



# Lead Generation and Updated Messaging Delivers Strong Results for Digital Pharmacist

## ABOUT DIGITAL PHARMACIST

Digital Pharmacist was formed through the merger of TeleManager Technologies, PocketRx and RxWiki. Using their communication and digital marketing solutions, they enable independent pharmacies to find and help more patients, enhance revenue streams and drive better patient adherence. The company is headquartered in Austin, Texas with offices in Newark, New Jersey and is the official digital partner of the National Community Pharmacy Association.

*“You have done such a fantastic job 'launching' us and we will always be very, very grateful for that. The quality of the work is very impressive. You just hit the nail on the head each time.”*

-Chris Loughlin, CEO, Digital Pharmacist

## The Opportunity: Company Merger Creates Need for Lead Generation, Scoring and Brand Alignment

Digital Pharmacist was in the relatively early stages of operating as a new entity. With no internal marketing team in place, the organization sought a full-service marketing firm capable of strengthening its lead generation efforts and marketing technology investments. In learning about Digital Pharmacist's value proposition and go-to-market strategy, Launch Marketing also recognized a need to update the organization's brand and messaging to more effectively reflect the wider capabilities brought about by their merger.

## The Solution: Lead Generation Campaign, Lead Scoring, Brand and Messaging Updates

Launch Marketing recommended focused cross-sell and upsell lead generation campaigns to capitalize on the expanded value proposition and reach of the merged entities. Opportunities to streamline existing lead generation campaigns were also identified. Additionally, improvements to Digital Pharmacist's lead scoring model were suggested to enable effective tracking of campaign performance and further optimization.

Launch optimized lead gen efforts, resulting in an

# 87%

increase in MQL conversion to “Working”

Additionally, Launch's lead gen campaign optimization efforts resulted in a:

- ↑ **157%** increase in MQL conversion to “Opportunity”
- ↑ **25%** increase in MQL conversion to “Closed/Won”



## OPTIMIZED LEAD GEN CAMPAIGN EFFORTS

- *recommended focused cross-sell and up-sell campaigns*
- *improved lead scoring system*
- *aligned recently merged entities on go-to-market strategy*

Launch Marketing also recommended steps to align Digital Pharmacist's respective entities on consistent go-to-market messaging. This plan was constructed with a view of the newly merged entities' unique elements and historical go-to-market approaches and emphasized the wider set of features and benefits now available to their customers.

Launch Marketing was retained by Digital Pharmacist to act as the virtual marketing arm of the company, providing advisement, in-depth direction and campaign execution throughout the engagement. In doing so, Launch helped to update the company's brand, messaging decks and website to enhance Digital Pharmacist's market position and post-merger strengths. Refreshed collateral and rate cards, sales presentations and "Pharmacist" and "Patient Reviews" videos were also developed to reflect their updated messaging.

Launch Marketing also updated the company's lead scoring models and tracking mechanisms to enable effective performance management of their various marketing campaigns. In tandem, Launch Marketing developed and carried out targeted email campaigns, cross-sell and up-sell campaigns, Facebook campaigns, newsletter enhancements and partner marketing campaigns to drive a higher volume of qualified leads through Digital Pharmacist's sales pipeline.

## The Results: Significant Increases in Marketing Qualified Leads Converted to Working and to Opportunities

From Q1 to Q2, Digital Pharmacist experienced a remarkable 86.65% increase of Marketing Qualified Leads converted to "Working." Digital Pharmacist also saw a 156.92% increase in the conversion rates of MQLS to Opportunities, a 73.42% conversion rate increase of Closed/Won and reported strong alignment across their organization around the company's messaging and brand refinements.

Leaders from Digital Pharmacist were very pleased with the results and continue to work with Launch as needed to address specific marketing initiatives. "You have done such a fantastic job 'launching' us and we will always be very, very grateful for that. The quality of the work is very impressive. You just hit the nail on the head each time," said Chris Loughlin, CEO of Digital Pharmacist.

