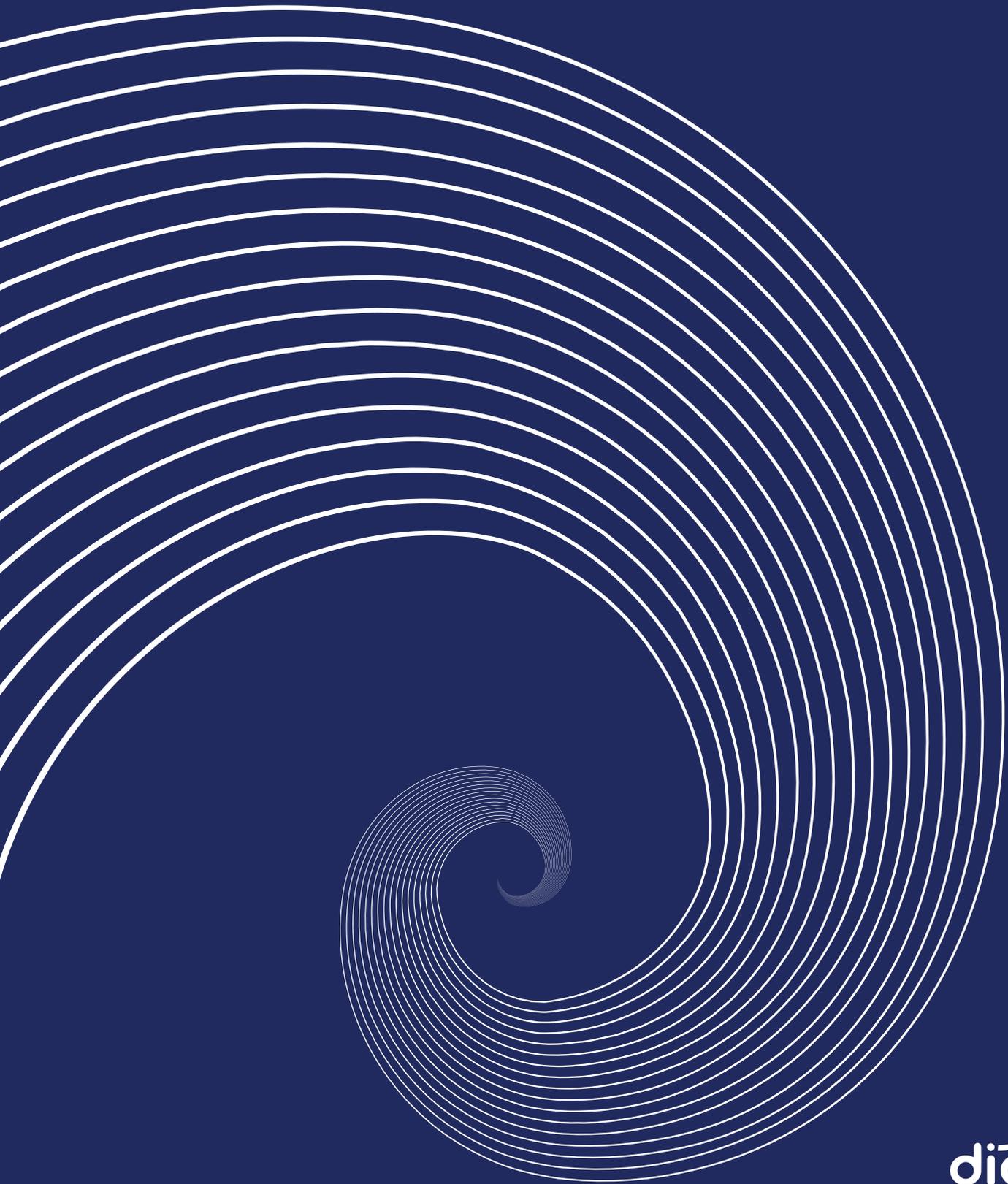


CASE STUDY

PLUTO



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OUR CASE STUDY

In ASEAN countries like Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippine, Singapore, Thailand, Vietnam and other developing nations Healthcare sector remains one of the fastest growing businesses. Government ministries, research institutes, labs, academics and private facilities had to be supported well. Pluto (name changed) is a healthcare company which provides its extended support and partnership to all these institutes and offices in these regions. Pluto has been listed as fifth largest in the world among Forbes Global in 2005 and it also ranks among the Fortune 500. Pluto's expertise in medical imaging, patient monitoring systems, medical diagnostics, drug discovery, technologies related to biopharmaceutical manufacturing, performance improvement and solutions services is helping its customer to shift sustainably in the healthcare domain.

Pluto was looking for a smart marketing automation platform to manage its nurture and lead scoring campaigns, to certify nurturing was relevant and leads were trackable. But the strategy and implementation had also to be done properly. Determining a successful track record in delivering results, smooth and flexible processes, and expertise in marketing automation, Pluto turned to Digiby.

OBJECTIVES

Engagement: Building long-term relationships with research, hospitals, clinician's and private healthcare facilities across the region through the multi-channel platform.

Acquisition: Acquire new business and enrol new members

Lowering costs: Reduce average acquisition cost.

Personalization: To deliver the right content to the right people at the right time to increase the engagement.

APPROACH

Lead Engagement and Delivering on Customer Acquisition Challenge

Better sales and marketing alignment for effective lead nurturing, developing a lead scoring strategy, to pinpoint where a lead is within the brand's buying model. It is the backbone of a strong lead nurturing system because it identifies when and how to address each buyer with the most timely and relevant communications.

It's important that to understand that where our customers and prospects are in their buyer's journey so that we can focus on marketing and communication efforts on listening to the needs of prospects, and providing the information and answers they need.

Sales and Marketing team alignment

A better alignment between marketing and sales to build a lead lifecycle and lead scoring program can help sales do their jobs more efficiently

ACTIONS

Used Marketing Automation platform and its unique ability to qualify, engage, generate and close more high-quality sales leads with less effort.

Productivity was a primary issue for Pluto. We found the marketing automation tool to easily implement and execute campaigns, we can engage with leads and effectively track prospects and customers on a more meaningful level.

Pluto found a way to improve the business's ability to engage and nurture potential customers and help them learn about their products earlier in the selling cycle.

Design and implement batch, blast email marketing programs, SEM programs and Facebook programs

RESULTS

With proper use of Marketing Automation, Pluto can now have better targeting toward the audience and better focus on building and delivering the right content at the right time, to the right person rather than investing its energy and time in execution detailing.



HIGHER MARKETING ROI

Improved productivity is translating into positive effects and enabling the company to link its marketing program investments and activities to tangible results. As a result, Pluto can now take a more strategic role in managing and nurturing the lead lifecycle, and tracking how its entire marketing mix translates into a real return on investment

SUCCESS AND BEYOND

Working closely with marketing automation expert team, Pluto could deploy Marketing Automation within weeks and in short order, the solution became an integral, strategic platform for Pluto's marketing and sales processes. It has created a fundament shift in the way Pluto looks at marketing automation and how they can reap the benefits.

To learn more about the solutions please contact Digiby.



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- Integrations



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- Sales Administration
- System & Data Management
- Reporting & Analytics
- Salesforce Configuration & Customization
- Integrations