

Case Study : GE Healthcare



GE Healthcare
Life Sciences

Problem Statements

- The Life Sciences division of GE Healthcare serves a niche industry (Bio Pharma) with an extremely limited target audience size
- Low awareness about products offered for the industry
- Negligible search volumes for product and domain related keywords
- Elongated sales cycle through regular process (offline lead generation)

Solutions

Marketing Collateral Development | Facebook Campaign | Google Display Campaign | Creative Strategy | Email Marketing

- Developed a platform wise communication strategy for each product category
- Created marketing collateral in the form of Product Specific Landing Pages, Campaign Creatives, HTML Emailers and Case Studies
- Aggressive Facebook and Google Display campaigns to increase awareness for the products among the target audience
- Nurturing of generated leads through email and drip marketing campaigns
- Niche targeting to minimise irrelevant impressions / unqualified leads

A large white arrow pointing upwards and to the right, set against a red background that curves around it. The arrow has a jagged, step-like path, suggesting growth and progress.

RESULTS

- **Rise in overall Product Awareness over the first 6 months, leading to a 15% rise in search volumes**
- **150+ leads generated in the first 3 months of the campaign**
- **Overall sales cycle reduced through digital marketing leads**
- **Search ads improved overall search volume on keywords as budgets started to exhaust**