

Content Generates Success for Infectious Disease Product Distributor

In our New York Market, our Advance Healthcare team worked with a client hopeful to launch two new, national products, connecting users with solutions for health and safety. Combining a robust digital marketing strategy with content creation. Using the kind of content development pointers above, a variety of assets were developed for distribution.

- **Landing Pages**
- **Videos**
- **Whitepapers**
- **Sponsor Content and Web Articles**
- **Email Communications**

These materials were generated to feature the targeted industry types in their finished forms. That meant the experience felt personalized to the recipient, making the content feel more relevant and timely. The video collection was viewed more than 1 million times! Deployed using the emails, social media and display, the client experienced big results.

The Results Were Palpable:



5,000%

WEB TRAFFIC



ONLINE SALES GREW BY

8,000%

IN LESS THAN
12 MONTHS



30,000

NEW USERS TO SITE

That means that patients that truly need your services will find them more easily.

Outcomes in content marketing, as in healthcare, take time. Be patient, but consistent. Content marketing is about your audience finding you, in their natural internet travels as well as in paid promotions and direct communications.