



1 Touch Office Technology - Unique Campaign Strategies

Strategy 1: Open Job Signal Outreach

- Target Audience: Office managers, IT leads at midsize firms with open job postings for IT or admin roles
- Pain Point: Struggling to keep tech running smoothly, need urgent staff help
- Messaging Hook: "Saw you're hiring—are tech headaches slowing things down? Let's fix that without another hire."
- Outreach Channel: LinkedIn direct message → SMS → Ringless voicemail → Follow-up email

Strategy 2: "Are Your Devices Costing You?" Cost Calculator

- Target Audience: Small business owners worried about printing/IT expenses
- Pain Point: Hidden costs from outdated printers, repairs, and slow support
- Messaging Hook: "Most offices lose thousands from outdated gear—want a free cost checkup?"
- Outreach Channel: Personalized video email → Landing page with calculator → Calendar invite

Strategy 3: Event Anchoring Campaign

- Target Audience: Local law firms, medical/dental offices attending LA business events
- Pain Point: Missing connections and up-to-date solutions
- Messaging Hook: "Are you going to [Event]? Let's meet for five mins—can show you how offices like yours fixed document headaches."
- Outreach Channel: SMS → LinkedIn DM → Phone call

Strategy 4: Competitive Account "Switch and Save" Blitz

- Target Audience: Firms currently under contract with competitors (using public records/Google links)
- Pain Point: Poor service, hidden fees, stuck in contracts



- Messaging Hook: "Know you're with XYZ—want to see if jumping ship means less hassle and more savings? Here's proof."
- Outreach Channel: Targeted email → Direct mail "switch kit" → Phone call

Strategy 5: Social Proof Case Study Push

- Target Audience: Operations leads in professional offices
- Pain Point: Skeptical about switching vendors
- Messaging Hook: "Here's how a local office slashed downtime by 43%. 2 min story—want to see?"
- Outreach Channel: LinkedIn DM → Video email → Calendar invite

Strategy 6: Platform-Outreach to Outdated Users

- Target Audience: Offices still using old copiers/phone software
- Pain Point: Slow, unreliable, hard to use, high maintenance
- Messaging Hook: "Still using [old platform]? Most companies upgraded years ago—want to see what's new?"
- Outreach Channel: Email → Direct mail "tech check" postcard → Follow-up call

Strategy 7: Referral Ask via Satisfied Clients

- Target Audience: Current & past customers
- Pain Point: Friends in similar offices facing the same tech issues
- Messaging Hook: "Know someone whose printer is always down? I'll send them a free service check if you connect us."
- Outreach Channel: Email → SMS → LinkedIn message

Strategy 8: Intent-Based Website Visitor Trigger

- Target Audience: Recent website visitors (intent signals from IP tracking)
- Pain Point: Information overload, not sure what to choose, stressed about IT



- Messaging Hook: "Not sure which system fits your office? Let's sort it out together in five mins."
- Outreach Channel: Retargeting ad → Website chat popup → Personalized follow-up call

Strategy 9: Surprise Add-On ("Bonus Value")

- Target Audience: IT managers needing full solution (not just hardware)
- Pain Point: Juggling multiple vendors for tech, software, service
- Messaging Hook: "Bundle your printers and IT with us and I'll throw in the first month of support free—want the details?"
- Outreach Channel: Email → Voicemail drop → LinkedIn DM

Strategy 10: Podcast/Thought Leadership Outreach

- Target Audience: Decision makers who consume business podcasts and industry content
- Pain Point: Hearing the same boring cold pitches—want value
- Messaging Hook: "Heard your podcast/LinkedIn post—agree with [point], and got an idea you might like for your next episode. Let's chat."
- Outreach Channel: LinkedIn comment/DM → Podcast appearance invitation → SMS reminder