

CASE STUDY

How a medical device company used a strong content strategy to launch a new product line, engage with specialists and drive 7-figure revenue in 6 months



The Challenges

A U.S.-based medical device company faced challenges with a new minimally invasive product launch, including:

Limited Resources

With a small sales team and few sales resources, the client was unable to efficiently reach a large volume of clinician prospects, which meant revenue growth moved slowly.

Provider Access

Like many medical device companies, the client's sales team struggled to gain in-person access to providers, creating a serious roadblock for direct sales outreach.

Awareness

With a new product to rollout, awareness and education became integral to sparking sales conversations, making messaging development a critical part of the process.



“Our challenge was having a brand new product to launch, and a very small sales force to support it. The biggest benefit of our partnership with Jairus was the ability to connect with a large number of potential leads, which we can’t do on our own. Also being able to refine our message through our content – getting that messaging right matters with our product in particular. We were able to really evolve that by working with the Jairus team.”

The Solution



Robust audience development to providers in multiple clinical settings



A comprehensive content strategy with ongoing refinement of value props



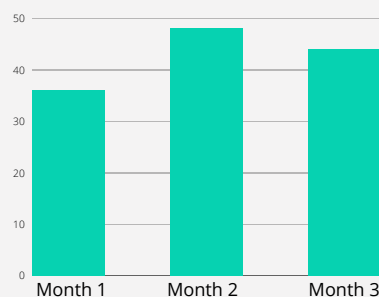
Cross-channel digital outreach that provided 360° message distribution

Results

An influx of qualified leads through two distinct sales funnels, each focused on short- or long-term sales development led to significant ROI in the client's first 6 months as a Jairus partner.

"Every day orthopedic surgeons get up and think about the problems they have in their practice. With Jairus, we delivered content that directly spoke to some of those problems, which is why so many have been willing to take an hour out of their day to talk us. And that's not an easy thing to do – providers don't have time for sales calls. And then beyond that, it's a lot to ask them to change what their staff is doing every day, to learn a new system. Those are tall orders when you're coming out with a brand new product, and the messaging and strategy from Jairus were beneficial in doing that."

Leads Generated



\$1 MILLION
in revenue generated
in first 6 months

18X
Marketing ROI

About Jairus

www.JairusMarketing.com

Jairus adapts traditional healthcare sales enablement models for success in today's healthcare landscape, developing omni-channel marketing strategies that measurably drive new business. Our team specializes in new product launches, general sales pipeline building and multi-channel marketing programs for industry innovators.

- ✓ Market Research
- ✓ Public Relations
- ✓ Website Development
- ✓ Content Development
- ✓ Event/Webinar Support
- ✓ Digital Marketing
- ✓ Brand Development
- ✓ CRM/Pipeline Support
- ✓ Social Media Marketing

JAIRUS