



# Case Study

How I helped a Medical Devices company achieve their business growth objectives.

## CLIENT

Five Mobility was founded in 2019 to meet the care and rehabilitation needs of complex patients and their care providers through the provision of bariatric and specialist care equipment.

Over four years, Five grew organically to nearly £1.5M through networks and referrals.

To take them to the next level and meet their growth goals, they required a marketing strategy and support.

## CHALLENGES

With no CRM – relying solely on the sales team working from xl sheets, while busy servicing accounts in the field, Five required a marketing strategy and systems to drive awareness, leads and ultimately increase their turnover by 40%.

## SOLUTIONS



Marketing Strategy



Messaging & Content



Email, Social, PR, Exhibition & TP activity



Demand & Lead Generation, CRM & Measurement

## RESULTS



55%

Email open rate



9%

Conversion to lead



841%

ROI



BUSINESS ACQUIRED



## PROCESS

### Marketing Strategy

After a business discovery session, I presented a marketing strategy proposal to the Senior Leadership Team, which included the business objectives, situational analysis, decision makers, the offer, and how to stand out from competitors.

### Research

To ensure targeting, messaging, content, offers and sales assets were relevant and impactful, I conducted a mix of qualitative and quantitative research. This included a customer survey, interviews, competitor analysis and industry research.

The research phase confirmed the decision making unit, their challenges, the media they consume, how they begin their buying journey, the challenges of their organisation both internally and externally, and how competitors are positioning themselves.

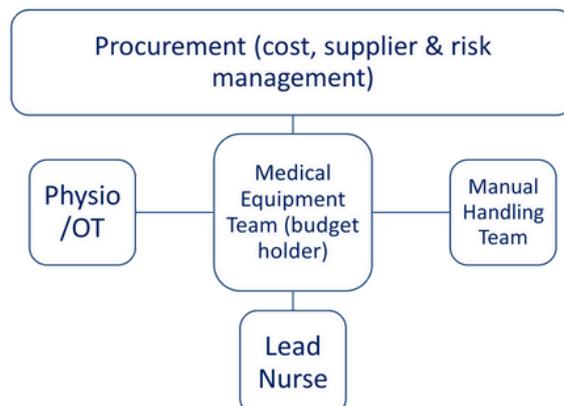
### Value Proposition Development

The research provided common challenges and requests for support with complex manual handling training.

It was clear that by offering in-person CPD training, Five could generate interest, build authority in the market, position themselves as thought-leaders AND build face-to-face relationships. The cherry on top? The decision makers could get to experience the Five service and products without commitment – fast tracking them through the sales funnel.

In addition to helping build and convert sales pipeline, practical CPD sessions also solidified customer relationships – providing added value, building trust and positioning Five as partners, not just providers.

To ensure consistent, clear, relevant messaging across all channels, I created persona documents for each role within the decision making unit and built the overarching and individual value propositions for each.





## PROCESS

### Messaging & Content Development

I mapped the customer journey and the assets needed to help funnel decision makers from brand awareness through to loyal customers.

This was to include:

- Educational blogs – to position Five as thought-leaders, subject matter experts and support SEO
- Case studies – to provide social proof that Five deliver what they say they do
- Guides – to help decision makers understand why and how they would use Five’s service
- Product training videos – self-help content to support customers remotely, 24/7

Before we launched any activity, I brought the website copy in line with the value proposition and created a landing page with a contact form for the CPD training.

To support the sales team with resources to aid conversations with buyers, I worked with Five’s designer to create resources such as the “Five Levels of Plus Size Patient Mobility” and updated sales literature with the new messaging.

Each month, I created a piece of content and promoted it across email, LinkedIn, trade association publications and digital PR.





## PROCESS

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### **Content Promotion & Lead Generation**

I created nurture email sequences, lead generation email campaigns, LinkedIn social content, trade association publication content, Press Releases and supported the planning and delivery of conferences and follow-up activities. Full funnel content and distribution to engage buyers from awareness through to advocacy.

### **Data & CRM**

Through demand generation activity, and data sourcing, I built, nurtured and maintained a high quality, accurate database of 1,425 decision makers and influencers. To keep them engaged and mirror Five's excellent offline customer experience – online, I ensured that they received content to meet their challenges, and built rapport through timely response.

By using a CRM for Five, I could track the activity of each individual contact, all of their interactions with Five and handover valuable information to the sales team to follow-up leads as effectively as possible.

### **Measurement & Reporting**

Using Google Analytics (GA4), LinkedIn analytics and the CRM, I created monthly activity and data reports to ensure all digital activity was being tracked and measured against the goals. This also served as an opportunity to catch-up with sales on pipeline and deals in addition to a weekly catch-up call on marketing actions and priorities.



"Kate's been a huge help in shaping our marketing direction early on, from finding the right tone of voice to driving the kind of activity that actually supports sales, not just fills a calendar.

She's helped steer revenue the right way and shown how the right marketing tools, used properly, can make a big difference for a business like ours, who at the time, wasn't the size of organisation we are today."



*GREG WINGATE  
SALES DIRECTOR  
FIVE MOBILITY LTD*