



## 10 Innovative Campaign Strategies for Perkaroma

### Strategy 1: “Breakroom Bliss Audit”

- **Target Audience:** Office Managers and Facilities Managers at SMBs with 10-250 employees
- **Pain Point Addressed:** Constant breakroom supply shortages and manual restocking burdens
- **Messaging Hook:** “What if your breakroom never ran out of coffee or snacks again? Let us audit your setup and show you how easy it can be.”
- **Outreach Channel:** LinkedIn InMail → Follow-up Email with Audit Offer → Phone Call
- **Hook Example:** “Hey [Name], I noticed many offices waste hours managing snacks and supplies. We offer a quick breakroom audit that shows how to simplify and save time. Interested?”

### Strategy 2: “One Vendor, Zero Hassles”

- **Target Audience:** CFOs and Procurement Officers in small to mid-sized companies
- **Pain Point Addressed:** Managing multiple vendors and unexpected fees
- **Messaging Hook:** “Tired of juggling multiple suppliers and surprise fees? Here’s a simple way to consolidate and cut costs.”
- **Outreach Channel:** Email → Personalized Video Demonstration → LinkedIn Message
- **Hook Example:** “Hi [Name], what if you could get all your office snacks, supplies, and cleaning done with one bill and one contact? We make it that simple.”

### Strategy 3: “Employee Happiness Boost”

- **Target Audience:** HR Managers and Office Managers focused on employee wellbeing
- **Pain Point Addressed:** Low staff morale due to poorly stocked or uninspiring breakrooms
- **Messaging Hook:** “Happy staff take breaks they love — here’s how to keep your team energized and engaged every day.”
- **Outreach Channel:** LinkedIn Message → Webinar Invite on Employee Engagement → SMS Reminder



- **Hook Example:** “Hi [Name], did you know a great breakroom can improve productivity by up to 20%? I’d love to share how we help offices boost morale effortlessly.”

#### Strategy 4: “Clean & Green Initiative”

- **Target Audience:** Sustainability Officers and Facilities Managers
- **Pain Point Addressed:** Need for eco-friendly office solutions and cleaning products
- **Messaging Hook:** “Switch to sustainable, green office supplies and cleaning without lifting a finger.”
- **Outreach Channel:** LinkedIn + Targeted Email → Environmental Impact Report Offer → Phone Follow-up
- **Hook Example:** “Hey [Name], we help offices reduce waste and use eco-friendly supplies. Want a free green audit of your breakroom?”

#### Strategy 5: “Breakroom Tech Upgrade”

- **Target Audience:** Facilities Managers and IT Decision Makers
- **Pain Point Addressed:** Outdated coffee machines and inefficient breakroom equipment management
- **Messaging Hook:** “Upgrade your coffee and water systems with hassle-free service and maintenance.”
- **Outreach Channel:** Email → Phone Call → LinkedIn Outreach
- **Hook Example:** “Hi [Name], still using last decade’s coffee machines? Let’s upgrade your breakroom tech and ease your maintenance headaches.”

#### Strategy 6: “Monthly Flavor Rotation”

- **Target Audience:** Office Managers at creative and engaged workplaces
- **Pain Point Addressed:** Monotonous snack and beverage offerings leading to disengagement
- **Messaging Hook:** “Keep your team's taste buds excited with our monthly snack and drink rotations—no extra effort needed.”



- **Outreach Channel:** Instagram/LinkedIn Posts → Targeted Email Campaign → Follow-up SMS
- **Hook Example:** “Hey [Name], want to surprise your team with fresh snacks every month without the hassle? We’ve got you covered.”

#### Strategy 7: “Breakroom ROI Calculator”

- **Target Audience:** CFOs and Operations Managers
- **Pain Point Addressed:** Justifying expense on breakroom management and supplies
- **Messaging Hook:** “See how much time and money you save with a fully managed breakroom service.”
- **Outreach Channel:** Email with interactive ROI Calculator → LinkedIn Messaging → Phone Call
- **Hook Example:** “Hi [Name], curious what a fully managed breakroom can save you? Try our quick ROI calculator.”

#### Strategy 8: “Emergency Supply Rescue”

- **Target Audience:** Facilities Managers facing supply emergencies
- **Pain Point Addressed:** Running out of critical supplies and last-minute rush orders
- **Messaging Hook:** “Never run out of essentials again—emergency supply restock delivered next day.”
- **Outreach Channel:** Cold Call → SMS Alert Offer → Email Follow-Up
- **Hook Example:** “Hi [Name], out of coffee or cleaning supplies? We deliver emergency restocks fast—no headaches.”

#### Strategy 9: “Vendor Consolidation Whitepaper + Case Study”

- **Target Audience:** Procurement Directors and CFOs in mid-sized enterprises
- **Pain Point Addressed:** Complex vendor ecosystems, inefficiency, high administrative costs
- **Messaging Hook:** “How one company saved 30% by consolidating vendors—get the step-by-step guide.”



- **Outreach Channel:** Email with Whitepaper Download → LinkedIn Reach Out → Webinar Invite
- **Hook Example:** “Hi [Name], want to cut office supply costs by 30%? Here's a case study showing how.”

#### Strategy 10: “Breakroom Feedback Loop”

- **Target Audience:** HR and Office Managers wanting to improve employee satisfaction
- **Pain Point Addressed:** Lack of input on breakroom preferences leading to unused supplies
- **Messaging Hook:** “Let your team tell you what snacks and drinks to stock — we handle the rest.”
- **Outreach Channel:** SMS Survey → Email Summary Report → Phone Call
- **Hook Example:** “Hey [Name], want your breakroom stocked with exactly what your team loves? Our feedback system makes it easy.”