

3X Sales Boost for a Healthcare Client with our bullet-proof Outbound Nurturing Market Strategy

Massive rise from 40% to 70% leads advanced to the sales funnel.

Industry: Healthcare
Location: New Jersey



"LakeB2B's Outbound Nurturing elevated our healthcare marketing strategies to the next level by ensuring we are talking to the right leads at the right time within our Total Addressable Market.

- Adam Link, CEO.



OUR CLIENT:

**Q1-6 Sales Pipeline/
Potential Closed**

**Q2-13 Sales Pipeline/
Potential Closed**

**Q3-22 Sales Pipeline/
Potential Closed**

The client is a top Healthcare client in New Jersey. The Unit serves the entire Eastern American Region, with a diverse healthcare portfolio. The Healthcare conglomerate was on lookout for innovative ways to reach its Total Addressable Market and expand their market presence by reaching out to the most educated buyers in the New Jersey and connecting cities.

Our outreach strategy was focused on educated buyers, the leads were more developed when they reached sales. As a result, while the same number of leads were selected by sales, more than triple the number moved into the sales pipeline with potential to close.



CHALLENGES:

The client's marketing team was managing a database of 12,000 contacts and sending out a monthly email newsletter through Constant Contact. The email newsletter had a solid reactor rate (open or click thru) of 10% on average. While the content was helping to create awareness, it was not generating any active leads for the sales team

Over a 12-month period the healthcare giant also began to see a decline in the metrics from their inbound outreach. Response rate went from 20% down to 10% and it was taking twice as many touches to reach half as many people

LAKEB2B's Outbound Nurturing Solution:

We focused on additional outreach to those prospects who had gone dark after a consultation, meeting or a call. We identified the drawbacks in the current sales funnel and filled all the gaps required to get in touch with the right clients for the healthcare business.



We combined all contacts into a master database so that the email campaign, lead development and sales tracking can all be managed through one combined system.

We built up a bigger audience for the newsletter, and over a two-year period we grew the list from 12,000 to 45,000 contacts. During that time the open/click thru rate also grew from 10% to 20%.



RESULTS:

Once we integrated everything into one system and focused our outreach on early stage leads who had been exposed to content, the metrics increased exponentially.

Since the outreach/nurturing was focused on educated buyers, the leads were more developed when they reached sales. As a result, while the same number of leads were selected by sales, more than triple the number moved into the sales pipeline with potential to close.

We introduced the referral management system of record by over 100 hospitals nationwide, their technology helped our healthcare client more effectively to manage their own referrals by better matching patients to resources