

CASE STUDY: PRIMARIS

Primaris embraces inbound marketing to launch into commercial healthcare marketplace

What they did:

- Rebranded for the commercial market
- Created usable content for all stages of the sales funnel and multiple customer personas, from white papers and checklists to sales presentations
- Committed to consistent blogging and social media
- **Captured the power of inbound marketing to generate sales leads**

	BEFORE INBOUND MARKETING	AFTER 11 MONTHS OF INBOUND MARKETING
SALES OUTREACH	Revenue and business heavily focused on regional government contracts	Reach expanded to national commercial healthcare market 
BLOG READERSHIP	Fewer than 50/month	Average 3,600 views/month, plus 335 email subscribers  7,200%
SOCIAL MEDIA ENGAGEMENT	None	More than 1,500 fans & followers and 7,000 website visits from social media 
WEBSITE TRAFFIC	11,000 or fewer visits per month	Average 58,000/month  500%
LEADS GENERATED ONLINE	None	More than 1,100 total 

“OUR ENTRY INTO INBOUND MARKETING WAS MADE SIMPLE WITH JONES. THEY PROVIDED IN-DEPTH QUALITY CONTENT THAT WAS WELL-WRITTEN AND DROVE SALES LEADS, WITH NO NEED FOR OUR STAFF TO SPEND EXTRA HOURS ON PROJECT MANAGEMENT.”

- Reeve White, Director of Marketing, Primaris

Learn how JONES can help you achieve the same success.



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JONES

Brand Development. PR & Marketing Strategy. Content Creation. Program Execution.

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THE COMPANY:

Primaris is a healthcare consulting firm that works with hospitals, physicians and nursing homes to drive better health outcomes, improved patient experiences and reduced costs.



Primaris uses healthcare data to develop actionable quality improvement processes that create the foundation for highly reliable healthcare organizations.

Primaris has more than 30 years of experience advising healthcare organizations on how to improve quality, patient safety and clinical outcomes.

THE PROBLEM:

For most of its history, Primaris has been focused on serving local, state and federal government entities in the state of Missouri. With changes in how healthcare is provided in the United States, Primaris saw opportunities to expand its reach into the nationwide commercial market and think beyond the next government RFP.

THE SOLUTION:

While Primaris had a strong structure to provide services to its clients, due to the nature of working primarily with government contracts, the company was virtually unknown outside that arena and had never developed a true marketing program. JONES helped Primaris develop and launch a marketing strategy, almost as though bringing a new company to the market. That meant thinking through everything from positioning the company's brand to developing content that would nurture leads and enable sales.



THE SOLUTION



POSITIONING THE BRAND

Positioning Primaris for the commercial market required taking a step back and truly defining the company's service offerings and the methodology in which they are offered. JONES facilitated conversations amongst all departments to aid in creating a brand focused around the TIME Improvement Model. That model, along with service offerings grouped into 10 solution categories, would provide the framework for a brand position and strategy that introduced Primaris to the commercial healthcare market.



BUILD A CONTENT STRATEGY

Developing the overall strategy for introducing Primaris to a national commercial market required collaborating with all areas of the company to define services and identify how to organize them in a way that would reinforce what Primaris has to offer to the healthcare community. By bringing in JONES as a neutral party with expertise in marketing, Primaris was able to bridge gaps between departments and gain buy-in across the board for a new approach. With its experience and expertise, JONES provided backup to the marketing department in presenting the benefits of an inbound marketing approach to the executive suite. Inbound marketing, using a variety of content to establish industry leadership and attract leads through the company's website, was central to the new Primaris approach.



CREATE VALUABLE CONTENT

The content strategy and creation include monthly campaigns focused on each of 10 service areas, with content created around those service area themes for each stage of the sales funnel, including white papers, checklists, solution sheets, ROI calculators, and sales questions and call scripts. Blog posts reinforce each month's focus, with a target of at least five blog posts per month covering that service area.

Content creation has been shared between existing in-house staff and JONES staff writers and designers, providing Primaris with the needed writing expertise and allowing resources to be directed toward marketing and sales support focused on managing incoming leads.

Along with content hosted on the Primaris website, wider exposure for the company was generated by placing monthly thought leadership articles in publications within the healthcare consulting industry.



ATTRACT VISITORS & CONVERT TO LEADS

In order to make full use of the power of content, JONES helped Primaris relaunch its blog with greater frequency and more compelling content, along with tackling a social media calendar to drive traffic to the redesigned website.

All of this was simplified by the use of HubSpot tools, which work seamlessly together to manage content, publish the blog, schedule social media updates and put into place automated lead nurturing once visitors submit a form on the website.



NURTURE LEADS

JONES created an automated lead nurturing workflow for Primaris, using HubSpot's system, recognizing that only 25 percent of website visitors are ready to buy. Offers of additional content are automatically sent to leads, guiding them through the buying journey from awareness through consideration and evaluation. By automating the lead nurturing process, Primaris can ensure a quick response to inquiries and continued contact with prospects without management-intensive oversight.



QUALIFY LEADS

Among the first things JONES helped Primaris develop were sales questions to ask in qualifying calls, which would create a complete picture of each lead, including their needs.



ENABLE SALES

That information, gathered in lead qualifying calls, enabled sales representatives to craft specific presentations targeted to each customer, increasing the chances for closing a sale compared to using a standard presentation for all prospects. Other sales-specific materials included sales message training, RFP templates, and a Primaris experience sheet, customized to address each of the 10 identified service areas.



ANALYZE RESULTS

By using the HubSpot content management platform, with dozens of built-in reporting tools, Primaris is able to easily identify which marketing tactics are driving the most web traffic, the most leads, and the highest conversion rates. Those hard numbers are vital for marketing to prove ROI to the chief financial officer and maintain his support for ongoing efforts. HubSpot's reporting gives Primaris confidence that the company is moving in the right direction.

THE RESULTS

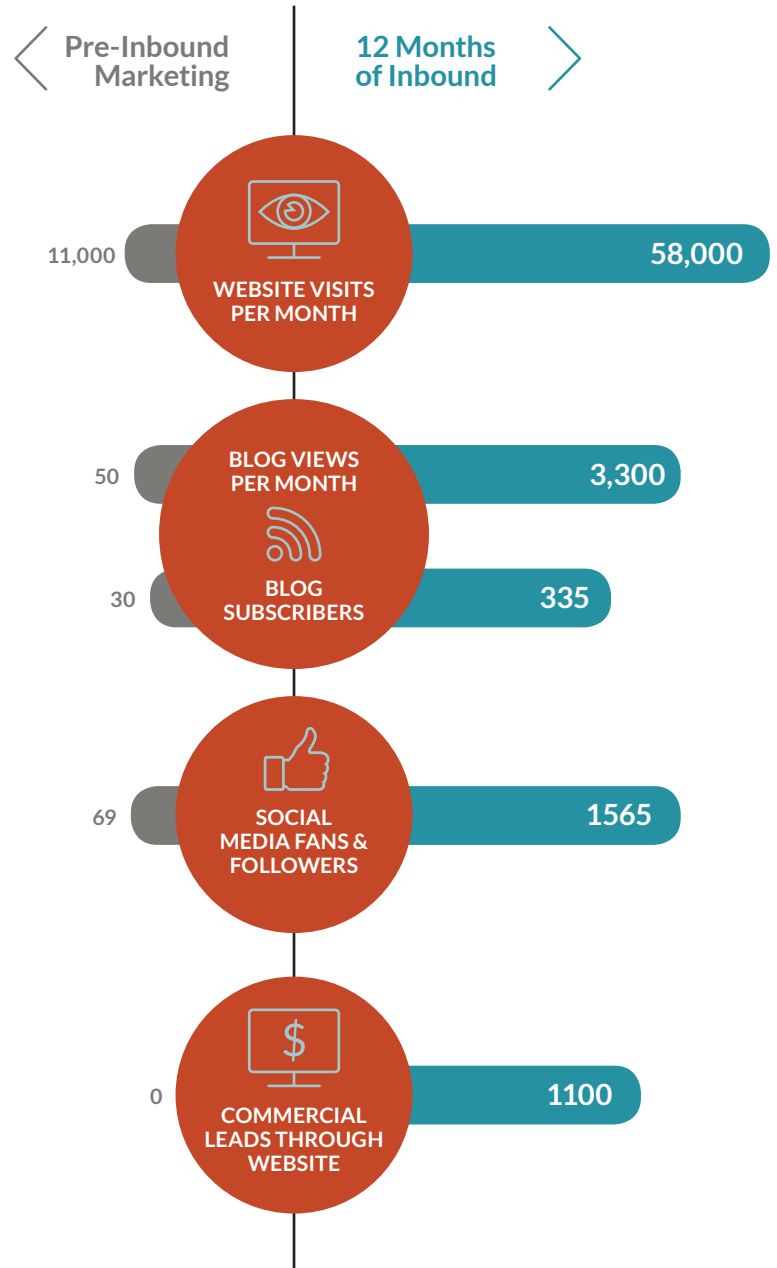
Primaris kicked off its new branding, marketing strategy and content creation, including a re-invigorated blog on Jan. 1, 2015, and by the end of the year had generated **more than 1,000 new leads in the commercial market**, where they were previously an unknown entity.

That lead generation was driven by increased website visits and landing page submissions, the forms a visitor fills out to access content, which automatically place them into a lead nurturing system.

In the first month, website visits increased from a pre-campaign average of 3,300 per month to more than 4,800; by the end of the year, the Primaris website was receiving 58,000 visits per month.

Blog readership, which had been fewer than 50 views per month under Primaris's previous approach, totaled more than 40,000 views in 2015, with more than 10 times as many subscribers as it originally had.

In just one year of inbound marketing, **Primaris averaged nearly 100 new leads per month**, priming their lead nurturing program to move leads through the buying journey. The most important difference in this new traffic? It involved the commercial healthcare market – not just government entities.



Learn how JONES can help you achieve the same success.



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How JONES Leveraged HubSpot & Inbound Marketing to Put Primaris on the Healthcare Map



Healthcare consulting firm **Primaris** chose JONES, a **HubSpot Certified Partner**, to launch its national brand utilizing the inbound marketing philosophy, and achieved fantastic success, generating more than 1,000 inbound leads through their website in the first year.

Here's what made JONES and HubSpot the right combination:

JONES Helps Marketing Teams Get Up and Running on HubSpot

"We knew inbound marketing was the right approach and we had good intentions transitioning from the old-school outbound marketing to inbound. We purchased HubSpot, but quickly became overwhelmed. It's a lot to learn. And, the learning curve is steep. We partnered with JONES because every single one of the JONES team members is certified in Inbound Marketing and all things HubSpot.

"JONES gave us a solid inbound marketing strategy with a plan that delivered content at every stage of the marketing funnel. They made sure our website, blog, calls-to-action, landing pages and workflows were set up correctly.

"The simple truth is we would not have been able to get up and running on HubSpot and inbound without JONES as our partner. They delivered the strategy, content, and HubSpot expertise, training and support required for success."

— Rachel Verslues, Marketing Manager, Primaris



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JONES Fuels Inbound Marketing by Delivering Quality Content the First Time Every Time

“HubSpot requires content—lots of content—to be effective. Like many marketing teams, consistently producing a high volume of quality content was a huge challenge for us at Primaris. And, as a manager, I was tired of spending a large portion of my time editing the content my team was producing. To get our inbound program off the ground, I needed to refocus my efforts on more strategic work. Not only was JONES a great strategic partner for inbound marketing, but their team of seasoned writers is invaluable. With JONES, I, literally, never had to edit their content. JONES is one of the few partners I’ve ever worked with that can deliver high-quality content the first time, every time.”

— *Reeve White, Director of Marketing, Primaris*



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JONES Transforms Company Blogs into Lead Generating Machines

“Linking the Primaris blog to the HubSpot platform was essential to our success. After hiring JONES, our blog went from fewer than 50 blog views a month to more than 3,600 blog views a month. More importantly, our blog began delivering hundreds of sales leads every month.

“When we hired JONES, they explained how our current approach to blogging was all wrong. Our blog posts weren’t optimized for organic search. We weren’t linking to content offers in the text of every blog post. It wasn’t hooked into a marketing automation platform that could track leads. By implementing JONES blog strategies and putting our blog on the HubSpot platform, we increased visitor to lead conversion rates by 121 percent.”

— *Reeve White, Director of Marketing, Primaris*

MONTHLY BLOG VIEWS

50 BEFORE JONES

3,600 AFTER JONES

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121% 

JONES Gets Organic Search, Content Promotion and Distribution Across Digital Channels

“Before we hired JONES, we had content. However, our content wasn’t getting read by very many prospects, nor was it driving enough leads for the sales team. When we hired JONES, they helped us understand why our content wasn’t being consumed and helped us fix the problems. They made sure our content was findable by optimizing every piece of content for organic search. They helped us get a process in place for promoting our blog posts and content offers and distributing them across digital channels like Twitter and LinkedIn. SEO and content promotion made all the difference, bringing 500 percent more visitors to our website, and driving more than 1,000 inbound leads.”

— Jason Tyler, Marketing and Communications Coordinator, Primaris

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JONES Helps Marketers Maximize Lead Conversion

“At Primaris, we are focused on converting the visitors we attract into leads and customers. Before we hired JONES, our website bounce rate—the percentage of site visitors who leave after visiting one page—was way too high. JONES did an analysis and helped us see that the content we were providing wasn’t what they needed. JONES revamped our content strategy and helped us create content for every buyer persona at every stage of the sales funnel. But, that’s not all. They improved our visitor-to-lead conversion rate to above industry norms. At Primaris, our conversion rates for landing pages now average 25 percent, thanks to the changes we implemented with JONES.”

— Rachel Verslues, Director of Marketing, Primaris

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JONES Goes Beyond Lead Generation, Delivers Needed Sales Enablement Solutions

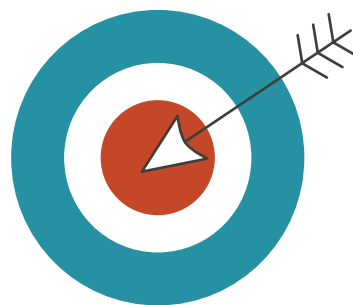
“We were generating a lot of leads, but we didn’t have a sales process in place to follow up and turn those leads into customers. This was a huge frustration for marketing, and a major challenge for the company. We needed a process that created sales accountability.

“JONES helped us set up that process and identify activity goals and metrics required for the sales team to meet revenue goals (number of monthly dials, live conversations, emails delivered, discovery calls set up, proposals delivered). Then they delivered the sales training to put the process into practice.

“JONES also helped us put some core sales pieces in place, like call scripts, discovery questions, and proposal templates. Then, they helped the sales team maximize the great content marketing that had already been created by engaging prospects via email sequences and templates that were quick and easy to set up in the HubSpot CRM. JONES truly helped us enable the sales team far beyond just delivering leads.”

— Robin Corderman, Senior Account Manager, Primaris

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Are you ready to harness the power of HubSpot and inbound marketing?

JONES is ready to help you.

Schedule a free consultation to learn more about how partnering with JONES can jumpstart your inbound marketing efforts and turn content into customers.

REQUEST YOUR CONSULTATION