

## THE CLIENT

Our client is an **American manufacturing company and supplier of high quality healthcare products** - everything from pre-formed orthoses, alarms for fall management, cushions, diagnostic imaging and operating room accessories, orthopedic rehabilitation equipment, ergonomic workplace solutions and emergency preparedness.

## CHALLENGES

- The client needed to understand **how to define its B2B online marketing strategy**, how to grow an online community around their brand and what channels are most effective for achieving this goal
- The project required quick ramp up and proven marketing results, along with a streamlined strategy for converting traffic into sales

## SOLUTIONS

- NNC helped create the strategy to articulate priorities from a solution branding, online marketing and sales perspective
- NNC analyzed and benchmarked competitors' strategies and developed an optimal workflow, maximizing results achievable within the time and budget allocated by the client
- Our team took charge of ramping up social media channels such as Twitter, Pinterest and LinkedIn developing online marketing actions for driving traffic to the client's website and converting it to sales

## RESULTS

- The client pursued our recommendations and engaged our team into operating the whole online marketing activities putting a clear emphasis on Twitter
- The NNC team build up a solid B2B Twitter followers base on the client's account, **increasing the referral traffic from this source by 400% and averaging between \$200 - \$400 in sales per week** in the first year
- Our team handled all marketing operations, bringing results on measurable KPIs