer Journey Storytelling (Podcast Guest Spot)”

- **Target Audience:** Decision-makers who follow industry thought leadership
- **Pain Point:** Need real-world examples—not sales collateral
- **Messaging Hook:**
“Next guest: [Your peer]. Hear how they cut 100+ hours/month of admin work—want a sneak peek?”
- **Outreach Channel:**
 - a. Industry podcast announcement (social/email) → 2. Invite-specific DM → 3. Share podcast clip via SMS

Strategy 10: “Stealth Digital Mystery Shop”

- **Target Audience:** CEOs, COOs of asset-intensive businesses
- **Pain Point:** No visibility to gaps or hidden process breakdowns
- **Messaging Hook:**
“We mystery-shopped your workflow—can we show you what we discovered?”
- **Outreach Channel:**
 - a. Direct mail teaser package → 2. LinkedIn message with results offer → 3. Call to CEO’s office

Example Messaging Hooks (Plain Language)



- “Let’s find out, with your actual data, how much easier life could be by next quarter.”
- “You don’t have to guess if your digital project will stall—here’s how to spot the red flags early.”
- “Would your team want a 42% faster way to close the books this month?”
- “You manage a lot—let’s get you answers in under 10 minutes, zero pressure.”

Note: Channels and sequences can be adapted based on account response rates and contact preferences, but multi-touch, multi-format outreach with high personalization and unique value in each touchpoint is key for best results.
