



National Waste Associates - New Campaign Strategies

Context Summary

What does the company offer?

National Waste Associates (NWA) provides independent, expert-managed waste and recycling solutions for multi-location businesses. They optimize waste operations, audit invoices for errors, negotiate with haulers, and deliver measurable savings and sustainability improvements¹².

What does the company's target audience struggle with?

- Overpaying for waste services due to hidden fees and billing errors
- Managing dozens or hundreds of vendors and invoices
- Difficulty improving recycling/diversion rates
- Lack of transparency and control from bundled hauler contracts
- Time-consuming waste management for busy facilities and finance teams¹²

Recent signals:

- Companies posting facilities or sustainability manager roles
- Businesses using outdated, bundled waste contracts
- Industry trends toward sustainability and ESG reporting
- Large brands seeking to hit waste diversion targets
- Complaints about missed pickups, rising costs, or compliance risks

10 Innovative Campaign Strategies for National Waste Associates

Strategy 1: Open Job Signal Trigger

- **Target Audience:** Multi-site retailers/restaurants posting facilities or sustainability manager jobs
- **Pain Point:** Struggling to fill roles and manage waste at scale
- **Messaging Hook:** "Saw you're hiring for facilities—what if you could cut waste headaches (and costs) before the new hire even starts?"



- **Outreach Channel:**
 1. LinkedIn DM referencing the job post
 2. Follow-up email with case study
 3. Phone call referencing both

Strategy 2: “Find the Hidden Fees” Challenge

- **Target Audience:** CFOs, Directors of Finance at national chains
- **Pain Point:** Unseen overcharges and budget bloat
- **Messaging Hook:** “Four out of five waste bills have hidden fees—want to see what’s hiding in yours?”
- **Outreach Channel:**
 1. Personalized video email
 2. SMS with a “fee finder” audit offer
 3. Phone call to set up a live review

Strategy 3: Sustainability Scorecard Drop

- **Target Audience:** Sustainability/ESG leaders at large enterprises
- **Pain Point:** Difficulty hitting recycling and diversion goals
- **Messaging Hook:** “We helped Barnes & Noble boost diversion by 67%—want your free sustainability scorecard?”
- **Outreach Channel:**
 1. LinkedIn InMail
 2. Email with downloadable scorecard
 3. Invite to a “green ops” webinar

Strategy 4: Competitor Contract Secret Shopper

- **Target Audience:** Procurement and operations at multi-location brands



- **Pain Point:** Bundled contracts with national haulers, lack of leverage
- **Messaging Hook:** “National haulers hide fees in bundled contracts—see how your deal stacks up (no sales pitch, just facts).”
- **Outreach Channel:**
 1. Direct mail “mystery shopper” report
 2. Follow-up email
 3. Phone call to discuss findings

Strategy 5: Missed Pickup Rescue

- **Target Audience:** Operations managers at large retail or food chains
- **Pain Point:** Missed pickups, service headaches
- **Messaging Hook:** “99.7% on-time rate. If your hauler dropped the ball this month, we’ll fix it—guaranteed.”
- **Outreach Channel:**
 1. SMS alert
 2. Ringless voicemail
 3. Email with service guarantee

Strategy 6: Confidential Project Concierge

- **Target Audience:** Brands with rebranding, product recalls, or confidential disposal needs
- **Pain Point:** Sensitive waste projects, need for discretion and documentation
- **Messaging Hook:** “Need confidential disposal? We handle secret projects for national brands—certified, secure, and on time.”
- **Outreach Channel:**
 1. Personalized LinkedIn message
 2. Email with NDA attached
 3. Phone call with project manager



Strategy 7: “Slash Your Waste Budget” Blitz

- **Target Audience:** CFOs, VPs of Finance
- **Pain Point:** Waste budgets growing, little visibility
- **Messaging Hook:** “We’ve cut some clients’ waste budgets in half—want to see if you’re leaving money on the table?”
- **Outreach Channel:**
 1. Video email with before/after savings
 2. LinkedIn DM
 3. Phone call to offer a savings estimate

Strategy 8: “Time Back” Campaign

- **Target Audience:** Facilities managers juggling multiple vendors
- **Pain Point:** Wasting hours managing waste issues
- **Messaging Hook:** “How much time could you save if you never had to chase a hauler again?”
- **Outreach Channel:**
 1. SMS with time-savings calculator
 2. Email with testimonial
 3. Phone call to discuss managed service

Strategy 9: “Your ESG Story” Content Co-Creation

- **Target Audience:** Marketing/ESG teams at brands with public sustainability goals
- **Pain Point:** Need for compelling, credible ESG wins
- **Messaging Hook:** “Want to co-create a case study on how you’re crushing waste diversion? We’ll do the heavy lifting.”
- **Outreach Channel:**
 1. LinkedIn DM



2. Email with sample content
3. Video call invite

Strategy 10: “Waste Optimization Audit” Fast-Track

- **Target Audience:** Any multi-location business with >50 sites
- **Pain Point:** Not sure if their waste plan is optimized
- **Messaging Hook:** “Most waste plans are out of date—get a free audit and see how much you could save this quarter.”
- **Outreach Channel:**
 1. Email with audit offer
 2. LinkedIn follow-up
 3. Phone call to book audit

Example Messaging Hooks (Plain Language)

- “You’re probably busy—so here’s the one thing most waste haulers won’t tell you: you’re likely overpaying.”
- “Let’s find the hidden fees in your waste bills—most companies are shocked by what we uncover.”
- “If your hauler missed a pickup this month, we’ll fix it—no questions asked.”
- “We helped a national retailer save \$1.4 million last year. Want to see if you’re missing out?”
- “How much time are you spending on waste issues? We’ll give you those hours back.”