



Pegasie Technologies - Unique Campaign Strategies

Strategy 1: “Platform Outage Detector” Offer

- Target Audience: IT Directors, CTOs, large enterprises
 - Pain Point: Fear of downtime during updates or launches
 - Messaging Hook: “What’s your system’s weak spot? Find out before it fails.”
 - Outreach Channel: LinkedIn DM → Email → Follow-up call
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Strategy 2: “Tech Refresh Signals” Warm List

- Target Audience: Product Managers, QA Leads, companies with outdated tech/job posts for QA
 - Pain Point: Aging platforms, costly QA hiring
 - Messaging Hook: “Updating tech soon? Let us speed up your QA—no new hiring needed.”
 - Outreach Channel: Intent data web scraping → LinkedIn DM → 1:1 Video Message
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Strategy 3: “Peer Benchmark Challenge”

- Target Audience: CTOs, QA Directors
 - Pain Point: Not knowing how their QA stacks up to competitors
 - Messaging Hook: “Are you ahead of your rivals on QA speed? Let’s compare—winner gets your QA process blueprint.”
 - Outreach Channel: LinkedIn Poll → Direct DM → Email with results
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Strategy 4: “Risk-Free First Test Campaign”

- Target Audience: Enterprises launching new systems
- Pain Point: Fear of failure for big deployments



- Messaging Hook: “Launch your update—if we don’t help, it costs you nothing.”
 - Outreach Channel: LinkedIn paid ads → Email sequence → Phone/Zoom call
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Strategy 5: “Nightmare Scenario” Story Mini-Video

- Target Audience: Decision makers in high-compliance industries (health, finance)
 - Pain Point: Data loss, compliance failures
 - Messaging Hook: “What if your app went dark—could you handle thousands of users at once?”
 - Outreach Channel: Personalized video → LinkedIn DM → WhatsApp follow-up
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Strategy 6: “Candidate Disqualification Test”

- Target Audience: Tech hiring managers, CTOs searching for QA staff
 - Pain Point: QA staff shortage, slow hiring
 - Messaging Hook: “Struggling to hire QA? Try us—get instant experts, skip the search.”
 - Outreach Channel: LinkedIn job posting comments → DM → SMS
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Strategy 7: “Hidden Cost Calculator Launch”

- Target Audience: CFOs, CTOs
 - Pain Point: Unknown costs from system errors, downtime
 - Messaging Hook: “How much do software errors cost you every month? Let’s calculate in 2 mins.”
 - Outreach Channel: Email calculator tool → LinkedIn inmail → 1:1 video
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Strategy 8: “Flash QA Audit”



- Target Audience: Rapid-growth startups, SaaS vendors
 - Pain Point: Broken releases, bad user experiences
 - Messaging Hook: “Want a QA health check in 48 hours? No downtime, instant results.”
 - Outreach Channel: LinkedIn connection → Email drip → WhatsApp + calendar invite
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Strategy 9: “QA Success Story Map”

- Target Audience: Decision makers in competitive markets (retail, elections)
 - Pain Point: App reliability under peak load
 - Messaging Hook: “See how [similar org] handled 10,000 users—ready for your story?”
 - Outreach Channel: LinkedIn DM with short client story snippet → Email detailed case study
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Strategy 10: “AI Predictive QA Demo”

- Target Audience: Innovation leaders, CTOs, tech adopters
 - Pain Point: Slow manual QA, missing automation advantages
 - Messaging Hook: “Want to see what AI-powered QA can spot before humans ever could?”
 - Outreach Channel: LinkedIn connection → Video demo invite → Email plus live demo link
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Example Messaging Hooks

- “Can your system take a surprise hit tomorrow—or will it glitch out?”
- “Ready to launch, but worried about downtime? Let’s talk.”
- “Stop hiring more QA. Get the experts you need, instantly.”
- “Let’s figure out your system’s risk—10 minutes, zero pressure.”



- “Your competitors test better. Want to see how?”