





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









Rise in overall Product \bigcirc 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

Search ads improved overall search volume on keywords as budgets started to exhaust

Overall sales cycle reduced through digital marketing leads

RESULTS



