



# Travation - Unique Campaign Strategies

## Strategy 1: “Strategy-to-Reality Audit” Outreach

- **Target Audience:** CEOs, COOs, Transformation Directors in airlines, travel groups, and mobility operators.
- **Pain Point:** Big strategy decks that never fully show up in operations or frontline behavior.
- **Messaging Hook:**
  - “You shipped the strategy. Now the question is: how much of it is actually happening this quarter?”
- **Outreach Channel:**
  - i. Warm LinkedIn DM referencing a recent strategy/AI announcement
  - ii. Follow-up email with a 1-page “Strategy Execution Gap” scorecard offer
  - iii. Short video message walking through what they’d see in a 60-minute audit

## Strategy 2: “Control Tower for Your Airline/Network” Campaign

- **Target Audience:** COOs, Operations Directors, Head of Network Operations in aviation, rail, and mobility.
- **Pain Point:** Fragmented systems and teams leading to delays, poor on-time performance, and fire-fighting.
- **Messaging Hook:**
  - “Right now, your ops ‘control tower’ lives in people’s heads and 20 dashboards. What if you could see the whole system in one living model?”
- **Outreach Channel:**
  - i. Targeted email with a simple before/after visual (described, not attached here)
  - ii. LinkedIn DM referencing ops metrics (OTP, completion factor, etc.)



- iii. Invite to a small roundtable on “Building an AI-first Control Tower”

### **Strategy 3: “AI-First Transformation Post-Mortem” Triggered Outreach**

- **Target Audience:** CIOs, CTOs, CDOs, Transformation Directors in firms that have “failed” or stalled AI/digital programs.
- **Pain Point:** AI/automation pilots that never scale, tool sprawl, and change fatigue.
- **Messaging Hook:**
  - “Most AI programs fail quietly. Want a no-blame post-mortem that turns your last project into a roadmap that actually works?”
- **Outreach Channel:**
  - i. Intent-based email triggered by news/press about a past transformation program or platform migration
  - ii. LinkedIn DM sharing a short insight on why AI-first is different from ‘just more tools’
  - iii. Invite to a 30-minute “AI-first readiness” workshop

### **Strategy 4: “Chief Alignment Officer” Micro-Event**

- **Target Audience:** CEOs and Strategy/Transformation leaders.
- **Pain Point:** Misalignment between board goals, KPIs, and what middle management is rewarded for.
- **Messaging Hook:**
  - “If someone in your company actually had the job title ‘Chief Alignment Officer’, what would they fix first?”
- **Outreach Channel:**
  - i. Personal invite via email to a 6–8 person virtual roundtable
  - ii. Follow-up SMS/WhatsApp reminder to confirm attendance (for those who opted-in)



- iii. Post-event 1:1 outreach offering a mini Intelligent Operating Model sketch for their org

### **Strategy 5: “Legacy System Anchor” Signal Campaign**

- **Target Audience:** CIOs/CTOs in travel, aviation, and logistics still running legacy platforms (GDS-era, mainframe, old reservations/ops stacks).
- **Pain Point:** Modernization risk, rising maintenance cost, and inability to plug AI into old systems cleanly.
- **Messaging Hook:**
  - “Your legacy stack isn’t the problem. Running 2025 strategy on a 1998 operating model is.”
- **Outreach Channel:**
  - i. Prospect list built from tech stack clues and job posts
  - ii. Initial email: “3 ways to get AI value without ripping out your core system”
  - iii. Follow-up LinkedIn DM with invite to a “no-rebuild AI roadmap” session

### **Strategy 6: “Board-Ready AI-First Story” Outreach**

- **Target Audience:** CEOs, CFOs, and Strategy Directors preparing for board meetings.
- **Pain Point:** Pressure from the board to “have an AI plan” without a clear, credible story or metrics.
- **Messaging Hook:**
  - “You already know the board will ask, ‘What’s our AI plan?’ The real win is walking in with a simple, board-ready map that ties AI to profit.”
- **Outreach Channel:**
  - i. Email timed 2–4 weeks before typical board cycles (using public disclosures where possible)
  - ii. LinkedIn DM sharing a one-line framework to answer “What’s our AI plan?”
  - iii. Offer a quick working session to sketch their AI-first operating model on one page



## Strategy 7: “Quiet Crisis” Ops Benchmark

- **Target Audience:** Operations and Customer Experience leaders (airlines, travel, mobility, hospitality).
- **Pain Point:** Declining or unstable service metrics (NPS, OTP, complaints) that leadership senses but cannot fully quantify or link to root causes.
- **Messaging Hook:**
  - “Most ops ‘crises’ start as small misalignments nobody can see. Want to benchmark whether you’re sitting on one right now?”
- **Outreach Channel:**
  - i. Email with invitation to a short anonymous benchmark survey
  - ii. LinkedIn DM offering personalized benchmark results and 2–3 tailored recommendations
  - iii. Optional follow-up video walkthrough of their benchmark and how an Intelligent Operating Model would address it

## Strategy 8: “From Dashboards to Decisions” Campaign

- **Target Audience:** CDOs, Heads of Analytics, and CIOs.
- **Pain Point:** Too many dashboards, not enough clear decisions or actions; data teams seen as cost centers.
- **Messaging Hook:**
  - “If another dashboard isn’t the answer, maybe the problem is the operating model that sits above them.”
- **Outreach Channel:**
  - i. LinkedIn carousel post promoted to data/analytics leaders (paid and organic)
  - ii. Targeted email referencing “dashboard fatigue” and offering a “decisions-first” review



- iii. 1:1 outreach inviting them to redesign 1 critical decision flow using Trivation's IOM approach

### **Strategy 9: "AI-First Partner vs Vendor" Account-Based Plays**

- **Target Audience:** Large, strategic accounts (global airlines, mobility platforms, complex networks).
- **Pain Point:** Too many vendors pitching tools, not enough partners who think about the whole system.
- **Messaging Hook:**
  - "Most AI vendors want to sell you tools. We want to help you redesign how your business senses, decides, and acts."
- **Outreach Channel:**
  - i. Executive-level insight email co-signed by Trivation leadership
  - ii. Curated physical mailer (one-page visual of an Intelligent Operating Model) to 3–5 stakeholders per account
  - iii. Coordinated LinkedIn connection requests and DMs to each stakeholder referencing the same visual language

### **Strategy 10: "AI-First Field Visit" Immersion**

- **Target Audience:** COOs, Heads of Operations, and Transformation leaders who value real-world, frontline insight.
- **Pain Point:** Disconnect between top-down transformation plans and what happens on the ground.
- **Messaging Hook:**
  - "Most AI roadmaps are written in conference rooms. What if we start on the tarmac, in the call center, or in the control room instead?"
- **Outreach Channel:**
  - i. Personalized email proposing a joint half-day "field visit" to observe operations and map friction



- ii. Follow-up LinkedIn DM with 2–3 examples of what typically gets uncovered in these visits (process bottlenecks, handoff gaps, data blind spots)
- iii. Wrap-up meeting invite to translate field insights into an AI-first operating model sketch