

ENA's Content Marketing Strategy + Our Marketing Automation Expertise = Breakthrough Success for Our Clients



Overview

ENA was tasked with creating and executing a content marketing program that would engage healthcare professionals (HCPs) by providing relevant branded and unbranded content designed to increase brand awareness and loyalty. The content was to be disseminated by multiple digital channels: via the branded website, through an automated digital marketing campaign, Google AdWords campaigns, and targeted online advertising.

Goal

To communicate differentiating messages for a rare disease brand in a saturated market and engage HCPs with relevant content.



Brand Challenges

- A highly-specialized and rare disease market
- Competes in a saturated market with well-established competitors
- Uncovering and promoting unique differentiating brand benefits



Strategic Imperatives

- Provide compelling content marketing to HCPs to strengthen brand loyalty
- Increase brand awareness and pass qualified sales leads to the client
- Segment and target messaging based on user engagement
- Provide ongoing and consistent messaging over an 18-month period
- Measure results and pivot messaging accordingly



ENA Solutions

- Develop a series of compelling content magnets that encourage HCPs to engage with the brand
- Design a comprehensive digital marketing automation campaign targeting healthcare professionals through a series of 10 unique emails
- Produce corresponding landing pages that provide greater detail and engagement surrounding the magnet
- Create gated content accessible through the branded website
- Establish a series of Google AdWords campaigns to drive traffic to gated content magnets
- Develop clear and targeted banner ad campaigns
- Ensure all campaign components are responsive for the best user experience (UX)



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The Cohesive Process Included:

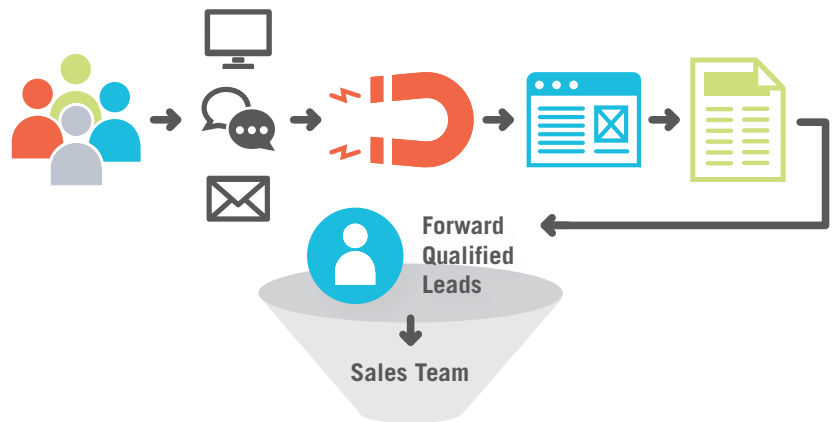
- **Content Magnets**
 - 10 content magnets focused on both unbranded and branded content
 - Measurement
 - Downloads and print fulfillment requests
- **Email Campaign**
 - 10 unique and targeted emails
 - Measurement – open rates, click thru rates, opt-ins
- **Landing Pages**
 - 10 content-rich landing pages with clear calls to action
 - Measurement – visits, form completions, magnet downloads
- **Website**
 - Content to provide new, gated information for engagement
 - Measurement – visits, form completions, magnet downloads
- **Google AdWords Campaigns**
 - 10 campaigns and landing pages
 - Measurement – click thru rates, unique visits, form completions, magnet downloads
- **Banner Ad Campaigns**
 - 5 campaigns and corresponding landing pages
 - Measurement – click thru rates, visits, form completions, magnet downloads



Results

- We targeted a list of 6,200 HCPs
- Open Rate: 9.62% (596 HCPs)
 - Open Rate Industry Standard (HCP): 3-5%
- Action Taken (Form Fill/Download): 8.11%
 - Action Taken Industry Standard (HCP): 2.4%
- ROI: 596 new leads passed to brand sales team

Create Engaging Content and Lead Magnets



ENA Offers Extensive Experience in Content Marketing and Marketing Automation

- Vast experience in developing creative and engaging content marketing initiatives designed to engage both professionals and patients
- Deep knowledge of automated marketing solutions
- Expertise in all facets of implementation and integration of lifecycle marketing strategies
- Full compliance with regulatory guidelines



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