



CASE STUDY: CO-BRANDED LEAD GENERATION FOR EQUIPMENT FINANCING ORGANIZATION

When a highly regarded equipment leasing and financing firm wanted to build awareness of how it could help hospitals with their technology funding needs, it turned to Health Forum to create an integrated, credible and highly effective campaign.

The multi-channel initiative, built on a foundation of thought leadership and executed via a range of engaging tactics, exceeded all expectations, generating **more than twice** the number of “marketing qualified” leads expected.

CHALLENGE

In order to generate interest and engagement, the equipment leasing and financing firm needed to establish itself as an authority in the minds of its prospects. To achieve this objective, Health Forum conducted a **joint survey** with its client on the current state of technology funding and priorities at U.S. hospitals. The survey’s results and insights derived from it were then turned into an engaging report that could be leveraged in multiple ways.

THE GOAL: to use this content to create new contacts, and to nurture existing prospects so that at least 125 leads would reach “marketing qualified” status.

CAMPAIGN

Over a period of two months, Health Forum worked with the client to identify its best targets, develop key messages, and execute a multi-channel engagement campaign to fuel the pipeline.

This campaign targeted health care professionals in hospitals and health systems that were selected from Health Forum’s high-quality database of health care executives and professionals – built from multiple sources across the American Hospital Association. Targeted titles included chief information officer, chief financial officer, chief nursing officer, facilities vice presidents, finance directors, VPs, management and other finance titles.



“AHA Health Forum truly acted as an extension of our marketing department with this campaign. Much consideration was put into the target audience, content/message, lead generation, and reports. Using one key asset, Health Forum designed different forms of content that could appeal to the different members of our target audience. All of this was extremely valuable to us for brand building, and their scoring method with opens and clicks provided us with **over 250 qualified leads.**

The campaign exceeded our expectations. With the number of qualified leads we received, we had new discussions around how we are leveraging the campaigns, what we are doing with the leads, and the best way for our salespeople to follow up.”

- Assistant Vice President, Marketing

Using the survey report content as the key asset, Health Forum deployed a range of marketing tactics to generate and build interest:

- E-promotions
- *Hospitals & Health Networks* article
- Infographic
- White paper report



Health Forum launched the campaign by developing an informative white paper report that highlighted key data from our joint survey. This white paper was promoted and available through e-promotions to two separate streams of prospects: new and existing.

Over the following weeks, the target list then received a series of e-promotions highlighting various aspects of the report in order to drive additional downloads. Throughout this period, Health Forum supported the campaign with a series of postings on our social media channels, including Twitter, LinkedIn and Facebook.

In addition, the client was positioned as a thought leader through its native article published on *H&HN's* website (Health Forum's publication covering the health care field), which is viewed by an average of 115,000 hospital and health system executives each month.

RESULTS

More than 280 “marketing qualified” leads were delivered to the client with 38 downloads of the white paper report as a result of this campaign. The client saw more than double the anticipated number of marketing qualified leads, with a mix of both new and existing prospects.

38

WHITE PAPER
DOWNLOADS

251

EXISTING PROSPECTS
PURSUED MORE
INFORMATION FROM
THE CAMPAIGN

280+

QUALIFIED LEADS
DELIVERED



READY TO LAUNCH YOUR CAMPAIGN?

Contact Carl Aiello at caiello@healthforum.com.

