



Midwest Alarm Services (MWAS) Full-Service Campaign

This campaign is designed to position MWAS as the leading provider of comprehensive, integrated low-voltage, fire, security, and life safety solutions. The goal is to increase qualified leads, website traffic, and new consultations, particularly by highlighting our deep expertise in fire and life safety codes and integrated systems.

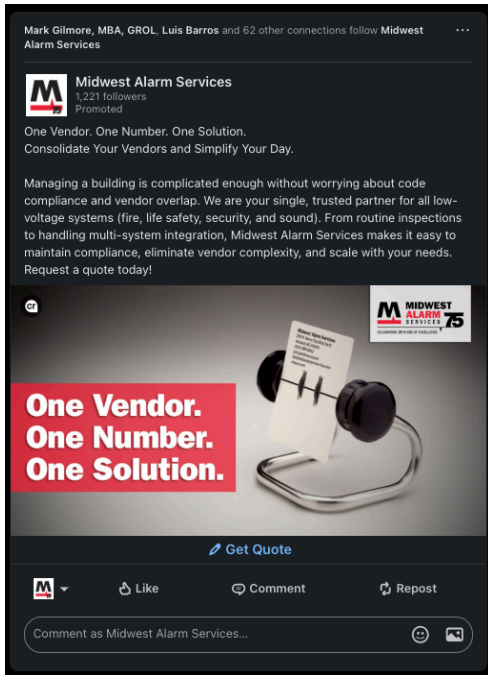
- **Value Proposition:** The primary selling point is that MWAS is a single, trusted partner for integrated solutions, which is an advantage over competitors who offer fragmented services. MWAS offers comprehensive, integrated solutions with deep fire and life safety expertise, backed by regional presence and exceptional service.
- **Key Differentiators:**
 - **Full-Service, Integrated Solutions:** Seamless integration and future-proof scalability. This is a major advantage over fragmented vendor relationships.
 - **Fire & Life Safety Code Expertise:** NICET-certified technicians and deep knowledge of fire and life safety codes/regulations. This addresses a major pain point identified.
 - **Longevity & Experience:** Years of experience in the industry. This builds trust.
 - **Exceptional Customer Service:** 24/7 monitoring, rapid response times, fire alarm design & engineering, and inspections. Speak with actual human beings. Improved responsiveness.
 - **Geographic Reach:** 14 branches across Iowa, Kansas, Nebraska, Missouri, Wisconsin, and Michigan, with services also in Illinois and Ohio. This implies strong local support.
- **Target Audiences:** Target existing customers and prospects via a LinkedIn paid advertising campaign. The campaign will be specifically targeting and generating leads from key decision-makers and influencers, including:
 - Property Managers, Facility Managers, and Building Owners
 - Construction Project Managers
 - Authorities Having Jurisdiction (AHJs)
 - Architects & Engineers (A&Es)
 - Security Directors
 - Operations Managers
 - General Contractors
- **Marketing Activities:** This campaign will utilize a range of marketing activities to build awareness and generate demand:
 - **Digital Marketing:** This is the primary focus and includes website optimization, content marketing (blogs, videos, podcasts), email marketing, and social media marketing.
 - **Online Advertising:** The initial plan is to launch a focused LinkedIn paid campaign in Missouri and Michigan. This will allow us not only to generate leads but also to test what works best for our target audience. We will gather data on the average Cost Per Lead (CPL) and determine which ad formats (Sponsored Content vs. Message Ads) and audience segments are most receptive.

Paid Media Ad Campaign

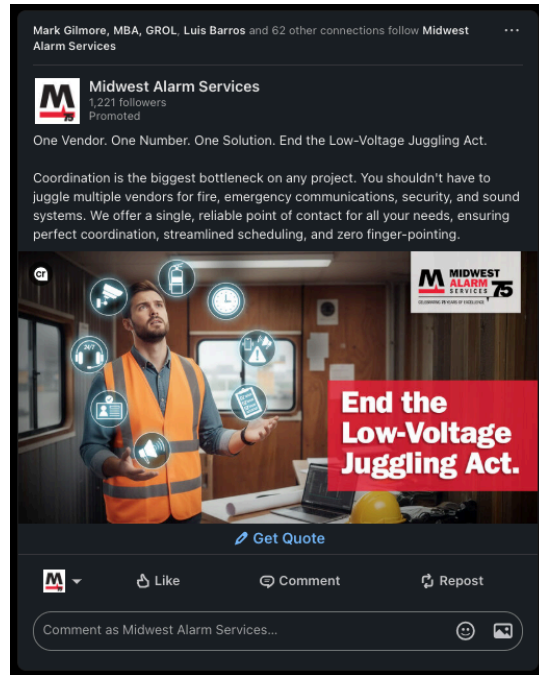
Ad Format 1: Sponsored Content with LinkedIn Lead Gen Forms

The goal here is to stop the scroll with an intriguing headline and a powerful image, then use the ad copy to reinforce the value and solve a problem they didn't know could be solved. Note: The CTA on the LinkedIn ad itself is chosen from a predefined list in the LinkedIn Campaign Manager (options: Learn More, Sign Up, Download, Apply, Subscribe, Register, or Request a Quote).

Property, Building, & Facility Managers



Construction & Design Professionals



Ad Format 2: Message Ads with Lead Gen Forms

These ads are more personal. The subject line should be intriguing, and the message should be direct and offer a clear value proposition for a one-on-one conversation.

Property, Building, & Facility Managers

Subject Line: One Vendor. One Number. One Solution.

Copy: Hi [Name], Managing a property means being responsible for everything from tenant complaints to fire code compliance. What if you could consolidate all your low-voltage vendors into one trusted partner? We provide integrated solutions and 24/7 support so you can simplify your operations and get back to what you do best.

CTA: Request a FREE Consultation

Construction & Design Professionals

Subject Line: One Vendor. One Number. One Solution.

Copy: Hi [Name], In construction, time is money. And managing a different vendor for every low-voltage system is a time-suck. We're offering a better way: one expert partner for all your fire, emergency communications, security, and sound systems needs. Let's talk about how we can save you time on your next project.

CTA: Request a FREE Consultation

How the Campaign Works

The campaign uses LinkedIn Lead Generation Forms to simplify the user experience and ensure immediate data capture.

- User Sees Ad:** A target professional (e.g., a Property Manager in St. Louis) sees one of MWAS's Sponsored Content ads in their LinkedIn feed.
- Click & Instant Form:** When they click the CTA ("Request a quote"), they do not leave LinkedIn. Instead, a pre-filled LinkedIn Lead Gen Form appears. LinkedIn auto-fills the form with their professional data (Name, Company, Email, Job Title).
- Data Flow:** The moment the user clicks "Submit" on the form, the lead data is instantly and automatically:
 - Captured in LinkedIn Campaign Manager.
 - Synced directly to HubSpot.
 - From HubSpot, the lead is pushed to MS Dynamics CRM.
- Sales Alert:** The lead is scored in HubSpot, and the relevant salesperson in that territory receives an immediate notification for follow-up. This ensures no lead is lost and follow-up happens while the lead is "hot."

This \$2,000 is the Lifetime Budget Cap for the initial test period (e.g., 30 days). Why 30 days?

The 30-day duration was a reasonable assumption, as it is the industry standard timeframe for an "initial test period" in digital advertising. A 30-day duration ensures the campaign captures a full business cycle (4 weeks) and generates enough data to be statistically reliable for making future budget and creative decisions.

- **Statistical Significance:** A two-week test is often too short and can be skewed by anomalies. A 30-day period ensures you capture enough clicks and leads in Missouri to accurately calculate a stable Cost Per Lead (CPL).
- **Algorithm Learning:** LinkedIn's algorithms need time (typically 7–14 days) to learn which users are most likely to convert. A 30-day window allows the system to exit the learning phase and spend your budget more efficiently.
- **Full Cycle Exposure:** It ensures your ads are seen across the full range of professional activity (Mondays vs. Fridays, beginning vs. end of the month), providing a truer picture of your audience's behavior.

Phase 2: Ad High-Value Asset to Boost Interactions

<p>High-value sales enablement and lead-generation asset designed to position MWAS as a comprehensive, integrated solution provider.</p> <p>Core Objective: The checklist serves as a professional "audit" tool for facility managers and building engineers to evaluate potential low-voltage partners. It highlights the risks of fragmented systems—such as inflated costs and regulatory liability—while positioning Midwest Alarm Services as a "single-source" provider that eliminates these issues.</p>	<p>Comprehensive System Expertise (The Scope)</p> <ul style="list-style-type: none"> <input type="checkbox"/> One Competency in Integrated Fire Alarm Systems Provider is a factory-certified distributor for top-tier manufacturers (e.g., NOTIFIER by Honeywell) with deep expertise in complete alarm architectures. <input type="checkbox"/> Enterprise-Level Access Control Provider offers suitable card access that can manage entry across single buildings or multi-site campuses. <input type="checkbox"/> High-Definition Video Surveillance (CCTV) Provider installs and services advanced video monitoring systems (e.g., Digital Watchdog) with analytics and cloud capabilities. <input type="checkbox"/> Emergency Communications & Mass Notification Provider delivers integrated solutions for voice evacuation, paging, and intercom systems to ensure rapid communication during critical events. <input type="checkbox"/> Professional Sound & Paging Design Provider offers professional sound reinforcement for public spaces, ensuring intelligibility for both background audio and emergency announcements. <input type="checkbox"/> Healthcare & Specialized Safety Systems Provider is experienced in Nurse Call systems, Wandering Management, or Area of Rescue (AOR) systems required for healthcare and institutional facilities. <input type="checkbox"/> CRISIS / BIA Implementation Provider creates solutions for Emergency Responder Communication Enhancement Systems to ensure first responder radio work inside your building. <p>Seamless Integration & Design (The Solution)</p> <p>Can the vendor coordinate all low-voltage systems to minimize project bottlenecks and operational friction?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Integrated Design & Engineering Services Provider does not just "install parts"; they offer comprehensive engineering services to design the system architecture before a wire is pulled. <input type="checkbox"/> Single Point of Accountability Provider acts as the sole contact for Fire, Security, Sound, and Communications, eliminating the "Yes the other guy's fault" excuse. <input type="checkbox"/> In-House CAD & Blueprinting Services Provider utilizes in-house design capabilities to produce accurate shop drawings, as-builts, and submittals. <input type="checkbox"/> Full-Scale Commissioning Provider commits to rigorous testing and commissioning of the entire integrated system to ensure all components function as a unified whole before handover. 	<p>Compliance & Professional Trust (The Guarantee)</p> <p>Does the vendor have the credentials and regulatory knowledge to protect you from liability and code violations?</p> <ul style="list-style-type: none"> <input type="checkbox"/> NEC/IFC Certified Electrical Provider employs technicians and engineers certified by the National Institute for Certification in Engineering Technologies (NICET). <input type="checkbox"/> Risk Code Adherence (NFPA, IMC, IPC) Provider guarantees that all designs and installations meet or exceed current locally enforced National Fire Protection Association, International Building Code, and International Fire Code standards. <input type="checkbox"/> Established AUI Credentials Provider has a proven track record of coordinating directly with the Authority Having Jurisdiction (Fire Marshal) to streamline permitting and inspections. <input type="checkbox"/> Top-Tier Brand Distribution Provider is an authorized, factory-trained distributor for recognized global fire safety brands, ensuring access to complete fireman and network support. <p>System Lifecycle & Partnership (The Long-Term Value)</p> <p>Is the vendor built to support you for the next 20 years, or just until the construction warranty expires?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Comprehensive ITM Services Provider performs Inspection, Testing, and Maintenance (ITM) for all low-voltage systems (Fire, Security, Sound) in a single site visit. <input type="checkbox"/> Unified Service Agreement Provider offers a single contract covering all assets, simplifying budgeting and vendor management for the Property Manager. <input type="checkbox"/> 24/7/365 On-Call Remote Monitoring Provider owns or partners with a UL-Listed Central Station to provide round-the-clock monitoring for fire and security events. <input type="checkbox"/> Local Inventory & Regional Scale Provider maintains a local stock of critical replacement parts to minimize system downtime and eliminate long shipping delays. <input type="checkbox"/> Networked System Expertise Provider has verifiable experience managing networked systems across multiple buildings or campuses, reducing the complexity of operation. <p>The Checklist. How did your current vendor score?</p> <p>If you can't check every box, you are managing more risk and complexity than necessary.</p> <p>Midwest Alarm Services provides a "Yes" to every item on this list. We don't just sell parts; we provide One Vendor, One Number, and One Solution for your fire safety and security needs.</p> <p>Contact us today for a System Audit or Consultation</p> <p>MIDWEST ALARM SERVICES</p>
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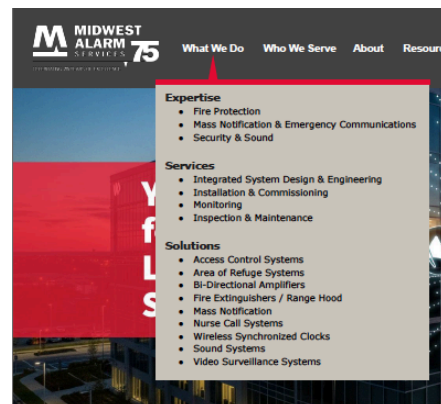
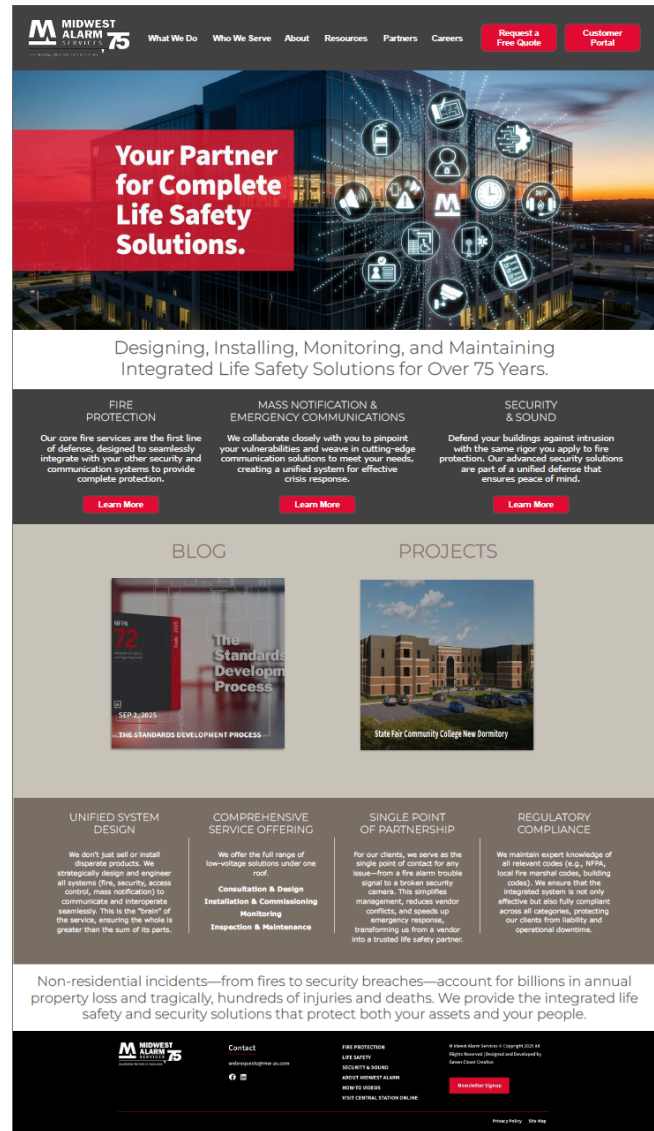
Corresponding Website (Homepage) Updates

Hero: Conveys the full-service, integrated system offering from MWAS without having to hover or scroll

- **Section 1:** Supporting sub-headline, all of what and for how long
- **Section 2:** Highlights the three main offering categories
- **Section 3:** Update with dynamic content to include: Blog, projects, case studies, etc.
- **Section 4:** Added to define the four essential pillars of a full-service low-voltage integrator
- **Section 5:** Establishes risk and highlights MWAS role as the solution




Navigation: Will continue to “float” at the top, making it always accessible without forcing the user to scroll back up; update **What We Do** dropdown

- Updating the dropdown content to streamline and more powerfully communicate the unified, full-service value proposition
- Adding sections of: Expertise, Services, and Solutions
- Updating Life Safety category to Mass Notification & Emergency Communications to not conflict with the overarching life safety message
- Adding an Installation & Commissioning category/page
- Updating Fire Alarm Monitoring category to Monitoring to encompass all monitoring offerings (security); update page content as well
- Consolidating the two BDA pages to one; update page content to deliver message for both applications (fire and life safety)



3-Email Drip Campaign

Email	Focus	Primary Pain Point	Secondary Services Emphasized
Email 1	Consolidation	Administrative burden of multiple vendors.	All Services (as a package).
Email 2	Monitoring	Operational risk of fragmented 24/7 response.	Fire, Intrusion, Communication systems.
Email 3	Compliance	Time wasted tracking multiple inspection reports.	Inspections (Fire, Sprinkler, Extinguisher, Hood).

Email 1: Consolidation Hook	Email 2: Monitoring Assurance	Email 3: Compliance Check
<ul style="list-style-type: none"> Audience: All existing MWAS customers. Goal: Drive clicks to the Vendor Consolidation Assessment landing page. Focus: The universal pain point of managing fragmented life safety vendors. Subject Line: Stop Juggling Vendors. Secure Your Facility with One Partner. Preview Text: You're losing time and money tracking down invoices and reports. Let's fix that. 	<ul style="list-style-type: none"> Audience: Existing MWAS Customers who did not click the CTA in Email 1. Goal: Drive clicks to the Vendor Consolidation Assessment landing page. Focus: The operational risk of managing separate monitoring contracts, regardless of who the current vendors are. Subject Line: Is Your 24/7 Monitoring As Streamlined As It Could Be? Preview Text: Fire, Intrusion, Elevator, Area of Refuge... The hidden risk of managing signals across multiple companies. 	<ul style="list-style-type: none"> Audience: Existing MWAS Customers who did not click the CTA in Email 1 or Email 2. Goal: Drive clicks to the Vendor Consolidation Assessment landing page, focusing on the pain of fragmented inspections and extinguisher management. Focus: Simplifying mandatory annual compliance and maintenance. Subject Line: Stop Chasing Annual Inspection Reports and Invoices. Preview Text: Fire alarms, sprinklers, extinguishers... Consolidate your mandatory compliance tasks with MWAS.
 <p>View in browser</p> <p>MIDWEST ALARM SERVICES</p> <p>Hi David,</p> <p>As a valued Midwest Alarm Services customer, we appreciate your trust in us for keeping your occupants safe and your building compliant. However, in reviewing your account, we noticed you might not be taking advantage of all the services we provide.</p> <p>Before we dive into the details, let's look at how simplifying your vendor list directly impacts your daily workload.</p> <p>The simplest answer is consolidation. We know that managing multiple vendors for your fire, security, and communication needs leads to:</p> <ul style="list-style-type: none"> Confusing and frustrating times tracking down invoices and reports. Wasted time coordinating multiple contacts for answers. Missed opportunities for better pricing. <p>We pride ourselves on being the expert you can trust for all life-safety-related things. By making Midwest Alarm Services your sole vendor, you ensure the best service and the most seamless communication possible.</p> <p>Ready to streamline your operations and secure your best pricing?</p> <p>Start Your Free Vendor Consolidation Assessment</p> <p>Looking forward to hearing from you.</p> <p><small>Midwest Alarm Services, 3001 99th Street, Urbandale, IA 50322, United States, 515-288-4000 Unsubscribe Manage preferences</small></p>	 <p>View in browser</p> <p>MIDWEST ALARM SERVICES</p> <p>Hi Valued Customer,</p> <p>We recently reached out about streamlining your facility's life safety and security services. If you haven't had a moment to look into consolidation, let's focus on one critical area: 24/7 Monitoring.</p> <p>When emergencies arise, you need the ease of knowing exactly who to call and who you can trust. Whether it's a fire alarm, an intrusion event, or an elevator emergency, the challenge is ensuring a seamless, rapid response.</p> <p>Midwest Alarm Services provides monitoring for several systems. If you are working with multiple vendors for various monitoring services, even if we handle one of them, you face the confusion of tracking different contacts and the risk of inconsistent service.</p> <p>The "what if" behind consolidation is the peace of mind that comes from a single, trusted central station handling all critical signals for your Fire Alarm, Intrusion Alarm, Elevator, and Area of Refuge systems.</p> <p>Let us quickly determine where we can simplify your monitoring, reduce your operational risk, and provide the best price possible.</p> <p>Start Your Free Vendor Consolidation Assessment</p> <p>Looking forward to helping you streamline your services.</p> <p><small>Midwest Alarm Services, 3001 99th Street, Urbandale, IA 50322, United States, 515-288-4000 Unsubscribe Manage preferences</small></p>	 <p>View in browser</p> <p>MIDWEST ALARM SERVICES</p> <p>Hi Valued Customer,</p> <p>This is the final outreach in our series about securing the simplicity of having Midwest Alarm Services as your single life-safety partner. We know your time is valuable, so we're focusing on one critical area where every facility manager loses valuable hours: Mandatory Inspections and Maintenance.</p> <p>Compliance isn't just a requirement; it's a constant administrative burden. Are you managing separate contractors for your:</p> <ul style="list-style-type: none"> Fire Alarm System Inspections? Automatic Sprinkler System Inspections? Portable Fire Extinguisher Inspections? Commercial Range Hood Inspections? <p>You would be taking all these confusing and frustrating times of tracking down invoices and reports and putting them in the past. By making Midwest Alarm Services your only vendor for these services, you guarantee the best service, easiest communication, and ensure nothing falls through the cracks.</p> <p>The easiest way to put all those headaches behind you is by letting us review where we can step in and streamline your compliance needs.</p> <p>Start Your Free Vendor Consolidation Assessment</p> <p>We hope to simplify your compliance process.</p> <p><small>Midwest Alarm Services, 3001 99th Street, Urbandale, IA 50322, United States, 515-288-4000 Unsubscribe Manage preferences</small></p>

Landing Page: Vendor Consolidation Assessment

Selections



VENDOR CONSOLIDATION ASSESSMENT

Simplify Facility Management, Maximize Savings, and Minimize Risk.


Stop losing valuable time tracking multiple invoices and reports. The Midwest Alarm Services Vendor Consolidation Assessment is designed to quickly identify where you can save money, close compliance gaps, and streamline your operations under one trusted partner. Start your no-obligation assessment today.

To deliver the most targeted assessment, please select any services you currently use with a different vendor or are interested in consolidating with MWAS. Select all that apply.



- Services**
 - Integrated System Design & Engineering
 - Monitoring, Fire, Security, Specialized Communication (ADR, Elevator)
 - Inspections: Fire, Sprinkler, Extinguishers, Range Hood
- Solutions**
 - Access Control Systems
 - Area of Refuge Systems
 - Emergency Responder Communication Enhancement System (ERCE/ESDA)
 - Mass Notification Systems
 - Nurse Call Systems
 - Professional Sound Systems
 - Video Surveillance Systems
 - Wireless Synchronized Clocks

Contact Info




VENDOR CONSOLIDATION ASSESSMENT

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To deliver the most targeted assessment, please select any services you currently use with a different vendor or are interested in consolidating with Midwest Alarm Services. Select all that apply and click 'Next' to submit your information.




Please provide your contact information below.

First Name* Last Name*

Email* Job Title


Company Name* Zip*

powered by reCAPTCHA
Privacy Terms

100% 

[Previous](#) [Submit](#)

Thank You



Thank You for Completing Your Assessment!

We've received your selections, and our system is generating your personalized consolidation report right now. To ensure your report is accurate, our system is performing a final check of your service profile.

- Your assessment should arrive in a couple of minutes.
- You will receive a "Dynamic Blueprint" email detailing the specific value and relief associated with the services you selected.
- Subject Line to look for: "Your Vendor Consolidation Report is Ready".

Why Consolidation Matters


While our system builds your report, take a quick look at how we help facilities like yours eliminate the "vendor juggle." By moving toward a single-partner model, you are officially on the path to:

- One Point of Contact:** No more chasing different vendors for fire, security, and communications.
- Single-Source Accountability:** Guaranteed code compliance and faster response times.
- Simplified Billing:** Say goodbye to fragmented invoices and overlapping service schedules.

What happens after you get your email?

The final step in this process is a brief, 30 minute "Commitment-Free" review with your dedicated Account Executive. They will help you estimate the exact financial and administrative savings of potentially consolidating your services. You should hear from them via email within 24 hours to set up this review.

If you have any issues or questions, reach out to our Customer Care team at (800) 383-8781.




Email Follow-Up: Dynamic Blueprint

Subject Line: Your Vendor Consolidation Report is Ready (Next Step: 30-Minute Review)

Preview Text: Your personalized plan to consolidate is ready to review. Let's schedule 30 minutes.

View in browser

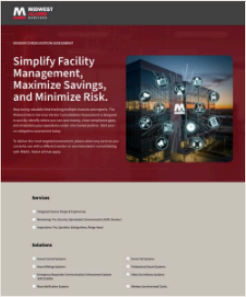


Hi David,

Thank you for completing your Vendor Consolidation Assessment!

We've analyzed your selections and generated a snapshot of how we can simplify your services, reduce your vendor headaches, and potentially apply bundle discounts.

Below is a focused review of the services you identified as needing consolidation.



INTEGRATED SYSTEM DESIGN & ENGINEERING

Our team provides expert design and engineering services to ensure your life safety systems are built for long-term reliability and code compliance. We work with you from the initial concept through final installation to create a unified infrastructure tailored to your facility.

Value: Custom-engineered solutions that ensure full system interoperability.

Relief: Eliminate the risk of system failures or code violations caused by poorly designed or fragmented equipment.

[LEARN MORE](#)

MONITORING: FIRE, SECURITY, SPEC. COMMS (AOR, ELEV.)

We provide 24/7 professional monitoring for your fire, security, and critical communication lines through a single trusted partner. Consolidating these signals ensures a faster, more coordinated response during an emergency while simplifying your account management.

Value: Unified life safety response and streamlined emergency dispatch.

Relief: Stop managing multiple monitoring contracts and inconsistent service standards.

[LEARN MORE](#)

INSPECTIONS: FIRE, SPRINKLER, EXTINGUISHERS, RANGE HOOD

Managing various inspection schedules for fire alarms, sprinklers, and extinguishers can be an administrative burden. We bundle all mandatory compliance tasks into one proactive schedule to ensure nothing falls through the cracks.

Value: Consolidated scheduling for all annual compliance requirements.

Relief: No more chasing separate invoices or juggling different vendor calendars for mandatory inspections.

[LEARN MORE](#)

ACCESS CONTROL SYSTEMS

Our access control solutions allow you to manage entry points and track movement throughout your facility with ease. We design these systems to integrate with your existing security technology for a more comprehensive

NOTE: As of 04/2026, the campaign is still in early stages and doesn't have any final metrics to report.