



**Shift to digital  
enables clearer view  
on engagement &  
streamlines  
marketing  
activities**



## INTRODUCTION

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Cerus Corporation is a biomedical products company focused on the field of blood safety. One of its products is the INTERCEPT™ Blood System, designed to reduce the risk of transfusion-transmitted infections by inactivating a broad range of pathogens that may be present in donated blood. The challenge for Cerus was to find a meaningful way to connect with medical professionals, embracing the power of digital while adhering to stringent regulatory controls.



For companies marketing to healthcare professionals, the sales landscape has changed. "People are busier, and as a result the relationship between sales and customers has become more formal," says Alain Segers, Senior Director Marketing and Deployment EMEA, Cerus.

**” As marketers, we need to shift away from standard sales calls to the online world.**

- Alain Segers, Senior Director Marketing and Deployment EMEA, Cerus

**” Pressure on sales and marketing budgets also plays a role in the shift to digital, as do evolving customer expectations.**

- Alain Segers, Senior Director Marketing and Deployment EMEA, Cerus

But the shift introduces a new set of challenges for B2B marketers. "Because we're now working online, it's much more difficult to read the engagement. We're sending emails, and creating websites, and it's a struggle to know how much engagement is happening. Are we sending the right message, to the right person? You can judge this in person, but it's not so easy to know online. That's my biggest challenge as a marketer."

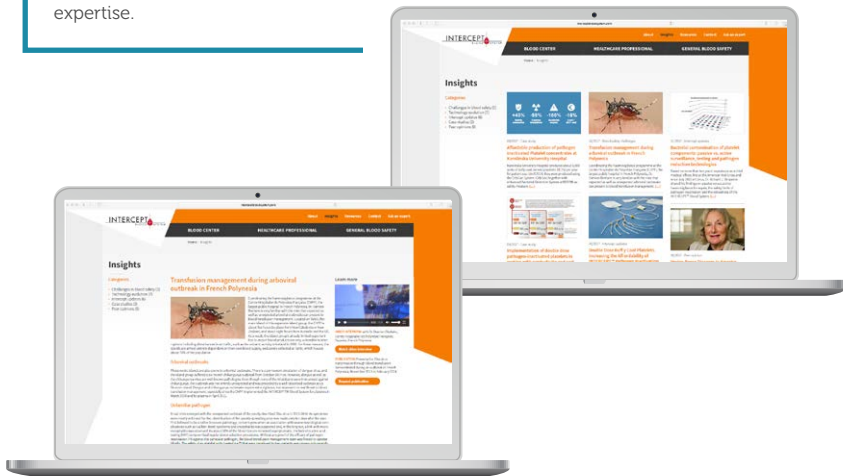
# Technology to enable deeper analysis and insight

To gain a clearer view on engagement and results, Alain turned to long-time partner Living Stone, who recommended that Cerus implement the HubSpot inbound marketing platform. As a certified HubSpot partner, Living Stone understands the full capability of the platform and offers expertise in tailoring it to an organization's needs.

For Cerus, Living Stone helped select the right HubSpot components, supported the onboarding process, and provides ongoing guidance and expertise.

“ Now, HubSpot is the center of all our activities, everything comes together there, and everything starts from there. Our email campaigns are driven through HubSpot, our website is linked to HubSpot, and we manage our master marketing database in HubSpot.

- Alain Segers, Senior Director Marketing and Deployment EMEA, Cerus



# Managing the shift from traditional marketing to online

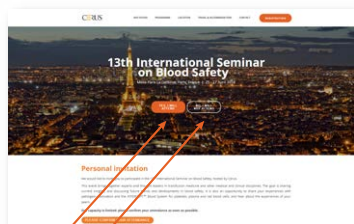
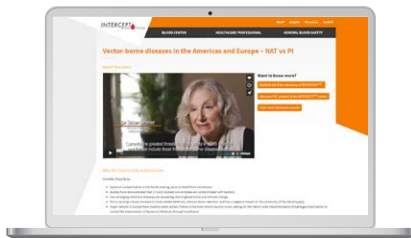
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Michaela Hudig-Hoffschlag is Marketing Communications Specialist EMEA at Cerus. HubSpot has helped her to address the challenges of marketing in what has been a more traditional industry, while dealing with multiple countries and markets.

Michaela uses HubSpot for all outbound communications, including articles, email campaigns, videos, event follow-up and providing with access to presentations, and more. "Our customers really enjoy access to the presentations," she says.

**“HubSpot allows us to explore different approaches, and different ways of grabbing engagement,” she says. “They offer tips and expertise in how to present and promote your articles, build engagement, or add different types of Calls-to-Action (CTA). That helps with our cultural challenges – the CTAs make it more interactive, makes people want to go further into the content.**

- Michaela Hudig-Hoffschlag,  
Marketing Communications  
Specialist EMEA, Cerus



# Full integration with master database

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The integration between the database and communications offers significant advantages as well. “The database is one of the things I really love about HubSpot,” says Michaela. “Because it is integrated, every time you send something out, the distribution is a lot easier, as is the monitoring. Everything is in one place, it only takes two clicks if I want to make a report on how everything went – interactions, engagement, who clicked on what – I can easily export a detailed report and share it with the sales team.”

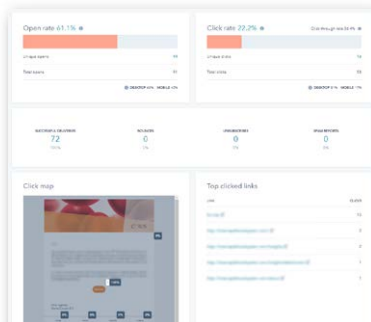
“*HubSpot is such a powerful, performant tool and with Living Stone, the value is we know they have the expertise. We have questions, they have answers, they make recommendations as they know things we don't yet. We are never on our own, we can always rely on their support.*

- Alain Segers, Senior Director  
Marketing and Deployment EMEA,  
Cerus

With HubSpot in place, and the ongoing support of Living Stone, Alain is planning the next steps for Cerus, which will include enhanced marketing automation and full inbound marketing.

“*What's great about our collaboration is that Living Stone knows our brand so well, it makes it a lot easier. They challenge us with creative ideas, give us that little bit extra and surprise us with their input.*

- Michaela Hudig-Hoffschlag,  
Marketing Communications  
Specialist EMEA, Cerus





## About Living Stone

Living Stone supports professionals committed to improving the performance of their organizations with stakeholder solutions and strategies that build winning reputations. We are specialists in the fields of healthcare, engineering and technology, and we have more than 20 years' experience in the areas of customer reference marketing, inbound and content marketing, perception management and visual identity. For information, visit [www.livingstone.eu](http://www.livingstone.eu).