

CASE STUDY

MEDUSA MEDICAL

Industry: Health Care

Medusa Medical Technologies: Transforming Healthcare

Medusa Medical Technologies Inc. is a company focused on providing electronic patient reporting systems that improve prehospital healthcare delivery. Medusa creates innovative emergency medical software that allows paramedics to document patient care with a computer, instead of pen and paper. It's a simple concept, but one that has improved the care that paramedics provide. It enables quick decision-making when minutes matter, resulting in better patient outcomes. This is a system that no healthcare team should operate without.



The Problem

- Low web traffic and website visibility
- Passive marketing resulting in vague leads and a lengthy sales cycle

Like most businesses in the healthcare industry, the goal for Medusa was making their presence known to members within the healthcare system. Being in the unique position of offering a service that could be considered integral to the smooth operation of any ambulance service, Medusa needed to communicate this to healthcare providers and administrators looking to improve operations. “Our software can revolutionize operations within an ambulance service. In a healthcare environment, this can be translated into more lives saved and better patient care. We needed the health industry to know our software could help,” said Oliver Nemeskéri, VP of Marketing at Medusa.

Medusa had low search engine visibility, and as a result, low website traffic. Further, Medusa had no way of knowing who was visiting their site and what product or service each visitor was interested in. “We were at a point,” said Nemeskéri, “where we knew our current marketing approach was failing us.” With leads remaining unqualified, sales reps had no way of targeting prospective buyers product information, thereby increasing the sales cycle and marketing costs.

The ActiveConversion Solution



Lead Generation

Lead Conversion

ROI

Search engine optimization, combined with ActiveConversion, quickly enhanced Medusa's online presence while empowering Medusa with information about their web traffic and potential buyers.

"With the right keywords and content optimization, we were able to optimize our website. Our traffic has improved 117% and continues to increase at a steady rate of 5- 10% every month! And, the number of unique visitors to our website has more than doubled," explains Nemeskéri. Using search engine optimization and pay-per-click advertising strategies (the latter produced a 20% increase in visitors alone), Medusa could establish itself as a real online presence to prospective clients.

Getting prospective clients to the website was the first step. Once they were there, ActiveConversion enabled Medusa to hone in on each visitor's interests and buying potential. By tracking behaviour, such as case study downloads and form fills, the marketing team now knows who is interested in what.

"We were finally able to align our marketing efforts with our sales activities," says Nemeskéri. "With the information provided by ActiveConversion, our marketing team can qualify leads to the sales team, who can then prioritize and nurture the leads accordingly." In simplifying the marketing and sales process with the right information, Medusa was able to shorten the sales cycle and actually measure the success of their marketing efforts.

Knowing which search terms are used most often to locate the website and what pages of the website each visitor concentrates on has proved to be invaluable information to the Medusa marketing and sales teams. By generating a simple lead report, the team can easily assess leads according to activities performed on the website and the geographical location of each visitor.

With the implementation of search engine optimization, pay per click and ActiveConversion, the healthcare community is more aware of Medusa's ability to provide this lifesaving technology.

About ActiveConversion

ActiveConversion is the leader in total marketing measurement, lead management and demand generation systems for companies with fewer than 1000 employees. They make it easy to see which marketing initiatives are paying off, and introduce you to sales-ready leads.

ActiveConversion delivers service through a low monthly subscription, on a hosted solution that has 99.5% uptime, and which has been security certified by KPMG and Salesforce.com. This platform has proven scalability and requires no IT support or servers.

For more information call 1-877-872-2ROI (toll-free U.S. and Canada). Email and other info can be found on the contact page. ActiveConversion was founded in 2004 and is a private company.