



CMA - Unique Campaign Strategies

Below are 10 innovative, B2B campaign strategies tailored for the Canadian Marketing Association (CMA), built from your research context, combined with proven sales expert frameworks and the latest outreach trends.

Strategy 1: “Industry Signals Outreach”

- **Target Audience:** Marketing decision-makers at mid-to-large Canadian businesses showing recent job postings or restructuring.
- **Pain Point:** Struggling to fill marketing roles or adapt to rapid change.
- **Messaging Hook:** “Saw your team is hiring—want a shortcut that helps your new marketers hit the ground running?”
- **Outreach Channel:** LinkedIn DM → Personalized voicemail → Follow-up email

Strategy 2: “Platform Update Trigger”

- **Target Audience:** Brands using outdated marketing tech or competitor solutions.
- **Pain Point:** Falling behind on performance or compliance.
- **Messaging Hook:** “Noticed you’re still using [old platform]—ready to see what’s working for the best Canadian marketers now?”
- **Outreach Channel:** Cold email → LinkedIn DM → SMS

Strategy 3: “Referral-Backed Intro Campaign”

- **Target Audience:** Contacts referred by current CMA members.
- **Pain Point:** Lack of trusted marketing community or proof.



- **Messaging Hook:** “Your colleague [Name] said you’d want to see how we help marketers grow (and win awards).”
- **Outreach Channel:** Email → SMS → Phone call

Strategy 4: “Hypersonalized Video Invite”

- **Target Audience:** Agency principals, CMOs.
- **Pain Point:** Overwhelmed inbox, low engagement.
- **Messaging Hook:** “Quick video to show what’s making other Canadian agencies stand out this year.”
- **Outreach Channel:** Video email (1-1 or 1-many, but personalized) → LinkedIn follow-up

Strategy 5: “Executive Roundtable ‘Hot Seat’ Offer”

- **Target Audience:** Marketing VPs, Directors seeking real peer insights.
- **Pain Point:** “Echo chamber” decision-making, need for outside input.
- **Messaging Hook:** “Want a seat at our next closed-door roundtable with Canada’s top marketing leaders?”
- **Outreach Channel:** LinkedIn InMail → Direct calendar invite

Strategy 6: “Data-Driven Value Stat Blitz”

- **Target Audience:** Marketers who measure ROI.
- **Pain Point:** Proving spend and career value.
- **Messaging Hook:** “Canadian marketers using CMA programs see 37% better results—curious how they do it?”
- **Outreach Channel:** Email (with infographic/data) → LinkedIn DM



Strategy 7: “AI Agent Direct Connect”

- **Target Audience:** Tech-forward marketing teams, innovation leads.
- **Pain Point:** Curiosity but confusion about AI in marketing.
- **Messaging Hook:** “Chat live with our AI agent for a zero-pressure walkthrough—ask anything, no sales pitch.”
- **Outreach Channel:** Website chatbot → Follow-up SMS → Invitation to live demo

Strategy 8: “Award Winner Playbook Drop”

- **Target Audience:** Brands/agencies wishing to boost reputation.
- **Pain Point:** Struggling to stand out or get industry recognition.
- **Messaging Hook:** “Want to see how last year’s award winners did it? Here’s their step-by-step playbook.”
- **Outreach Channel:** Email with download link → SMS courtesy nudge

Strategy 9: “Open Mic Feedback Jam”

- **Target Audience:** In-house and agency marketers seeking voice in industry change.
- **Pain Point:** Lack of influence on standards or policy.
- **Messaging Hook:** “What’s broken in Canadian marketing? Join our open session to help shape best practices.”
- **Outreach Channel:** LinkedIn event → SMS reminder → Group video call

Strategy 10: “Smart Personalization Match-Up”



- **Target Audience:** Companies aiming to personalize and modernize marketing.
- **Pain Point:** Struggling to use data for better engagement.
- **Messaging Hook:** “Want your campaigns to grab 85% more engagement? Let’s match you to the right CMA tools.”
- **Outreach Channel:** LinkedIn DM → Custom URL landing page → Phone follow-up

Each strategy uses timing, personalization, multichannel sequences, and “value first” language. Messaging hooks focus on simple, benefit-driven, and curiosity-sparking statements. Channels blend what’s currently performing (LinkedIn, SMS, video email, AI chatbots) with layered, trust-building follow-up for high engagement and response rates.^{[1][2][3][4]}

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1. HCD-Proven-Campaign-Strategies-and-Outreach-Sequence.pdf
2. <https://thecma.ca>
3. <https://thecma.ca/membership/companies>
4. <https://marketingnewscanada.com/news/the-13-marketing-advertising-communication-amp-pr-clubs-and-associations-in-canada-you-need-to-know>