



# Digital Strategy & Planning

## For The Health Sectors



emagine  
1082 Davol Street  
Fall River, MA 02720  
877. 530. 7993

info@emagine.com  
[www.emagine.com](http://www.emagine.com)  
Lindsey Hudson  
Director of Marketing Communications

# Our Approach To Digital Strategy & Planning



## Great results come from great planning.

Yet many companies rush right into website design and development without any strategy or planning behind it.

We've helped [countless Health companies](#) using comprehensive, brand-centric digital strategies. Our approach is holistic and hands on. We see ourselves as both partners and advisors who believe it is our job to fully understand your company and brand, your audiences, offerings, competitors, as well as business strategy, goals and objectives before launching into a project.

Each of our engagements begins with a full-day workshop where together we'll dive into a core set of topics and exercises designed to develop a strategy best suited for your business. Our strategies are customized to clients' unique needs, often including: brand definition, brand positioning and messaging, high-value audience definition, interviews and persona development, journey and content mapping.

# Services Offered



## Brand Positioning & Messaging

Most companies can explain what they do. Some can even convey how they do it. Yet the vast majority of companies cannot explain why they do it. 'Why' is the essence of what defines and drives iconic brands. Your brand story can make or break [your digital strategy](#). Is your audience struggling to see the real value of your company? We'll work diligently to get to know you, your business, your customers and your target audience. Unsure of your target audience? We will work with you to define your target audience in our workshop. Then, we will create unified messaging that truly resonates with your audience.

We wanted an agency whose vision aligned with our own, who could think outside the box and bring a fresh approach to our website. The emagine team was undoubtedly the absolute perfect choice to deliver our new Barrow site.

Andrew Wachtel, Digital Marketing & Strategy Analyst  
Barrow Neurological Institute



## About emagine:

We're a passionate group of Digital Marketers who recognize the critical nature of marketing in the Health sectors. Whether creating a website or executing on a digital campaign, we thrive on knowing that the quality and timeliness of our work correlates to the impact it has on the lives of patients, caregivers and HCPs. Since 1996, our team of 50 has been entrenched in the Healthcare, Biotech, Pharma, Medical Device, Health I.T. and Wellness sectors.

## Contact:

Name: Lauren Hanson  
Title: Account Manager  
Phone: 508.629.9521  
Email: lhanson@emagine.com

