

A CASE STUDY:

Marketing Automation and Within3



Client: **Within3**

“Since implementing our marketing automation strategy with Hileman Group, we have gained efficiencies across the board in both sales and marketing activities. We are now equipped to track, and react to, what’s working versus what’s not in our marketing communications. Further, we can now deliver relevant content at the right time to the right prospects to maximize our marketing impact.”

— Lance Hill, CEO *Within3*

CHALLENGES

Executive Summary

Within3 is a leader in digital collaboration solutions for the health and life sciences industries. Within3 partnered with Hileman Group to help achieve their revenue-driving business goals by improving their lead nurturing and management process.

Challenges

With time and budget constraints in today’s world, it is essential to automate processes that are currently executed manually. Within3 required an efficient and flexible marketing strategy that addressed each of their challenges, including:

- Effectively engaging with a highly segmented audience
- A lack of a cohesive overall strategy when sending on-going communications
- Implementing different priorities, which led to uncertain brand position
- A lack of clear definition and smooth transition from prospect to lead





RESULTS

Solutions

Leveraging marketing automation, Hileman was able to develop a strategy which defined Within3's target audience and provided the audience with **relevant and valuable content** at the right time. Hileman targeted top accounts by job title and personalized dynamic content to address Within3's different communication priorities.

Marketing automation helps provide buyers with information needed to move at their own speed through the purchase process. The integration between the marketing automation system and Within3's CRM provided a seamless delivery from prospect to lead, allowing for measurable ROI.

Hileman Group targeted specific top 20 pharmaceutical companies with individual campaigns, segmenting audience by job titles, functions and industries. Hileman then instituted a set of nurturing emails after the first engagement, guided by key messaging priorities.

Emails included:

- Case study download
- Infographics with dynamic data points
- Demo request
- Consultation request

Results

Execution of the marketing automation strategy has been Within3's most successful lead nurturing solution to date. Their conversion rate is on an upward trend; total conversions increased by 200% compared to previous years. Additionally, the nurture email open rates are 150% higher than industry average. To continue the trend, Hileman consistently tests and evaluates the process and the content to incorporate the newest trends, ensuring the best results for each campaign.

To learn how your company can benefit from marketing automation with Hileman Group, please contact us for your complimentary, 30-minute envisioning meeting.

