

eMAR & EHR Tech Case Study

An eMAR company approached us to take over the marketing efforts as they expanded the eMAR into a full EHR platform. They desired to be a leading provider in their space.

Services: Marketing Consultancy and Strategy, Branding, Web Development, Pharmacy Portal Development, Lead Generation, Social & Google Ads, Social Media Marketing, Competitor Conquesting, Email Marketing



Results

- Re-branded the eMAR platform to encompass new modules and re-launch as a full EHR
- Provided up to 140 leads and demo requests per month between Pharmacies and Communities
- Developed and executed communication email strategies for current customers & prospects
- Developed a website optimized for lead gen that included a customized pharmacy portal
- Worked with sales team to improve their closing rates
- Designed corporate and tradeshow collateral
- Conquered highest tier competitors. Analyzed their marketing strategies, ads, brand and communication style to ensure we were leveling up their efforts
- Provided marketing consultancy on a weekly basis that drove strategy and execution



Est. \$120M+ Acquisition

Company was acquired by the number one competitor in the eMAR/EHR technology space. Estimated acquisition was over \$120M.