

Case Study

# Marketing Automation

for a Leading Medical Device Company

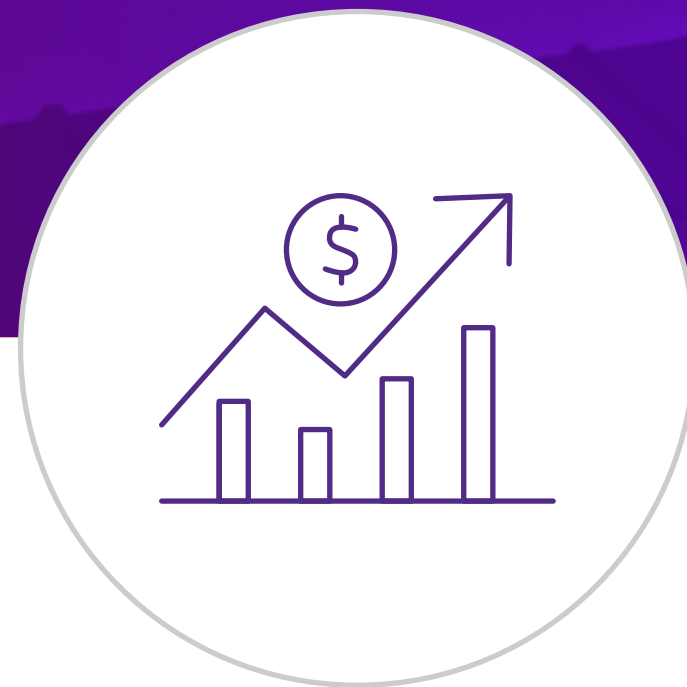


# Client Overview

## ▶ Medical Device Company

Client is one of the largest global medical technology companies in the world and is bringing advancements to health by improving medical discovery, diagnostics and the delivery of care.

The company supports the frontline heroes of healthcare by developing innovative technology, services and solutions that help advance both clinical therapy for patients and clinical processes for healthcare providers.



### ▶ Revenue

# \$20.25 Billion

Consolidated revenues of the client amounted to \$20.25 billion in 2021.



### ▶ Headquartered

# USA

The company is headquartered in Franklin Lakes, New Jersey. It has a global presence with approximately 75,000 employees located across the globe.



### ▶ Target Geography

# Asia



## Target Audience (TA)

- ▶ Majority of the TA is healthcare professionals, non-medico decision-makers and top management personnel of healthcare industry.
- ▶ Growing number of HCPs and other decision makers are now exploring digital channels for their buying options.
- ▶ From searching for new products based on therapeutic or other medical needs to making purchase decisions, the shift to digital is swift across the region.

## Challenges

Following were the challenges faced by the client:

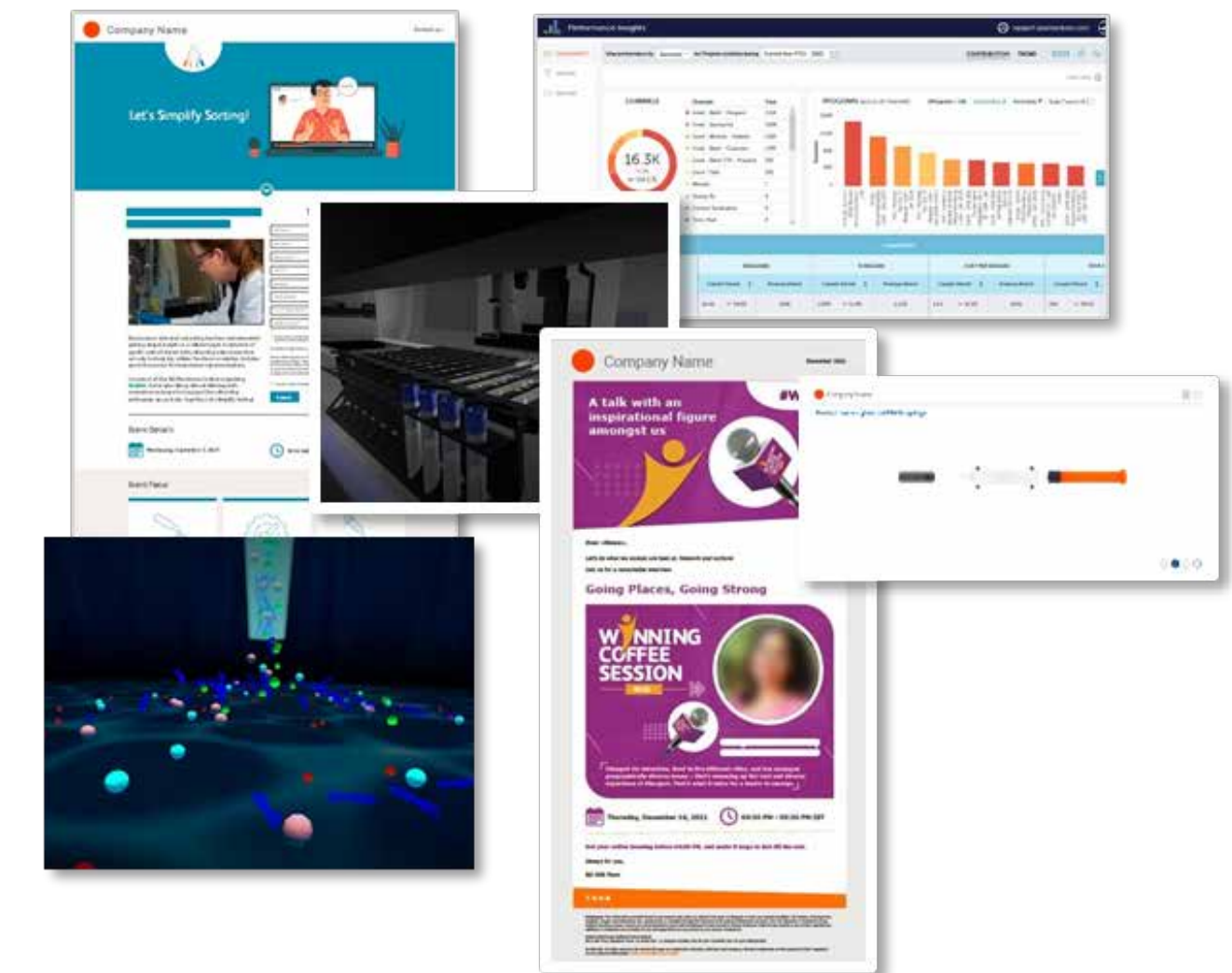
- ▶ During the pandemic, no digital presence of the client to connect, interact and engage with the TA
- ▶ Absence of an in-house expert to drive digital marketing activities
- ▶ Launching of new products digitally

These challenges had started making a major impact on demand generation and thus, on the revenue.

## Campaign Goal

Following were the campaign goals:

- ▶ To plan and execute digital marketing and marketing automation campaigns, which include LinkedIn campaigns, email campaigns, landing pages, blogs and videos
- ▶ To engage with the existing audience and attract new customers with the help of marketing automation
- ▶ To generate leads
- ▶ To launch new products/services with good visibility



Overall, the main goal of the campaign was to build a strong digital presence of the company.





► **1st digital experience launched in less than 6 weeks from inception:**

Ethosh understood the urgency of the client to start building the digital presence and immediately began with the digital campaigns with sound strategy and planning.

► **Marketo - marketing automation implementation within 4 weeks:**

Ethosh being a partner of Marketo, provided training to the client, migrated important information into the system and started building landing pages, email campaigns and blogs with the help of Marketo.

► **Amped up visibility on LinkedIn:**

Ethosh played a major role in facilitating the client's visibility on LinkedIn, the leading professional networking site. Content was strategized and posted as per the tone and usage pattern of LinkedIn.

► **User engagement on digital media grew by more than 50% in the first 6 months:**

Building and maintaining a digital media calendar, generating and posting relevant content at the right time and days resulted in the success of the campaign.

► **Increased lead generation by 30% through digital transformation:**

Personalization of emails and landing pages helped increase lead generation by 30%.

► **Launched a new product using virtual reality:**

Virtual reality helped make the launch innovative and attractive, leading to an overwhelming response from the TG.

► **Increased website visits with blogging; four blogs every month:**

Understanding the importance of blogs in increasing website visits and leads, we made sure that we produced quality blogs at regular intervals. These blogs were promoted via social media channels, which helped in generating content for social media too.

► **Maintaining brand consistency across all platforms:**

Using consistent designs and messaging, we ensured brand consistency across all the channels and assets.

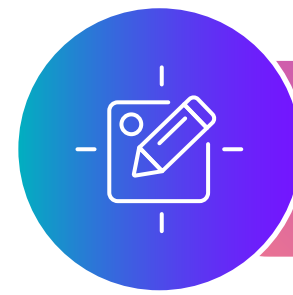
► **Use of dynamic content** resulted in reach in the regional languages of various states.

► **Achieved omni-channel targeting** where customers were targeted over Email, Social Media and Field force using audience segmentation.

► **Nurturing through Marketo** made it easier to generate marketing qualified leads (MQLs), which helped sales team target real inquiries. This saved time, efforts and shortened the long cycle of conversion.

► **Marketo reports** helped generate campaign success metrics and analytics, which allowed the client to understand the performance of the campaigns.





## Ethosh's Scope of work

- ▶ Design and create digital experiences for target audience (microsites/ landing pages, emailers, blogs, PR, articles, interactive content, SEO, paid marketing, VR, videos, online games, various types of educational content)
- ▶ Establish marketing automation through Marketo, campaign analysis and optimization
- ▶ Define lead scoring model
- ▶ Nurture leads and deliver Marketing Qualified Leads



## About Ethosh

Ethosh blends the real and the virtual to communicate challenging concepts - from life sciences to the products of modern manufacturing. From strategy to execution, we use the latest digital tools and platforms to help you communicate efficiently and effectively - to market, to instruct and to inform.

Ethosh works with global life sciences and manufacturing companies and has its offices in North America, Europe and India.





To know more, visit us at: [www.ethosh.com](http://www.ethosh.com)