CASE STUDY

INTEGRATING CRM & MARKETING AUTOMATION TO BUILD EFFECTIVE SALES PIPELINES

CLINICAL INK

The Client:
Clinical Ink, a global clinical technology company, offers a suite of solutions for capturing and integrating electronic data from sites, clinicians, and patients at its source.

The Challenge:
Clinical Ink's BD and marketing teams were operating in siloes, which held back the sales pipeline from being as effective as it could be. Marketing used HubSpot while BD used Salesforce. While both of these systems were functioning on their own, they were not integrated. Marketing gathered the top of the funnel leads and passed them off to BD, but lead nurturing was missing. Clinical Ink looked to SCORR for a solution to synchronize the teams and the technology and pipeline effectiveness.

The Solution:
First, SCORR integrated HubSpot and Salesforce, refined lead qualification and handoff protocol, and channeled BD and marketing team efforts through complementary processes that worked in tandem to meet organizational goals.

Next, SCORR began strategy implementation. Lead scoring was top priority as it assisted the sales team in outreach prioritization and helped marketing further nurture most-needed leads. Lead scoring was based on Clinical Ink's commercial goals so BD and marketing could work in unison. SCORR analyzed content available, website touch points, and demographic and behavioral trends to create a strategy that identified potential leads that may have fallen through the cracks. This helped BD make data-driven decisions to generate more meetings while keeping the sales funnel manageable.

Clinical Ink had three distinct audiences with different needs and messaging but lacked defined buyer personas. This meant that each team member that touched a lead would need to research who that lead was and determine the best message to send them — which wasted time. SCORR defined buyer personas, ensuring marketing automated outreach accounts for the role/job function of the prospect and tailors messaging accordingly. Buyer personas also allowed inside sales to quickly determine the appropriate messaging that would resonate. Because the audiences were segmented, Clinical Ink could track distinct customer behavior and customize communication based on those preferences.

> "Prior to lead scoring, there was no way to narrow targets and prioritize calling individuals. Because lead scoring was implemented, I now have a clear playbook. I was able to qualify an SQL last week by calling a potential lead that the lead score identified as a strong opportunity."
>
> Hiro Takata,
> Sr. Director, Business Development,
> Clinical Ink

The Health Science EXPERTS

Clinical Ink wanted to be able to periodically bring leads that had fallen off from outreach back into the fold . SCORR streamlined their marketing automation and other HubSpot Marketing Hub features, ensuring the pipeline was fully built out, there was more effective outreach targeting, and that Clinical Ink could focus on the right leads and disregard others.

Conclusion:

> Over the first six-month period working with SCORR, Clinical Ink gained 509 marketing qualified leads, with 55 sales qualified leads from marketing

> Leads were more qualified when they got passed over to BD as they provided more information about the contact

> Marketing leads have brought in 11x more revenue to the business YTD 2020 than in all of 2019

> With a refined funnel, marketing and inside sales are now able to contribute to forecasting both closed sales and the robustness of the pipeline

> SEE OUR WORK

WITH MORE THAN
2,000
POTENTIAL LEADS NEWLY IDENTIFIED IN THE SYSTEM, THERE WERE 765 MQL LEADS AFTER DEPLOYMENT

> **Lead scoring:** The process of assigning points to each lead generated that is based on multiple attributes, including the content they've downloaded, the information they've provided, & how they've engaged with your website

> **Buyer persona:** A semi-fictional representation of your ideal customer based on market research & real data about your existing customers

> **Marketing automation:** Overlaps with lead nurturing, but is the platform with associated tools and analytics to develop a lead nurturing strategy

> **Lead nurturing:** Developing a series of communications (email, social media, etc.) that have the intention of qualifying a lead & keeping them engaged through the sales funnel

> **List segmentation:** Building marketing lists using demographic, geographical, and behavioral information for each campaign to specifically tailor to the desired audience that lives within the full database

About SCORR Marketing
SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide. Learn more at www.SCORRMarketing.com.

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