



Mid-Market HealthTech SaaS Company turns to Launch for Virtual Marketing Services During Transition

ABOUT THE CLIENT

Launch's client is a healthcare technology company advancing human wellness worldwide by helping businesses, organizations and communities solve tough challenges, improve collaboration for growth and achieve better outcomes through predictive insights. They serve more than 10,000 customer sites around the world.

“Launch was our lifeline and a trusted partner for our interim marketing coverage needs, quickly instilling confidence with the GMs of the business units they covered. They were easy to work with, extremely responsive, thorough and they truly became a part of the team for this engagement.”

-Chief Marketing Officer

The Opportunity: Leave of Absence Creates Need for Interim Marketing Help

When the marketing lead for two verticals in a mid-market healthcare technology company announced a planned leave, the company faced a 4-month void during a critical planning period. The company needed a strategic partner that could dedicate attention to and take ownership of the associated yearly marketing planning and thought leadership activities for those two business units while driving brand awareness and supporting aggressive lead engagement and pipeline contribution goals.

The Solution: Virtual Director of Marketing Drives Strategic Planning and Execution

After looking at multiple options, including hiring a contractor or finding internal solutions, the company reached out to Launch to serve in an interim Marketing Director role. Using an accelerated ramp-up process to take the lead role in creating the 2019 marketing plans and calendar, Launch participated in several marketing strategy sessions and seamlessly assimilated with the client's CMO, General Managers and VPs of Sales from both business units. Critical to the overall success of the



Launch Marketing met or exceeded objectives for lead requests for follow-ups and actual demo requests



DEPLOYED ACCELERATED RAMP- UP PROCESS

- *took lead role in creating 2019 marketing calendar and strategy*
- *researched relevant customer problems*
- *managed execution of planned marketing activities*

planning cycle was the research and development of a comprehensive thought leadership roadmap and content calendar for both business units. Launch researched relevant customer problems and issues while fleshing out each concept with attention-catching titles for upcoming webinars, expert speakers for the events and follow-up content pieces to gain further engagement. Owning the plan development and execution process, Launch developed a strategic marketing plan intended to generate new leads and engage existing prospects. Within this strategy were several tactics including webcasts, whitepapers, tip sheets, collateral development, attendance and sponsorships at industry events, email nurturing and online marketing campaigns.

Launch's responsibilities spanned from managing the execution of these tactics to reporting and analysis. Throughout the engagement, Launch recommended multiple strategic ideas to enhance the client's existing campaigns that leveraged proven best practices. One approach included sharing free, valuable tools with attendees that helped them prepare for and navigate requirements for upcoming federal regulations. Launch functioned as an integral part of the client's marketing team until the full-time Director returned from leave.

The Results: Leads Engaged Exceed Objectives

Launch Marketing either met or exceeded the objectives for lead requests to "follow-up for additional information" and actual demo requests. Several of the ideas Launch brought to the client's marketing team are being incorporated across multiple verticals in the company.

The client was pleased with the results of the engagement and continues to look to Launch for marketing support. "We have a very large, cross-functional team and we are all moving quickly. I really appreciated Launch's ability to jump in and ramp very fast as they filled this interim role for us," said the CMO. "They quickly learned the needs of both business units, understood what was important for us to accomplish and prioritized efforts there. Additionally, once the director returned to the role, they made the re-entry and transition as seamless as it could possibly be."

