How a Healthcare Tech Company Drove $455k in New Revenue

About
the Client

Our client is a SaaS technology company whose solutions help healthcare providers and pharmacists engage with their patients to achieve better health outcomes and to positively impact the provider's bottom line.

Their software analyzes patient and clinical data and provides insights and next steps for promoting clinical interventions and more efficient pharmacy workflows.

The Challenge

Limited Brand Clarity & Recognition

Coupled with the lack of brand recognition, the brand's positioning and messaging were unclear, placing a strain on generating high-quality leads and resonating with ideal consumers.

Limited Organic & Paid Presence

Content creation was lacking a thoughtful, effective SEO strategy, negatively impacting organic traffic and rankings. Paid ads and landing pages were not conversion-optimized.
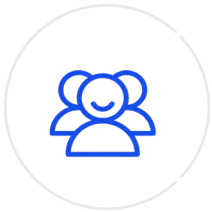
Underleveraged CRM

The client's CRM was underutilized, and rarely nurtured leading to missed opportunities. Audiences were not properly segmented, leading to poorly performing email campaigns.

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The Solution:

➤ Revitalization & Restructuring of the Brand

ProperExpression re-envisioned and elevated the brand and website through a meaningful content strategy, powerful conversion rate optimized design, strong visual messaging and intelligently structured SEO. These efforts aimed to enhance the company's digital positioning that supported the corporate realignment in the pursuit of enterprise clients.

➤ CRM Migration, Lead Nurturing & Audience Segmentation

The ProperExpression team migrated existing data to a more cost-effective, strategic CRM and created email nurturing campaigns and workflows for segmented audiences, with content tailored to each stage of the buyer's journey.

➤ Positioning, Landing Page Creation & Paid Ads

In support of paid ad campaigns across several platforms, ProperExpression instituted keyword-rich and conversion rate optimized landing pages with improved product positioning. In addition, bid strategies, target keywords and placement strategies were monitored and optimized daily to continuously improve Returns On Ad Spend.

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The Results

92%

ROI OVER 15 MONTHS

$455k

TOTAL REVENUE
GENERATED

70%

YOY AD REVENUE
GROWTH

Through an omnichannel marketing strategy, ongoing content creation, implementation of proper analytics and tracking, brand refresh and website redesign, ProperExpression set the client up for continuous success in closing new business and enhancing overall brand awareness and visibility.

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Start Growing Revenue Today

Get a FREE Conslutation

ProperExpression is an integrated growth marketing agency. Our marketing strategists bring a deep understanding of all aspects of marketing, helping clients implement integrated marketing strategies, create synergies, and take advantage of opportunities while demonstrating strong alignment with business goals. Our expert technicians bring years of experience in crafting, implementing, and optimizing all components of well-executed campaigns.

www.properexpression.com