

Ultaleads Boosts Medical Manufacturing Company with Leads and Appointments



THE CLIENT



INDUSTRY
Medical Manufacturing



LOCATION
United States



HEADQUARTERS
United States



CAMPAIGN TYPE
Lead Generation & Appointment Setting



TARGET LOCATION
United States, UK/Europe, China

ABOUT

The Client is a leading supplier of system tools for the research, development, and commercialization process of diagnostic tests. The Client has a continuously expanding product portfolio to meet the needs of industrial, life science, diagnostic, and medical products

TARGET INDUSTRIES

Biotechnology, Medical Device, Research University

TARGET CONTACTS

C-suite, Managers, Business Owners/Directors, Purchasing Manager, Procurement Officer/Manager

THE CHALLENGE

The Client consistently develops breakthrough technologies in dispensing, lamination, and cutting applications in the diagnostic marketplace. New products are being added to the portfolio for new applications such as lyophilized bead dispensing, microfluidic sensors, immunoblot or allergy tests, DNA or protein arrays, and compound handling.

The Client is looking to expand its global presence with entities in China and UK/Europe but has not had good results with current in-house marketing campaigns so far due to a learning curve encountered for educating new markets.

Promotions and sales for the new product also took a more innovative approach - outsourcing a holistic marketing program which utilizes multiple channels in reaching and engaging target users.

HIGHLIGHTS

- Successfully completed a Lead Generation and Appointment Setting campaign for a multinational medical manufacturing company.
- Seamlessly worked out campaign actions that opened opportunities for the Client to promote its antigen kit to target users
- Achieved key objectives in terms of best-fit accounts and highly qualified prospects delivered.

RESULTS WITHIN 3 MONTHS



45 Sales Qualified Leads



116 Market-Qualified Leads



302 Social Media Connections

The Client chose Ultaleads designed an Account-Based Marketing Lead Generation and Appointment Setting campaign for the Client which consisted of:

- Account-Based Multi-Channel Lead Management which included Voice, Email, Web, Chat, Social Media and Webinar
- Sales Enablement & Support through Training, Setup and Back Office Sales Support
- Tools & Subscriptions to the Callbox Pipeline and HubSpot CRM
- Account Management via Strategy Building, Reporting and Product Knowledge

The Goals

- The Ultaleads team was to promote the Client's new lyophilized bead dispensing system to target users
- To help bring in new leads using different outreach channels
- Ultaleads to schedule online or phone meetings with interested prospects for the Client's sales reps

Below is the two-step campaign process:



Account Research & Selection

1. The Client specified target industries, location and relevant contacts.
2. Ultaleads refined the Client's ideal customer profile (ICP) which served as a basis for identifying qualified accounts.
3. Ultaleads came up with a list of potential contacts to target which was reviewed and approved by the Client.



Account & Prospect Profiling

1. Client provided buyer persona profiles of the prospects that they wanted the outbound campaign to target. The profiles consisted of detailed demographic and firmographic segmentations
2. Identified as the campaign's primary targets were C-suite, Managers, Business Owners/Directors, HR Managers, Purchasing Manager, Procurement Officer/Manager
3. The master contact list was segmented based on these personas, and was further grouped according to industry type.

RESULTS

Overall, the three-month Lead Generation and Appointment Setting campaign produced a total of 45 Sales Qualified Leads, 116 Marketing Qualified Leads, and 302 Social Media Connections.