



## 280% Goal Achievement Leveraging Vende's Proven Digital Marketing System



### Business Overview

One of the largest healthcare services company with more than 800 clients. They help hospitals transition from volume to value-based care, enhance the consumer and patient healthcare experience and improve quality, access to healthcare and control costs. They also provide technology and health management services to support care management for over 5 million lives.

### Objective

- Build Brand Awareness - Generate impressions with targeted accounts
- Establish Thought Leadership - Grow qualified traffic to the website and resource center
- Generate Qualified Leads - Increase opt-ins for gated content, consultations, and requests for proposal

### Obstacles

- Best kept secret in the Healthcare Management space
- Being out marketed by smaller competitors
- Having a unique value prop relevant to the target market

### What were the KPI's

KPI	Annual Goal	YTD Actuals	YTD Achievement
Goal Completions	240	910	280%
Search Traffic	182,500	196,458	108%

### Quote from the Client

Vende is a top notch B2B agency. They take time to learn your business and where you are trying to take it. Then they don't just build a plan to get you there, but also handle all of the heavy lifting. The results speak for themselves.

Jay - Sr. Director of Marketing

## Solutions

Our objective was to leverage digital marketing tactics and Account Based Marketing (ABM) to target the top 75 Health Systems to:

1. Generate branded impressions with target audience
2. Establish the company as a thought leader and deliver qualified traffic to their resources section of their website
3. Generate opt-ins to gated thought leadership content
4. Generate leads for initial consultations and request for proposals

The tactics we used were:

1. Content marketing (white papers, social content) for thought leadership
2. IP Targeting Health Systems headquarters with branded display ads
3. Targeting key industry events with branded display ads
4. Run social campaigns to promote thought leadership content
5. Search Engine Optimization of website for targeted key phrases
6. Retargeting web visitors with offer to opt-into gated thought leadership content
7. Paid Search Campaign for most relevant search terms in the industry

## Results

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## Growing your business is our business!

Vende Digital has been helping B2B's develop winning online solutions since 2000. Are you ready to take your online marketing to the next level? Schedule a complementary discovery meeting and let's see if we are a good fit for your business. We will come prepared with good ideas and actionable insights.



### STEP1

Initial consultation/discovery meeting



### STEP2

We build a customized plan to achieve your goals



### STEP3

We execute the plan together