

# Senior EHR Technology Case Study

An EHR company wanted to expand their footprint in the industry and grow their client base.

Services: Marketing Consultancy and Strategy, Web Landing Pages, Content Writing, Whitepapers & Guides, Design, Social Media Marketing and Lead Generation



## Results

- Generated 92 avg. leads per month
- Jan 2024, the CEO reported their sales and recurring revenue had grown by nearly 30% YOY – for the past two years – since engaging with Riithink
- Content, branding, blogs, emails, ads, whitepapers and guides are now relevant and industry specific
- The client is able to outsource content writing, branding, whitepapers, guides and email marketing to Riithink, their trusted and competent marketing partner

## Goals

- Generate a high volume of leads and schedule product demos
- Partner with a marketing agency that understands the senior care and living space, coupled with technology knowledge
- Grow subscriptions & revenue significantly YOY



## What our clients say...

Riithink is an amazing company that continues to wow us with their ability to create a digital marketing plan that is customized to our unique business. We have experienced remarkable results in improved brand recognition and a social media presence. Plus, it is truly a pleasure to work with the RiiThink team.

Susan R.  
VP of Business Development