



SUCCESS STORY | MEDICAL DEVICE MANUFACTURING

Medical Device Manufacturer Creates Buzz With Content Marketing and Demand Generation



INDUSTRY

Medical Device Manufacturing

COMPANY GOALS

To raise awareness of the brand and current events affecting kidney care professionals.

WEBSITE

transonic.com

Introduction

Why partnered with Kuno

A medical manufacturer partnered with Kuno Creative for a comprehensive inbound marketing strategy, including content creation, sophisticated retargeting and demand generation efforts.

Expectations of partnership

What initially began as an effort to generate new leads for a line of cardiothoracic surgery products, has grown to include work on several other product lines including hemodialysis, OEM and research.

Benefits Kuno offered

Kuno provided a comprehensive content marketing strategy that helped the client connect with and educate audiences about a timely topic that could affect the future of their practice. Combined with our demand generation expertise, Kuno was able to help our client reach a wider audience, generating more leads and allowing for greater brand recognition.

The Strategy

Services Utilized: Content Marketing and Demand Generation

A sweeping set of initiatives — the Advancing American Kidney Care initiative — aimed at reducing kidney failure, increasing the number of kidney donations, and making more treatment options available to dialysis patients.

While the initiative seems like a good step forward on its surface, it is set to have many consequences for patients, dialysis providers, and kidney care professionals.

To raise awareness of the initiative as well as the brand, Kuno along with client-provided subject matter experts, created a two-part campaign consisting of a downloadable eBook, an interactive webpage, and short promotional video ads.

In the first piece, How the Advancing American Kidney Care Executive Order Could Affect Dialysis Clinics, Patients and Kidney Care Professionals, the Kuno team took a deep dive into the initiative and the state of kidney care in the United States. The goal of this piece was to raise awareness of the potential impacts of the Advancing American Kidney Care initiative; raise awareness of the state of kidney care in the United States; raise brand awareness.

As a companion to the eBook, the team also created an interactive webpage that compared kidney care in the United States versus the rest of the world. At the bottom of the page, we placed a CTA to download the eBook.

To promote each piece, we created a series of ads for Facebook which ran for 90 days. We targeted nephrologists and dialysis nurses by job title and interest.



Results

Over \$25K In Influenced Revenue

Industry Expertise

This campaign helped the client cement their reputation as industry thought leaders. They received positive feedback from kidney care professionals around the country that the content was informative and helped them better understand the initiative and how to prepare.

Influenced Contacts

Overall, the entire campaign influenced over 3,000 contacts and generated nearly 200 new contacts (this number is independent of the Facebook ad statistics).

Quick Stats



17,833

additional clicks to website



6%

click through rate (industry average for B2B is 0.78%)



\$5

cost per conversion (industry average for B2B is \$24)



746

increase of contacts



Over \$25,000

influenced revenue



Over 3,000

influenced contacts

The Vision

Kuno is now a valued part of the medical device manufacturer's marketing team, providing support, feedback and ideas to help the client meet its goals.

Going forward, we plan to continue promoting this company through continued demand generation and content creation through blog posts, downloads and interactive content, which will maintain their status as a thought leader and innovator. Our goal is to incorporate video into their marketing strategy to target busy physicians and other healthcare professionals.

99

"Kuno has helped us improve every area of our marketing from content creation to demand generation and SEO. We've been able to get in front of our target audiences with valuable, helpful content and build trust."



Rick Regole

General Manager, iCONN Systems

Kuno Can Help Your Company Achieve Similar Results.

Schedule a consultation with one of our inbound marketing experts.

[Let's Plan Your Growth](#)