

Case study: Digital Marketing



Introduction

OR Specific is a manufacturer of operating room equipment, and we have been working together with them for multiple years. In Europe, they sell operating room instruments tables to hospitals, that nurses can use to lay their surgical equipment on. Their tables are unique in Europe, especially because of the large size of the surface area. This is a useful solution for the larger surgeries in particular.



The synergies between digital marketing and sales

OR Specific is a great example of how powerful the synergy between digital marketing and sales can be. OR Specific's goal was to break into the European market – especially Germany and the UK. They produce operating room instruments tables, that nurses can use to lay their surgical equipment on. In order to sell the product, they wanted to get in touch with operating room (OR) nurses. The sales team ran into four barriers when trying to connect with these people:

1. OR nurses are very hard to get ahold of. They are either doing surgeries, working on their administration, or at home.
2. OR nurses are not the decision makers. Once OR nurses were excited about the product, we also had to talk to procurement.
3. The product is new to the market. This generally makes the decision making process long. Because people are not familiar with the concept, we have to start from zero in the customer journey. We need to create product awareness before trying to convert leads into clients.
4. OR Specific's brand awareness in Europe was low. Especially in Germany, trust is important for doing sales.

Digital Marketing provides additional opportunities to draw attention from your target audience

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Goals

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1. We set up landing pages

OR Specific already had a corporate website for the North American market, but for Europe there was no website in place. That's why we set up landing pages (you might refer to them as pillar pages or microsites). Here:

- We connect with the target audiences in their own language;
- We take the time to introduce the brand and the product, before going into too much detail;
- We address the needs of all the target audiences. Where OR nurses are more interested in the way the product works, the procurement managers are probably more interested in if it's a good investment;
- We provide people with several ways people to express their interest, ranging from a giving us a call directly to a newsletter sign in form in case people first want to know more about the product.

As you can tell, by creating these landing pages, the content can be tailor-made for that target group. The fact that we're communicating with people in their own language is a big plus – it shows commitment to their market, and gives the feeling that we're nearby.

Another very important reason for creating landing pages is because they are the foundation to promote your product using online channels. After all, country-specific landing pages are nice, but it's even better if you make your target audiences aware of the fact that you're there. That's exactly what we did for OR Specific.

2. We started online advertising

To promote OR Specific's operating room tables, we set up LinkedIn and XING advertising. (In case you've never heard from XING, it's the biggest B2B social network in Germany). Reasons for these two channels are that 1) people are not actively looking for the product online, 2) it's a B2B product, and 3) we want to connect with a very well-defined professional audience. Both LinkedIn and XING provide the option to target people based on job description.



Strategy

First of all, we identified the target audience that were relevant for the decision making process:

1. OR nurses
2. Procurement managers
3. Surgeons

Next, we set up six advertisement campaigns – one for each target audience, in both German and English. We defined the advertising audiences based on job descriptions and company industries. This looks like this, for the German OR nurses campaign:

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Job Titles current ▾

Surgical Technologist X Surgical Nurse X Director Of Surgical Services X

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

We then created multiple ads, for every target audience. All ads were tailor-made for the target audience, and we addressed the unique selling points of the products for that specific audience. The nice thing, especially with LinkedIn, is that LinkedIn will automatically select the best scoring ad(s), and – based on the objective – push the best ad more.



Results

All of the campaigns together generated 91,190 impressions, 693 clicks to the landing pages and 8 leads in a months' time, and for € 2,800 in advertising budget. Again, this was with a very targeted, very relevant and normally very hard to reach target audience. Considering the situation before we engaged in digital marketing, the results are really good.

And now?

Digital marketing is not a one-shot thing. Research shows that it takes around 6 to 8 touchpoints to turn a person into a viable sales lead. With online advertising, you will create the first touchpoint. When you have their attention, it's important to start building the relationship and connect with them on a regular basis. Digital marketing is not the deal-closer. It's the deal-enabler.

You want to make sure your audience feels that you understand their challenges and have a high quality product to help them overcome these challenges.

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Interested?

Are you interested in the added value of EuroDev for your business?

Contact our VP of Digital Marketing at l.ruiterkamp@eurodev.com



VP Digital Marketing

- Lars Ruiterkamp, MSc.
- 10+ years experience in international digital marketing
- Specialisms: Communication
- Speaks: English, Dutch and German

Why choose EuroDev?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding, we have partnered with over 300 companies to help them define and meet their European business goals.



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