

B2B marketing that has a direct impact on lead generation

Are you leading a B2B sales team for a healthcare tech company? Do you feel that your current marketing falls short of your goals?

Healthcare B2B sales can be challenging! Products are complex, your prospects may resist innovation, and sales cycles can take months.

Healthcare marketing for B2B sales teams

LevinsonBlock is a healthcare marketing agency that specializes in sales-driven digital healthcare organizations.

We have developed a bundle of marketing tools that directly support lead generation for your sales team.

Need more info? Drop me a line at peter@levinsonblock.com



LevinsonBlock outcomes: lead generation

Organic search:
increase in # of
conversions

225%

Google Ads:
increase in # of
conversions

167%

Over one year

Blog+email program

Blog+email benefits

**Organic search:
increase in
visitors**

80%

Over one year

Inbound blogs and outbound emails work together to speed up lead generation by pushing the blog content into your prospects' inbox.

On your website, blog pages for each post can offer a trackable call to action (CTAs) for converting prospects at different stages of their journey. In addition, the blog page generates insights about your prospects through analytics.

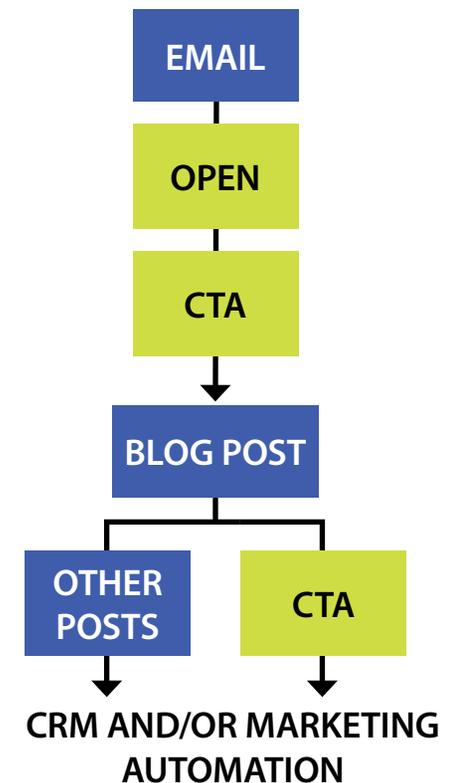
How it works

- When a blog is posted, it is promoted by email to your prospects. The email features a content preview and a CTA that links to a dedicated blog page with the full article.
- The blog page will feature the full content plus a CTA, such as a case study or a demo offer. If the prospect clicks on the CTA, they convert into a CRM lead. In addition, the prospect is offered links to other relevant posts, extending their time on your website.

The value of relevant content

For specialized B2B healthcare, it is vital that the content be laser-focused on your prospects' needs and interests. If you deliver generic, irrelevant content, your program will fall short of objectives.

Engagement path



Digital advertising

Overview

Paid digital campaigns such as LinkedIn Ads or Google Ads are effective for accelerating outreach and generating leads.

Google Ads

Google Ads are effective for finding prospects who are actively searching for a solution. The campaigns revolve around selecting the right keywords, setting bid amounts that control your positioning in Google, and continual tests of ad content.

**Google Ads:
increase in
conversion rate**

225%
Over one year

**LinkedIn Ads:
response form
conversion rate**

24%

LinkedIn Ads

LinkedIn Ads deliver ads based on detailed specifications for your target audience.

LinkedIn is an effective way to precisely target your prospects, especially if your team is already using LinkedIn as a sales platform.

We recommend using sponsored content ads: these are posts that appear in your company page that will be promoted and targeted beyond your own page's audience



LinkedIn sponsored content ad by LevinsonBlock

Case studies

Case studies are powerful. They are stories that offer a direct 3rd party endorsement of your service. And they have multiple applications in the sales process.

Each case study follows a challenge, solution, outcome structure. Since they are likely to be viewed online, they are set up in deck format.

They can be offered to prospects as downloadable PDFs. In addition, when posted as a web page, they can boost SEO performance.

Case study utilization

- **Early stage:** Download from website. Introduce programs, position your firm as a credible and trusted partner
- **Initial contact:** Email offer. Case studies are seen as objective educational content
- **Sales meeting:** Adds substantial and relevant content to sales kit, validating your firm.

BOCA PHARMACY CASE STUDY

Helping low-income patients when other pharmacies couldn't



Community Health Center of Northeast Oklahoma's low-income patients needed access to medication, but the big pharmaceuticals said there wasn't enough business to make it worthwhile. There was only one solution: find a pharmacy that placed people ahead of profits.

Background
Like many rural areas, several counties in northeastern Oklahoma lacked access to healthcare. Affordable prescriptions were a particular problem. In 2014, Community Health Center of Northeast Oklahoma (CHCNEO) began opening clinics and other facilities to help residents.
But skyrocketing prices for medications put many medicines, especially life-saving treatments, out of reach for many residents.

Challenge
For two and a half years, CHCNEO started a SAGE program. It is one of the largest primary care programs in the state. The program's volume over time. The big

"These hearts are in line with ours. Boca is a responsive, professional pharmaceutical company that cares about patients first, bottom line second."

Case studies by
LevinsonBlock

LevinsonBlock CASE STUDY

Leading pharma company sees 4.6x increase in days on therapy using AI patient targeting



Nurture emails

Overview

Email is a powerful way to leverage sales activity.

A nurture campaign consists of content templates for emails sent by the sales team in coordination with your sales cadence. They can be integrated with a CRM or sent as needed.

Nurture emails periodically offer content your prospects value such as case studies and infographics.

Typical package components

Pre-meeting

1. **Cold email** – Goal: take my phone call
2. **Missed call email #1** – Goal: spark interest, take my call
3. **Missed call email #2** – Goal: spark interest, take my call

Post-meeting

4. **Yes email:** client interested – Goal: help close
5. **Maybe emails:** a suite of emails each focused on a benefit or content offer – Goal: spark interest, continue process
6. **Not interested email:** use the Maybe emails but less frequently – Goal: touches, spark interest

Website performance

Your website may not have to be torn down and rebuilt to optimize performance! Often incremental improvements driven by continuous testing of new content, calls to action, form design, and website architecture result in higher search rank and increased conversions.

Website optimization and SEO

For SEO results to improve, your website needs to progress in a number of ways. First, the website must present a continual flow of relevant, fresh, and original content to your target audience.

Second, issues with the website's theme, layout and overall structure that hold back performance need to be fixed.

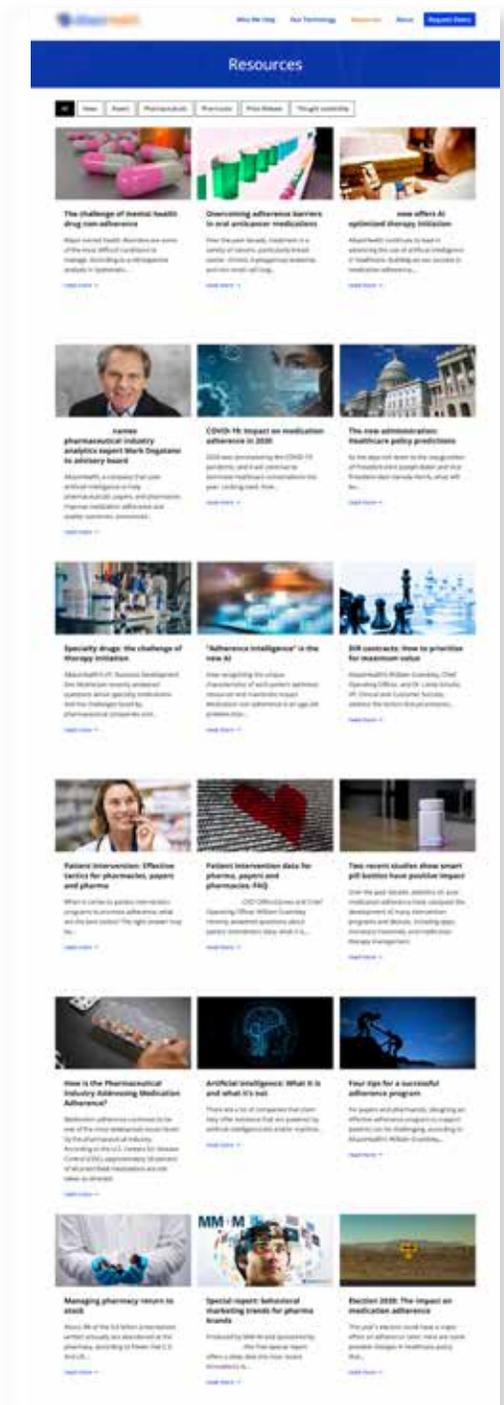
Google prioritizes mobile performance, so information architecture, content structure, on-page tagging and other components must be optimized for mobile devices.

Website analytics

Your website needs to be maintained and improved over time. So insight into traffic analytics, in addition to Google traction, keyword performance, and data are necessary to effectively drive content strategy and website performance.

**SEO: increase
in # of indexed
keywords**

145%
Over one year



360° website content program by LevinsonBlock

Explainer videos

Overview

Explainer videos are very short animated videos that tell your story. They present your solution to a problem that your stakeholders face. Explainer videos typically contain:

- Problem statement
- Solution
- Solution benefits
- How it works

Benefits

- They simplify and humanize complex solutions
- Videos get attention: Especially at the start of the buyer journey, when prospects don't want to invest time.
- Some audiences prefer video over other media
- They boost search rank for your website

Videos and the prospect journey

- **Early stage:** View on website and social media.
- **Initial contact:** Email offer. Video expands the ways you engage with prospects.



Still from explainer video by LevinsonBlock

Sales kit

Overview

Sales kits consist of a branded pocket folder that packages customized inserts and other literature.

It's used for in-person meetings, or can be mailed.

Benefits

- Like a bespoke suit, a professional sales kit enhances your brand's professionalism and makes your organization look bigger.
- Flexible format enables you to customize materials for each prospect.
- It organizes and unifies disparate content

HEALTH HOME

Are you concerned about your Medicaid clients once they leave your office?

Are they receiving the social services they need? Are they adhering to their treatment plans? Do they need behavioral health care?

Hudson Valley Care Health Home services can decrease risk and improve outcomes for your patients in their communities where they live and work.

Hudson Valley Care Health Home services

Care coordination - we manage
We assign a dedicated care manager who manages your patient's medical and social needs through an individualized care plan. This includes coordinating

Transitional care - we stay connected
Through our relationships with Hudson Valley hospitals and medical facilities, we are promptly notified when your patient enters or is discharged from the healthcare system. We work with providers to ensure that patients have access and are connected to follow-up care in a timely fashion.

HARP HCBS

Extra support that improves your Medicaid patients' lives

Your Medicaid patients with serious mental health and substance abuse issues often need extra support in improving their lives, not just their health. If your patient is eligible, they may be enrolled in a Health and Recovery Plan (HARP) and be receiving home and community-based services (HCBS).

Hudson Valley Care partners with MCOs and HCBS programs to decrease risk and improve outcomes for your patients in their communities - where they live and work.

What is HARP?
HARP stands for Health and Recovery Plan. It is a type of insurance plan provided by your patient's managed care organization. With HARP, members can get help with their recovery and receive supplemental services from a network of community-based services.

What is HCBS?
If your patient is enrolled in HARP, they are eligible for HCBS: Home and Community Based Services. HCBS helps members with mental health and/or addiction challenges achieve their short- and long-term recovery goals.

Continued >

ABOUT HUDSON VALLEY CARE

Care coordination that frees you to treat your Medicaid patients

Hudson Valley Care is a healthcare organization that offers Health Home care coordination services.

We go into the community and coordinate care for our members where they live and work. For providers, the result is not only reduced risk and cost, but also the ability to concentrate on treating your patient. For our members, our goal is to improve outcomes, reduce hospitalization readmission rates and ED utilization for non-emergency issues.

Who we are
Hudson Valley Care is a coalition of 23 agencies serving six counties. Because of our unique collaborative culture, we effectively utilize our partner agencies' years of experience and deep community knowledge.

With Hudson Valley Care, you can concentrate on
conducting physical, nursing visits, and actually treating your patient. Your patient will have a designated care manager who will help them get to your office, help them get Medicaid recertified, remind them to take their medication, and provide support in their community.

Continued >

Sales kit inserts by LevinsonBlock

Clients:

Healthcare innovation

AllazoHealth
AMC Health
Boca Pharmacy Group
HealthPass
Healthix
Lighthouse Guild
MHealthCoach
PLoS Public Library of Science
TruClinic

Other healthcare

Alliance for Lupus Research
Children's Hearing Institute
Fedcap Rehabilitation Services
Forest Laboratories, Inc.
GuildNet
Hospital for Special Surgery
Hudson Valley Care
James Fowler PT
New York Health Home Coalition
New York Orthopedics
Northwell Health
PLoS Public Library of Science
Primary Care Development Corp
PSCH
Rockefeller University Press
Urban Health Plan

B2B digital health sales can be challenging!

It's true – digital healthcare prospects may resist innovation.

LevinsonBlock is a healthcare marketing agency that specializes in working with innovative, sales-driven, B2B healthcare companies.

We connect the dots between sales and marketing. Our lead generation marketing tools are designed to build credibility with prospects and engage them wherever they are in their journey: from downloading information, to signing up for a demo, to closing.

We are a consultancy, so we are flexible about project scope and client size.

Need help getting started?

LevinsonBlock can partner with you as a trusted advisor, or we can act as your virtual marketing department.

Take advantage of our free 30 minute marketing audit by phone.

No matter how you partner with us, we offer insights about how marketing can empower sales.

Let's talk

If you have questions about how marketing can empower your sales team, reach out:

peter@levinsonblock.com

or call 718-438-2563

www.LevinsonBlock.com

