

# Medical Device

## Customer Journey Design

### Executive Summary

Our medical device client was searching for a way to increase the number of leads they were driving to their sales reps and increase sales. The ultimate goal was to design and track the journey of the customer from Awareness to Retention and all the touchpoints in between.

### Challenge

There was a disconnect between the online & offline world from the time moment the sales rep would interact with the lead, to when they would become a customer. This was driving total sales and reorder rates down.

### Solution

McKay Advertising + Activation developed a 45-point Customer Journey design. The customer journey design incorporates:

1

#### A Cohesive Media Plan (10 touchpoints)

- Taking control of the Awareness portion of the customer journey and then driving customers to convert
- TV, Print, YouTube Ads, Google Ads, Bing Ads, Retargeting, Custom Audiences, Phone Calls, Collect leads via forms, Process insurance information through detailed forms

2

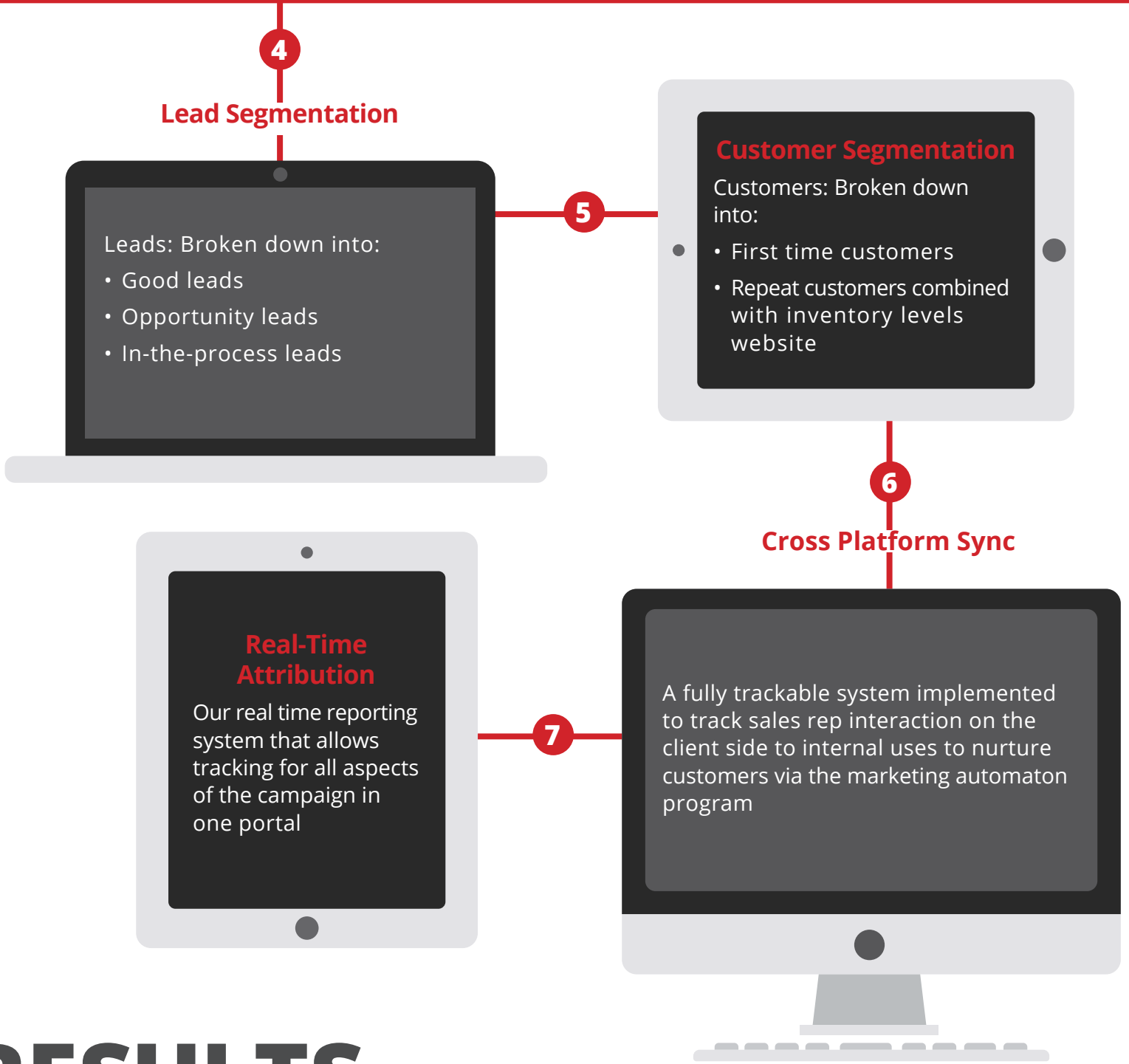
#### Website Development

- Build a highly convertible website

3

#### Marketing Automation Program (35 touchpoints)

A 35-point touch automated program designed to nurture leads based on where in the customer journey they list. **From Consideration > Retention**



# RESULTS

*After implementing the design the client has been able to:*

1. Make internal decision to influence business decisions using the data provided
2. Revamp their internal structure and trim the fat in the organization
3. Digitize their sales process
4. Increase productivity of their sales rep