Digital Marketing and
Lead Generation Services

Launching an International Startup in the Competitive U.S. HealthTech Market

Business Development & Marketing Transformation Globally

Transform & Drive Demand

BDMT Global
TRANSFORM AND DRIVE DEMAND

BDMT Global took an Asian ultrasound startup from ground zero to 450 U.S. sales leads applying a comprehensive strategic approach, leveraging trade shows, and using digital marketing and distributor outreach.

Founded in 2012 by an ER physician, Company N is a startup and manufacturer of the world's first fully wireless handheld mobile ultrasound. Company N designed the first pocket-sized wireless probes that weigh less than 1 pound, featuring a 12-hour battery, iOS and Android device compatibility, and built-in WiFi.

The rise of portable ultrasound devices that are used at the patient's bedside for both diagnostic and therapeutic purposes was driven by a fast-aging population and the need to follow the patient, rather than bring each patient to the ultrasound clinic. Affordable and portable point-of-care ultrasound systems were growing in adoption.

In 2017, they sought to launch in the U.S. market.

Engagement Objective

Prior to working with BDMT Global, Company N had attempted entering the U.S. healthcare market within several segments, from radiology to veterinary medicine. Company N found very limited success in its initial market entry.

In late 2017, Company N's CMO approached BDMT Global to restart their US market launch in 2018, this time by targeting the primary care segment.

Comprehensive Transformation

In order to reignite Company N's market entry, BDMT Global conducted an in-depth SWOT analysis, competitive benchmarking, interviews and analysis of internal capabilities and skill sets.

We developed an Annual Launch Plan and implemented multiple missing keys to success as strategies and tactics to advance the client's presence and footprint in the U.S. Market.

1. Build Digital Lead Generation Engine and Advertising Process
2. **Rev Up Lead Generation Engine and Digital Marketing Process**
3. Leverage PR to Create References and Demand in the Medical Market
4. End User Marketing - User Experience Stories and Influencer Relationships
5. Trade Show Marketing is the Best B2B Sales & Marketing Channel
6. Inbound and Outbound Tactics to Create a Strategic Trade Show Marketing Mix
7. Post Trade Show Follow-Up and Distributors Outreach

Rev Up Lead Generation Engine and Digital Marketing Process

Digital Presence Foundation and Preparation Stage

BDMT Global started Digital Marketing Outreach by defining the Key Market Segments and Target Audience. Then, we built the Digital Lead Generation foundation by analyzing Digital Footprint and closing gaps with urgently needed content.

Digital Footprint Audit and Website Configuration

BDMT Global bolstered Company N's digital presence by conducting an audit of digital properties owned by the client (website and social media) and prioritized refining the website to better match the U.S. market best practices, including optimized SEO for key webpages, higher quality graphics, and improved page loading time. BDMT Global activated social media to launch ongoing U.S. Market-related communication and activities.

Sales Assets Development

After developing a customized market entry strategy with key tactics designed to drive sales leads through each stage of the sales funnel, BDMT Global developed a series of high-quality brand-building assets during the following 3 months. We started with the most critical missing assets: a product-focused whitepaper and a targeted introduction video geared towards primary care doctors.

During this initial preparation stage, BDMT Global helped Company N develop customized content to promote their unique selling points and value offerings to target markets, providing faster market education for prospects at different stages of different stages of the funnel, and a better visitor-to-lead converse.

Multi-Channel Campaign Setup and Optimization

Next, BDMT Global developed a multi-channel targeted digital advertising campaign strategy, using Facebook, Google Ads (AdWords), and LinkedIn to leverage the newly developed assets as key tools in audience targeting. Digital advertising enabled BDMT Global to promote Company N's brand by establishing Company N's presence online, promoting the brand name and products to make inroads into a new market.

Through digital advertising, brand promotion was now restricted by physical (geographical) locations, and lead generation optimization became possible by promoting Company N in each key region of the United States separately. In addition, each digital channel had specific targeting criteria that could be used to define specific characteristics for ad viewers (e.g. job title, special interests), increasing ad relevancy and ad spending efficiency.

2017 Rank	Metropolitan Area	2017 Population
1	New York - Newark - Jersey City, NY - NJ - PA	20,320,876
2	Los Angeles - Long Beach - Anaheim, CA	13,353,907
3	Chicago - Naperville - Elgin, IL - IN - WI	9,533,040
4	Dallas - Fort Worth - Arlington, TX	7,399,662
5	Houston - The Woodlands - Sugarland, TX	6,892,427
6	Washington - Arlington - Alexandria, DC - VA - MD - WV	6,126,589
7	Miami - Fort Lauderdale - West Palm Beach, FL	6,158,824
8	Philadelphia - Camden - Wilmington, PA - NJ - DE - MD	6,906,120
9	Atlanta - Sandy Springs - Roswell, GA	5,884,736
10	Boston - Cambridge - Newton, MA - NH	4,836,531

Ad Campaign to Reflect Demand Funnel

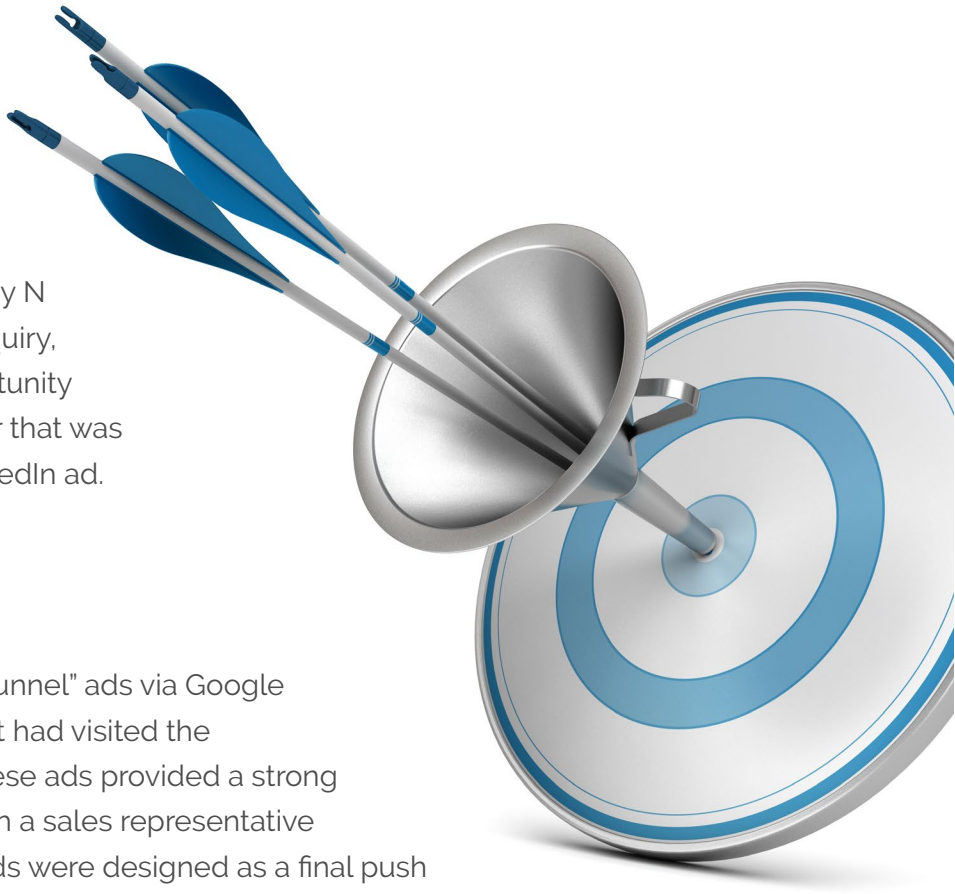
With all channels in full swing and led by the digital strategy, BDMT Global began quickly driving leads into the Company N sales pipeline, generating an average of 30 leads per month and promoting Company N's brand in all corners of the US, including Alaska and Hawaii. To aid Company N's small sales team, BD-MT Global set a marketing and sales process in place, organizing leads into a CRM system and nurturing them until they were sales-qualified.

Top of the Funnel

As the first step in the digital campaign, BDMT Global created a series of "top-funnel" ads, primarily through Google Ads. Through a deep dive into end user search trends, keyword research, and careful analysis of higher volume, lower cost keywords, BDMT Global developed a Google Ads campaign segmented into 3 groups: Branded (keywords specific to Company N brand names and products), Mobility (keywords related to mobile/portable aspects), and Function (keywords related to the various ultrasound applications Company N's product could scan for). In addition, BDMT Global developed LinkedIn Sponsored Copy content as an additional top-funnel channel to reach end users.

Mid-Funnel Leads

Leveraging the website, whitepaper, and retargeting ad capabilities allowed for further brand reinforcement and capturing of leads at the "mid-funnel" stage. In particular, leads who had previously engaged with Company N in top-funnel efforts, but made no sales inquiry, were "retargeted" and given another opportunity to engage, by downloading the whitepaper that was shown to them via a Facebook and/or LinkedIn ad. Retargeting recaptured traffic and interest.



Bottom-of-the-Funnel Leads

Finally, BDMT Global developed "bottom-funnel" ads via Google Ads, LinkedIn, and Facebook. For leads that had visited the mid-funnel page, but had not engaged, these ads provided a strong call-to-action to invite them to connect with a sales representative to discuss their ultrasound needs. These ads were designed as a final push for leads to engage with Company N, by offering a free 1:1 evaluation session to discuss their specific requirements.

Each ad group had its own landing page to capture lead information and help categorize follow-ups into the proper categories.

Digital Marketing Results

From a performance perspective, BDMT's digital advertising consistently performed at or above industry benchmarks. Our team used 3 key metrics to measure performance:

- cost per click (CPC)
- click-through rate (CTR)
- cost per lead (CPL)

We compared the client's results to Wordstream's CPC and CTR, HubSpot's CPL industry data, to benchmark the performance.

For CTR, in Healthcare and Medical, the industry average CTR for Google Ads was 1.79%.

BDMT's campaign achieved a CTR of **1.91%**, about **12% above the industry average**.

For CPC, the industry average CPC was $3.17.

BDMT's average CPC was **$2.86**, almost **10% lower than the industry average.**

For CPL, the industry average was $286

BDMT's average CPL was **$190.20**, over **33% lower than the industry average.**

Retargeting's cost per lead was almost 59% lower than top-funnel CPL, which meant that leads were also being re-engaged in resource-efficient ways

Altogether, these metrics demonstrated that Company N's ad budget was being used in the most efficient ways to drive both awareness and sales inquiries in key markets, which was ideal for a startup that needed to be conscious of how every dollar was spent.

Out of all produced leads, our marketing team delivered only the most interested, purchase-ready prospects to Company N's small sales team.

In total, BDMT's efforts drove over 250 qualified leads (primarily product inquiries) and ended up accounting for over 30% of all digital sales leads.

About BDMT Global

Business Development & Marketing Transformation (BDMT) Global is an outsourced growth & marketing execution team offering strategic go-to-market and business development services and leverages a digital growth skillset to help international entrepreneurs and companies break into the U.S Market. BDMT Global expands entrepreneurs' network of partnerships, creates strong industry references in the US market, generates distribution channels, and maximizes sales efforts.

Headquartered in Boston, the firm is widely recognized for helping growing companies with the comprehensive development & implementation of go-to-market strategies, global marketing outreach, digital transformation, and new market/new product launches.

In addition to the firm's global services, BDMT Global expands clients' network of partnerships, creates strong industry references in the US market, generates distribution channels, and maximizes sales efforts. The company's marketing & leadership resources and training strengthen clients' internal marketing capabilities to help them successfully enter the U.S. market.

The division is led by Suzy Im, former VP of TribalVision and an internationally recognized name in global marketing and has been featured in publications such as Fortune Magazine.

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