

Matrix Risk Workshop Campaign

Campaign Purpose

To generate awareness, leads, and conversions for the Matrix system – Clikapad’s advanced tool for structured voting, list processing, and multi-criteria scoring used in risk assessment workshops.

The campaign’s goal is to:

- attract organizations that run structured risk workshops
- position Matrix as a modern, supported solution
- educate audiences on how structured multi-criteria scoring improves accuracy and workshop efficiency
- provide a soft-landing spot for users whose previous voting tools are being discontinued
- create evergreen assets the owner can reuse and rotate

Product Description (for AI context)

Matrix is Clikapad’s advanced scoring and evaluation system designed for:

- ✓ **Risk assessments**
- ✓ **Governance workshops**
- ✓ **Corporate decision-making sessions**
- ✓ **Multi-criteria prioritization**

Key capabilities:

- Create structured lists (e.g., risk items)
- Score each item using multiple criteria (e.g., *impact, likelihood, control effectiveness*)
- Apply standard scales (typically 1–5)
- Automatically calculate rankings
- Facilitate faster, more consistent workshops
- Export and share results instantly

Primary Audience Segments

1. Risk Managers

Lead enterprise risk assessments and want reliable tools.

2. Safety & Compliance Teams

Run recurring workshops; need consistent scoring processes.

3. Consultants

Perform risk workshops for clients; want professional tools that look polished and save time.

4. Organizations replacing unsupported voting tools

Their previous system is discontinued or outdated.

Audience Needs & Pain Points

The audience typically struggles with:

- inconsistent scoring across departments
- slow workshop processes
- confusing spreadsheets
- difficulty ranking items fairly
- tools that require manual tallying
- outdated or unsupported systems
- lack of standardized methodology

What they want:

- faster workshops
- repeatable scoring frameworks
- clear ranking outputs
- accuracy and consistency
- simple setup and easy facilitation

- reliable modern software

Messaging Pillars

Pillar 1 — Speed & Efficiency

Matrix reduces workshop time by standardizing scoring and automating ranking.

Pillar 2 — Accuracy & Consistency

Criteria-based scoring (impact, likelihood, controls, etc.) ensures objectivity.

Pillar 3 — Ease of Use

Simple setup, clear instructions, smooth facilitation.

Pillar 4 — Professional Results

Clean exports, ranked lists, repeatable methodology.

Pillar 5 — Continuity for Orphaned Users

If your old tool is no longer supported, Matrix is a modern alternative.
(optional detail — used sparingly)

Tone & Voice Guidelines

Tone:

- professional
- calm
- authoritative
- helpful
- confident
- not overly salesy

Voice Must Include:

- clarity
- expertise
- simplicity

- credibility

Avoid jargon unless useful.

Emphasize benefits over features.

Content Types for This Campaign

Matrix campaign content will include:

- ✓ Landing pages
- ✓ Blogs (educational & SEO-driven)
- ✓ Social media posts
- ✓ Marketing emails
- ✓ Optional comparative content
- ✓ Workshop guides or checklists
- ✓ Short demo-style content
- ✓ “Quick explainer” snippets
- ✓ Case study frameworks

This makes the campaign modular and reusable.

Key Calls-To-Action (CTAs)

Better to keep them consistent across all assets:

- **Book a Demo**
- **See How Structured Scoring Works**
- **Explore Modern Risk Tools**
- **Upgrade Your Risk Workshop Experience**
- **Learn More About Multi-Criteria Scoring**

Content Guidelines for AI

When generating content, AI should:

1. Always focus on *risk workshops, structured scoring, criteria-based decision-making*, and Matrix’s ability to facilitate them
2. Avoid unnecessary mention of Clikapad’s other products

3. Use competitor references only lightly and generically
4. Keep descriptions evergreen — no dates unless added intentionally
5. Keep content modular so it can be repurposed
6. Prioritize explaining **why structured scoring matters**
7. Highlight benefits first, features second
8. Keep content accessible even for non-technical audiences
9. Always end with a clear CTA
10. Never assume industry — keeps content usable across sectors

Prompt Template

Using the Klikapad Matrix Campaign Brief, create a [CONTENT TYPE] focused on [TOPIC] for an audience of [AUDIENCE].

Use a tone that is [TONE].

Focus on these pain points: [PAIN POINTS].

Explain these features: [FEATURES].

Highlight these benefits: [BENEFITS].

End with this CTA: [CTA].

Reference [PRODUCT NAME] as needed.