

Executive Summary

Enovate Medical Collaborates with el LinKe to Increase Brand Awareness, Augment the Marketing Team, and Simplify the Lead-to-Sale Process

el LinKe began working with Enovate Medical, a medical workstation and workstation management software company, in January 2020. At the time, Enovate Medical had a two-person marketing team supplemented by a marketing contractor. The team wanted to expand their capacity, try new marketing approaches, and achieve better results. The initial objectives of the project were to improve the existing customer relationship management (CRM) infrastructure and develop ad campaigns for LinkedIn and Facebook. When COVID-19 disrupted Enovate Medical's marketing strategy, the enhanced marketing team stepped in to help Enovate pivot quickly, expanding the original scope of work. Since then, el LinKe and Enovate have undertaken different initiatives to increase brand awareness, create a cohesive lead-to-sale journey, and increase overall conversions.

Industry: Medical Devices and Software

Tool Stack: Pardot, Salesforce, LinkedIn Ads, Facebook Ads, SEMRush, Google Data Studio

Headquarters: Murfreesboro, TN

Top results since Jan. 2020:

1. 23,000 cold emails sent
2. 24 email campaigns for 3 sales reps completed
3. 150+ EnovateLive! demos booked
4. 1.9 million views on LinkedIn ads

Background

Enovate Medical Provides Vital Healthcare Equipment and Managed Services

Every healthcare facility in the nation needs an efficient way to access and record patient data. Enovate Medical facilitates real-time Electronic Health Record (EHR) charting at the point of care through the manufacture and implementation of their smart, medical workstations on wheels (WoWs) and managed services. Enovate Medical's bundled vendor-managed service plan is unique in the marketplace: it's the first workstation solution that connects nurses, patients, management, and IT staff.

The 1st Challenge

Underleveraged Marketing Platforms Made It Difficult to Extract Useful and Accurate Lead Flow Data

Enovate Medical had the benefit of an in-house marketing team, but needed a robust, well-organized CRM platform to support the efforts of both the marketing and business development teams. Enovate had not yet realized the full potential of their main email marketing (Pardot) and client relationship management (Salesforce) platforms. Since the two marketing platforms were treated as separate entities, there was no holistic view of the lead flow from opportunity to sale and beyond. They also

lacked key guidelines and components for the platforms, such as naming conventions, folders and common tags, an infrastructure for gathering data, and an agreed upon process for adding new leads and opportunities to the platform.

The 1st Solution

Infrastructure Mapping and Connected Campaigns Simplified Sales Funnel and Ensured Regular Communications

A clear, comprehensive customer relationship management infrastructure allows for accurate reporting on campaigns and the ability to address the right segmented audience with the right content.

el LinKe mapped out the CRM infrastructure to meet the demands of the sales and marketing teams. An infrastructure map provides a detailed reference of where everything lives in the CRM platform and how all the marketing tools, such as the website, email campaigns, sales team outreach, booking links and more, are connected. The whole map includes pieces like product hierarchy, audience segments, lead-to-opportunity milestones, current customer management, dashboards, reporting, and more. Beyond providing an organized blueprint for how to manage the CRM, the infrastructure map also highlights where the team needs to grow in terms of knowledge base, content, and expanding audiences.

In parallel, el LinKe started to organize and deploy email marketing campaigns to leads. The goal was to integrate Pardot and Salesforce, completing the data cycle by incorporating the marketing activities of Pardot with the sales activities of Salesforce. Pardot is a marketing automation tool that helps marketing and sales teams collaborate on the entire lead-to-sale process. Connected campaigns between Salesforce and Pardot enable better reporting and improved campaign management, allowing for greater success in engaging audiences, reviewing gaps in the lead-to-sale cycle, and creating solutions to fill the gaps. Additionally, with buy-in among all users and a few internal gatekeepers to ensure the platform is consistent, the team could access accurate metrics. By using automated solutions, el Linke was able to streamline and improve the lead-to-sale process for Enovate Medical.

The 2nd Challenge

Low Market Recognition Made It Difficult for the Enovate Business Development Team to Open Opportunities

Naturally, the largest names in any industry have a clear advantage in sales and brand recognition over smaller, less expansive companies. In Enovate's case, this was limiting the number of leads and opportunities they were able to close and impacting the size of the incoming leads. With innovative, smart-technology products and comprehensive managed services, Enovate Medical should have been able to increase their share of the market quickly. However, they needed more support to improve brand awareness to avoid conceding more of the market share to the biggest names.

Enovate Medical's business development team would cold call 1,000+ businesses. These unsolicited calls were unproductive and frustrating for the sales team. Prospective callers did not know who Enovate Medical was or what product they sold. Additionally, the business development team would contact the wrong person in an organization to decide on the purchase of new WoW's. In short, extensive effort was

put in for low conversion rates.

The 2nd Solution

Educating Prospective Leads on Enovate Medical Creates Stronger Sales Conversations for Business Development Team

Brand awareness is vital to the success of a company. If someone doesn't know about your products, they can't buy them. Consequently, a strong digital presence often translates to more conversions. el LinKe collaborated with the marketing team to build marketing campaigns aimed at increasing Enovate Medical's brand awareness and driving prospective clients to schedule a virtual demo. The marketing campaigns educated prospective leads about Enovate Medical's competitive niche: smart medical carts, advanced asset management software technology and factory-trained technicians that can quickly fix issues.

eLinke used the enhanced CRM to track clicks on the digital marketing campaigns, capturing the contact details of interested leads, and reducing the number of cold calls to warmer qualified leads. By capturing warm leads with prior knowledge of Enovate Medical, the business development team had more clout when starting conversations with prospects. This led to reduced frustration and higher conversion rates.

The integrated and organized CRM platform played a vital role as a place to launch campaigns and track opportunities, giving a 360-degree visibility into the lead-to-sale process.

Optimized Digital Landscape Boosted SEO Rankings

As part of building more comprehensive and enduring brand awareness, el LinKe also evaluated Enovate Medical's online presence. After running a comprehensive SEO audit, key search terms were identified and used to evaluate the effectiveness of the current website in attracting the right audience. With a comprehensive set of keywords, the el LinKe team could start to drive targeted website and content changes.

The team put together a schedule for optimizing website pages, including adding meta descriptions, proper title and header tags, compressing photos, streamlining the navigation and more. On the technical side, el LinKe continues to work closely with the web developer to ensure the backend of the website is optimized for customer experience which includes quick load speed, clean code, proper site structure, ease of navigation and more. Ultimately, the increase in brand awareness from regular marketing campaigns and stronger SEO powered more relevant discussions with qualified leads for Enovate Medical.

The 3rd Challenge

COVID-19 Placed New Demands on the Healthcare Industry and on Enovate Medical

In 2020, healthcare facilities around the country saw an increased focus on efficiency and finding ways to reduce nursing fatigue further exasperated by COVID-19. Subsequently, there were new demands on the availability and functionality of WoWs, representing a new opportunity for Enovate. However, with

the cancellation of the annual Healthcare Information and Management Systems Society (HIMSS) conference, where Enovate spent a large portion of their marketing budget each year, the company needed a new way to get in front of prospects, immediately.

The 3rd Solution

eLinke Helped Enovate Medical Pivot Quickly with a Virtual Demo

Through a collaborative discussion, el LinKe and Enovate Medical realized they needed an innovative, virtual way to give demonstrations and drive interest in booking those demonstrations. The solution: EnovateLIVE! Virtual Demos.

EnovateLIVE! provides a virtual demonstration of Enovate Medical's Workstations on Wheels in a clinical setting. The interactive, instructional demos give users a deep dive into the functionalities of Enovate's mobile and fixed workstations and asset management platform. By attending a real-time demonstration of available features and functions, clinical staff, nurses, and IT teams can define their medical cart needs, highlight workflow challenges, consider different solutions, and ask questions.

The virtual demo enabled Enovate Medical to effectively, and safely, market their Workstations on Wheels in a challenging environment and provide a more efficient and collaborative way for all the client's interested parties to find the best solution. Additionally, because the CRM & email marketing infrastructure was already up and running, connecting with interested prospects was a simple process and the team could execute large LinkedIn campaigns quickly.

Summary

By using el LinKe's full-service marketing solutions and a collaborative approach, Enovate Medical was able to:

- Simplify the sales funnel with infrastructure mapping
- Ensure regular communications and fully leveraged platforms with connected campaigns
- Increase the number of qualified leads sent to the business development team
- Build a stronger digital presence
- Pivot quickly with a virtual demo

Call to Action

el LinKe builds robust, integrated sales and marketing frameworks by leveraging marketing processes, tools and systems. Our aim is to drive results based on data.

Our approach consists of developing powerful strategies in inbound and outbound marketing, implementing those strategies through principled project management and incorporating relevant analytics and metrics to enable data-driven decision making. It's a comprehensive cycle built on results and adjusted to reflect your needs and goals.

Close the missing LinKe in your sales and marketing cycles with el LinKe's services. For more information, [contact us today.](#)