



CIELOWORKS

## Integrated Marketing Strategy and Content Drive Exceptional Engagement for CieloWorks

### ABOUT CIELOWORKS

CieloWorks offers comprehensive consulting services that span the Software as a Medical Device (SaMD) and healthcare technology lifecycle. Backed by years of experience and focused on long-term success, clients turn to CieloWorks to generate impactful strategies, implement best practices, deliver high-quality solutions, and foster ongoing excellence and efficiency.

*“The quality of work and results we have seen have all been outstanding. The content and case studies developed not only highlight our successes and drive engagement but also provide our team with valuable assets for ongoing sales and marketing efforts.”*

-Dean Goodman, President, CieloWorks

### The Opportunity: Boost Company Awareness and Growth with Impactful Marketing

Operating in a highly competitive space, CieloWorks was looking for ways to diversify its client portfolio and take the company to the next level. To do this, the team knew they needed to differentiate from competitors, build out key materials to support sales and marketing efforts, and create a foundation for growth. With no internal marketing team and little to no marketing in place, it was clear they needed to identify a partner that would lead these efforts, establishing an integrated marketing strategy and assets aligned with business goals.

### The Solution: Partner with Launch Marketing to Kickstart Marketing Initiatives

CieloWorks turned to Launch Marketing to drive both the strategic and tactical execution of the marketing initiatives. While a long-term marketing strategy and integrated plan were top on the list, CieloWorks had two clients with highly successful projects who were great candidates for case studies, making these efforts a priority. To take advantage of these timely opportunities, Launch Marketing kicked off the engagement focused on the development of these assets.

Launch created and executed targeted email campaigns that resulted in above average engagement

**46%** open rate

**31%** click-through rate



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-Dean Goodman

To ensure the case studies would be valuable in future marketing and sales efforts, Launch was focused on getting the complete story. They started with in-depth conversations with the CieloWorks team, conducted interviews with external customers, and performed a deep dive into the value CieloWorks delivered for each. From there, content was drafted, templates were designed, and after external approvals, the case studies were ready for use.

With the partnership successfully in motion, the team knew it was time to focus on longer-term marketing initiatives that would grow brand awareness, elevate the leadership’s position in the market, generate leads, and promote engagement. A thorough marketing plan was formulated, incorporating a multi-faceted strategy, a blend of essential materials required for targeted marketing efforts, key technological recommendations, a series of integrated campaigns, a detailed week-by-week activity calendar, and an extensive budget.

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To ensure the integrated marketing efforts in the approved plan reached and resonated with CieloWorks’ primary audience, Launch recommended developing two target audience snapshots early in the timeline. Layered with valuable information, these profiles included insights to help drive marketing messaging including key demographics, top priorities, and pain points for each.

With target audience research complete and relevant messages uncovered, the team was able to set the refined messaging in motion by updating the website content and developing new materials to support sales and marketing efforts including a company boilerplate, corporate brochure, sales slides, a pop-up banner, multiple articles, social posts, paid ads, and more.

In addition to the foundational materials, the Launch team knew that CieloWorks needed to adopt a customer relationship management (CRM) platform that would enable them to store prospect and customer data, execute email marketing, and provide the President with a way to manage and track sales proposals. The Launch team not only recommended the solution that would best meet CieloWorks’ needs and budget, but also led the implementation, execution, and training initiatives.



## DEVELOPED AND EXECUTED MARKETING PLAN

- *Outlined and prioritized key activities*
- *Developed thought leadership and marketing content*
- *Kicked off targeted campaigns*

With a CRM in place, the Launch team gathered and uploaded an initial list of targets into the new database for future marketing initiatives. Once all of this was in place, Launch began crafting and executing a series of emails to promote newly created content, drive awareness, and generate engagement from the CieloWorks target audience.

## The Results: Marketing Campaigns Generate Above-Average Engagement

With foundational marketing efforts established and a variety of content pieces in place, the Launch Marketing team proceeded to execute integrated campaigns made up of a strategic mix of social media posts, advertisements, and emails, which delivered new levels of engagement and visibility for CieloWorks.

CieloWorks' email marketing initiatives, sent to a net new list of potential targets, performed well above industry statistics with the first five unique sends averaging over a 46% open rate and a 31% click-through rate. These stats validate that both the messaging and content assets are successfully resonating with the audience.

"The quality of work and results we have seen have all been outstanding. The content and case studies developed not only highlight our successes and drive engagement but also provide our team with valuable assets for ongoing sales and marketing efforts," mentioned Dean.

Experiencing steady success throughout the initial engagements, Launch Marketing has continued to work with CieloWorks as an extension of the team, outlining long-term marketing plans and spearheading execution. Dean shared, "Their integrated approach, expertise, and dedication have been instrumental in driving engagement and positioning us for long-term success. I truly value our partnership and look forward to ongoing momentum."

