



NUS Business School – 10 Innovative B2B Campaign Strategies

1. “Future Leader Fast-Track” Audit

- **Target Audience:**
HR Directors, Talent Acquisition, C-suite at MNCs and high-growth firms
- **Pain Point:**
Struggling to identify and develop next-gen leaders quickly
- **Messaging Hook:**
“Want to know which of your rising stars could be global leaders in 12 months? Get a free Future Leader Audit—see how your talent stacks up against Asia’s best.”
- **Outreach Channel:**
LinkedIn InMail → Personalized Email → 1:1 Video Call Invite

2. “Digital Disruption Readiness” Scorecard

- **Target Audience:**
CTOs, Digital Transformation Heads, Innovation Managers
- **Pain Point:**
Uncertainty about team’s readiness for digital change
- **Messaging Hook:**
“Is your team ready for the next wave of digital disruption? Take our 3-minute scorecard and benchmark your readiness against top Asian firms.”
- **Outreach Channel:**
LinkedIn Carousel Ads → Interactive Landing Page → Follow-up Email

3. “Competitor Talent Migration” Alert

- **Target Audience:**
CEOs, HR, Business Unit Leaders in target industries
- **Pain Point:**
Losing top talent to competitors with stronger upskilling programs



- **Messaging Hook:**
“Three of your competitors just enrolled their managers in Asia’s #1 MBA. Want to know what they’ll learn before you lose your best people?”
- **Outreach Channel:**
Personalized Email → Retargeting Ads → Direct Call

4. “Open Job Signal” Outreach

- **Target Audience:**
Companies with active leadership or digital transformation job postings
- **Pain Point:**
Difficulty filling critical roles with future-ready leaders
- **Messaging Hook:**
“Saw your posting for a Digital Transformation Lead. What if you could upskill your best internal talent instead of hiring from scratch?”
- **Outreach Channel:**
LinkedIn Message → SMS (where appropriate) → Voicemail → Email

5. “Alumni Power Connect” Event Series

- **Target Audience:**
Decision-makers in companies with low NUS alumni presence
- **Pain Point:**
Lack of access to a high-value, global business network
- **Messaging Hook:**
“Want to tap into Asia’s most powerful business network? Join our exclusive Alumni Power Connect—see how your peers are leveraging NUS for growth.”
- **Outreach Channel:**
Event Invite via Email → LinkedIn DM → Follow-up Call

6. “Executive Shadow Day” Challenge

- **Target Audience:**
Senior Managers, High-Potential Employees



- **Pain Point:**
Unclear ROI of executive education; skepticism about real-world impact
- **Messaging Hook:**
“Experience a day in the life of an NUS MBA leader—shadow an alum and see the transformation first-hand. Ready to step up?”
- **Outreach Channel:**
LinkedIn Video Ad → Email Invite → Application Landing Page

7. “Outdated Platform” Upgrade Offer

- **Target Audience:**
Companies using legacy learning or HR platforms
- **Pain Point:**
Training programs not keeping pace with business needs
- **Messaging Hook:**
“Still using last decade’s learning tools? See how NUS partners are upskilling teams with the latest in digital business education.”
- **Outreach Channel:**
Email with Platform Audit Offer → LinkedIn Message → Demo Call

8. “Industry-Specific Leadership Labs”

- **Target Audience:**
Sector leaders in tech, finance, healthcare, manufacturing
- **Pain Point:**
Need for tailored, industry-relevant leadership development
- **Messaging Hook:**
“Join our exclusive Leadership Lab for [Industry]—real-world case studies, peer learning, and actionable strategies from Asia’s top MBA.”
- **Outreach Channel:**
Industry Event Invite → LinkedIn Group Message → Email Nurture

9. “AI-Driven Career Pathways” Demo



- **Target Audience:**
HR Tech Buyers, L&D Managers, Digital HR Leaders
- **Pain Point:**
Uncertainty about which upskilling paths deliver the best ROI
- **Messaging Hook:**
“See how AI maps your team’s skills to high-growth career paths—powered by NUS MBA data. Ready for a personalized demo?”
- **Outreach Channel:**
LinkedIn Sponsored Content → Demo Request Landing Page → Follow-up Call

10. “C-Suite Peer Roundtable” Invitation

- **Target Audience:**
C-level executives in target industries
- **Pain Point:**
Need for confidential, high-level peer learning and benchmarking
- **Messaging Hook:**
“Invitation-only: Join a private roundtable with Asia’s top business leaders—share challenges, get insights, and see how NUS is shaping the next wave of leadership.”
- **Outreach Channel:**
Handwritten Mailer → LinkedIn DM → Personal Call

Example Messaging Hooks (Plain Language)

- “Want to see how your team compares to Asia’s best? Let’s run a quick audit—no strings attached.”
- “Your competitors are upskilling with NUS. Want to know what they’re learning?”
- “Still hiring for digital leaders? What if you could build them from within?”
- “Ready to experience a day in the life of an NUS MBA grad?”
- “Let’s connect you with leaders who’ve already made the leap.”



These strategies leverage multi-channel, hyper-personalized outreach, urgency, and value-first offers—drawing on best practices from Alex Hormozi, Donald Miller, and Cialdini’s influence principles, as well as the latest B2B and higher education campaign trends