

CASE STUDY



GE Healthcare
Life Sciences



PROBLEM STATEMENTS

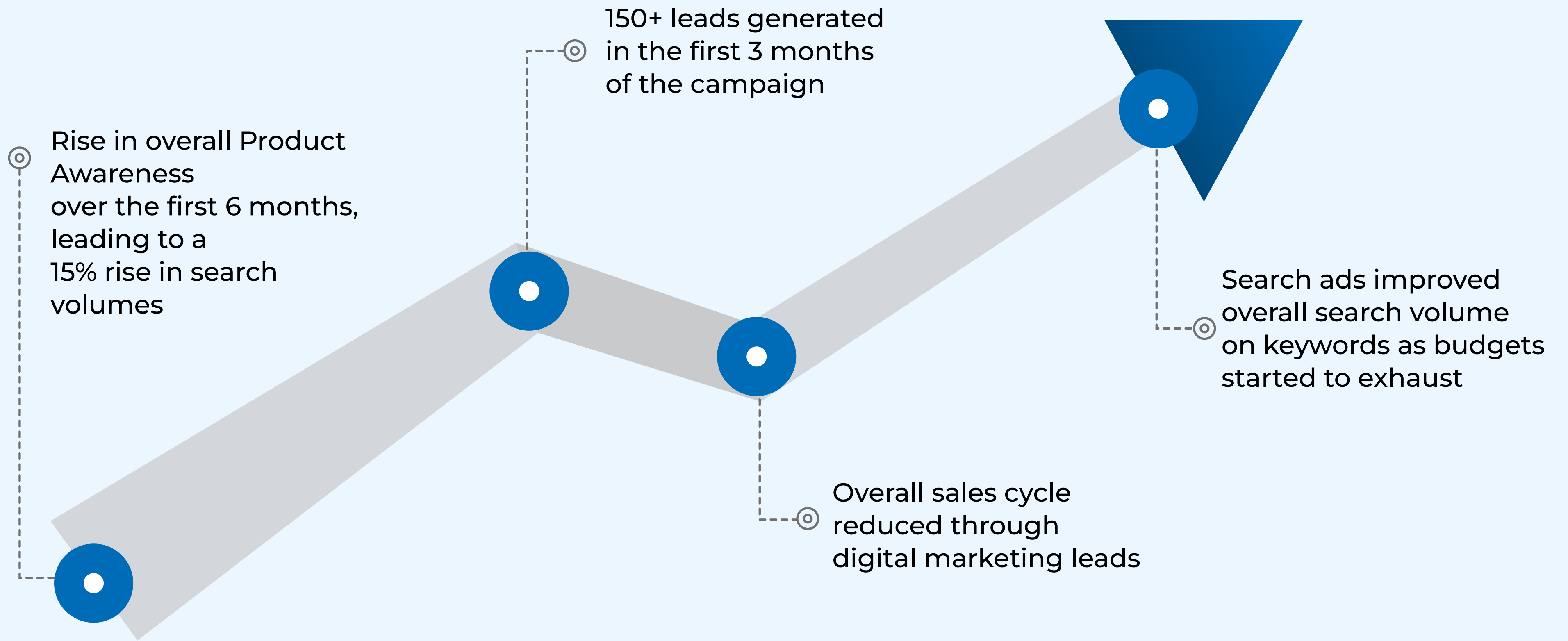
- The Life Sciences division of GE Healthcare serves a niche industry (Bio Pharma) with an extremely limited target audience size
- Low awareness about products offered for the industry
- Negligible search volumes for product and domain related keywords
- Elongated sales cycle through regular process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





RESULTS