



# GROWING LEADS FOR A POPULAR AED MANAGEMENT SOLUTION

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# THE CLIENT

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The company is a leader in automated external (AED) management solutions. Their interactive, web-based system ensures ongoing compliance for these advanced medical devices so that they're ready for use at any moment.

The client operates in over 50 countries, with their product supporting over a dozen languages. Their solution also offers support for all FDA-approved manufacturers.

# THE CHALLENGE

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The client was looking to develop a new pipeline of leads for their sales team. They wanted to use their website to drive new leads to their free trial service but lacked the expertise to bring their plan to life. The client needed a partner to achieve this goal.

An employee who previously worked with KBK advocated for our team based on their past experience at a former employer. This employee built a good relationship with our team and was extremely happy with the results produced by KBK on past projects.

Once our team was officially on board, we performed an initial audit. We found that their website actually comprised multiple sites that were linked to each other. As a result of this, their analytics were inflated, leading the client to believe their results were better than they actually were. What's more, their web pages were not properly optimized for search. This negatively impacted the success of any digital lead strategy.



## THE SOLUTION

Understanding the challenge this presented, it was necessary to rebuild the site from the ground up. This new design corrected the problems of the previous website and allowed for accurate analytics tracking. This also made it easier to implement a more effective digital strategy comprising content marketing, marketing automation, social media marketing, and paid search.

We updated the client's CRM to include demonstration and free trial opportunities, and finally, we also developed a formalized system for lifecycle management. The agency performed training to help bring the sales team up to speed regarding these new processes.



## THE IMPACT

With their redesigned website, the client could now track its actual performance. In combination with the new strategy, KBK was able to generate:



**NEW CUSTOMERS**  
15% conversion rate



**REQUESTED  
FREE TRIALS**  
48%



**LEADS**

# THE FUTURE

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Looking to the future, KBK is experimenting with new channels to improve lead acquisition, including Facebook and other social advertising. We'll also continue to optimize the site, as well as add new products, services, and conversion opportunities.

*"The team at KBK have been amazing to work with. As a marketing person, it is easy to know what needs to be done but extremely difficult to actually put into practice everything that needs to be done to establish an effective strategy and campaign. They have been a direct impact to our increase and sales and built an infrastructure to help make our job easy."*

**- Director of Marketing**

## WE KNOW HEALTHCARE

KBK Communications is a digital marketing agency exclusively focused on medical manufacturing and distribution in the healthcare supply chain. Our team of industry veterans offers over 50 years of experience in the healthcare supply chain industry, including direct patient care, administration, medical manufacturing, sales, marketing and distribution.

If you're a healthcare distributor, healthcare manufacturer or service provider and would like to find out more about how we can help you, be sure to contact us today.

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Communications



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**Shaping the Customer Experience**