



Armorex - Unique Campaign Strategies

Context (for all strategies)

- **What Armorex offers:** One-stop partner for cleaning, industrial, and safety products plus equipment, leasing, repairs, and fast delivery, focused on “Safe. Clean. Compliant.” workplaces.^{[1][2][3][4]}
- **What the target audience struggles with:**
 - Running out of critical supplies.
 - Managing multiple vendors and inconsistent service.
 - Keeping equipment running and reducing downtime.
 - Staying ahead of safety and cleaning regulations without extra admin work.^{[2][3][5][4][6][1]}
- **Recent signals/trends:**
 - Rebrand to Armorex and stronger safety/compliance positioning.^{[7][4][2]}
 - Post-pandemic pressure on cleanliness and compliance, more facility outsourcing, and a crowded field of janitorial providers.^{[8][5][6]}
 - Facility managers want proof, not promises—audits, data, and clear outcomes.^{[5][8]}

Strategy 1: “Neverout Audit” – Stop-Stockout Challenge

- **Target Audience:** Facilities and operations managers at multi-site offices, industrial plants, and schools with frequent stock-outs.
- **Pain Point:** Constantly running out of washroom paper, soap, liners, and key chemicals; emergency store runs.
- **Messaging Hook (plain):**
 - “We’ll show you exactly where your supply chain leaks—and how to make sure you never run out of the basics again.”



- **Outreach Channel (and order):**
 - Personalized email/SMS invite to a free “Neverout” audit;
 - Follow with LinkedIn profile visit + connection message;
 - 1:1 video walkthrough (short Loom) showing what the audit covers;
 - Phone call to book the audit time.

Strategy 2: “Safe. Clean. Compliant. Scorecard”

- **Target Audience:** Health & Safety (EHS) managers and property managers in healthcare, education, and manufacturing.
- **Pain Point:** Worry about missing new rules or failing audits; no simple way to measure building readiness.
- **Messaging Hook:**
 - “Get a simple score for how safe, clean, and compliant your sites really are—and where you’re exposed.”
- **Outreach Channel:**
 - LinkedIn DM offering a 5-minute compliance scorecard;
 - Landing page with quick self-assessment and soft call-to-action to review results with Armorex;
 - Follow-up email sharing a one-page benchmark vs similar facilities;
 - Call to discuss gaps and product/service fixes.

Strategy 3: “Equipment Downtime Buy-Back”

- **Target Audience:** Industrial and large commercial sites with auto-scrubbers, sweepers, dishwashers, and other cleaning equipment.^{[3][1]}
- **Pain Point:** Broken or unreliable machines causing manual work, overtime, and poor appearance.



- **Messaging Hook:**
 - “Turn your broken or high-maintenance cleaning machines into working assets again—with trade-ins, leasing, and rapid repair instead of endless downtime.”
- **Outreach Channel:**
 - Email to facilities managers focused on “downtime buy-back”;
 - Follow with a short 1:1 video showing before/after machine scenarios;
 - Phone call offering a no-obligation equipment check;
 - Retargeting ads to those who clicked but didn’t book.

Strategy 4: “One-Vendor Consolidation Blueprint”

- **Target Audience:** Procurement and finance leaders at mid-sized organizations using multiple vendors for jan/san, safety, and equipment.
- **Pain Point:** Fragmented suppliers, complex invoices, no volume leverage, time wasted managing small vendors.
- **Messaging Hook:**
 - “See exactly how much time and money you can save by consolidating cleaning, safety, and equipment into one partner.”
- **Outreach Channel:**
 - LinkedIn message with a promise of a consolidation blueprint;
 - Email with a simple “before/after” cost and vendor map;
 - 15-minute discovery call;
 - Follow-up PDF blueprint tailored to their sites, leading to a pilot program.



Strategy 5: “Compliance Nightmare to No-Brainer” Scenario Campaign

- **Target Audience:** Property managers and facility directors responsible for inspections in healthcare, education, and multi-res buildings.
- **Pain Point:** Fear of failing inspections because of messy washrooms, poor chemical labeling, or missing PPE.
- **Messaging Hook:**
 - “Walk through a real inspection scenario and see how a few changes in products and process can turn a fail into a fast pass.”
- **Outreach Channel:**
 - 1:1 video story emailed or sent via LinkedIn (short scenario based);
 - Link to a short “inspection checklist” download;
 - SMS/email nudge to book a “mock inspection” review;
 - Phone call focused on setting up a site walk.

Strategy 6: “PM Springfest & Event Follow-Through Engine”

- **Target Audience:** Property managers and commercial real estate leaders connected to events like PM Springfest.^[7]
- **Pain Point:** Too many vendors pitching at events; hard to remember who can actually help after the show.
- **Messaging Hook:**
 - “We’ll turn your event visit into a concrete plan: three practical changes that save time, money, or headaches in your buildings.”
- **Outreach Channel:**
 - In-person booth engagement with a simple “pick your top 3 headaches” card;
 - Same-day SMS/WhatsApp with a thank-you and link to a personal recap page;
 - 1:1 follow-up video summarizing their chosen problems and proposed fixes;



- Calendar invite for a 20-minute post-event solution session.

Strategy 7: “Night-Shift Hero” Outsourced Support Play

- **Target Audience:** Janitorial contractors and in-house janitorial supervisors running night shifts.
- **Pain Point:** Product failures or stock-outs during night shifts when suppliers are closed; no backup plan.
- **Messaging Hook:**
 - “Make your night shift the hero, not the fire-fighter—with reliable products and a backup supply plan that keeps them out of trouble.”
- **Outreach Channel:**
 - Email targeted specifically to janitorial companies and supervisors;
 - LinkedIn content series on “night-shift mistakes that kill contracts”;
 - Call offering a “night-shift readiness kit” (standard SKUs + backups);
 - Follow-up SMS reminder before typical restocking days.

Strategy 8: “Proof, Not Promises” Cleaning Quality Campaign

- **Target Audience:** Building service contractors (BSCs), facility managers, and property managers frustrated with “all talk, no proof” from suppliers.^[5]
- **Pain Point:** Hard to show tenants/clients that cleaning is actually being done and done well; no data.
- **Messaging Hook:**
 - “Instead of promising you ‘better cleaning,’ we’ll help you prove it—with products and routines that are easy to audit and show off.”
- **Outreach Channel:**
 - LinkedIn article/post on “why audits fail and how to fix them”;



- Email offering a simple audit-ready product kit and checklist;
- 1:1 video walkthrough of how to present cleaning performance to their clients;
- Call to co-create an audit process using Armorex products.

Strategy 9: “Neverout Product Champions” Internal Advocacy Program

- **Target Audience:** Existing Armorex customers with multiple locations and strong internal influencers (site leads, head cleaners, floor techs).^{[4][3]}
- **Pain Point:** Inconsistent product use across sites, resistance to change, and uneven standards.
- **Messaging Hook:**
 - “Let’s turn your best people into ‘product champions’ so every site runs on the same winning playbook.”
- **Outreach Channel:**
 - Email to key accounts inviting them to nominate 2–3 product champions per site;
 - Virtual workshop with those champions (training, tips, Q&A);
 - Follow-up with a private resource hub and quarterly check-ins;
 - Account review meeting to expand SKUs and services based on champion feedback.

Strategy 10: “Clean is Our Culture” Story Series

- **Target Audience:** Senior leaders (COO, VP Ops) and HR/facility stakeholders who care about brand, employee experience, and ESG.
- **Pain Point:** Hard to connect cleaning and safety to culture, retention, and brand reputation; seen as a cost center.
- **Messaging Hook:**
 - “Show your team and tenants that ‘clean is your culture’—not just a line item—by partnering with a supplier who lives it every day.”^[4]



- **Outreach Channel:**

- LinkedIn mini case-story posts featuring real customer outcomes (before/after culture impacts);
- Email inviting them to a short “Clean is our Culture” roundtable or webinar with peers;
- 1:1 follow-up with a tailored “culture cleanliness plan” for their sites;
- Executive-level call focused on linking cleaning and safety upgrades to ESG, retention, and brand.