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Problem

Metiri Group had purchased multiple laboratory companies across the United States and needed communications to activate the markets.



The data for customer and prospect lists was outdated and decentralized.



A centralized contact database did not exist.



Metiri Group was unable to communicate to segmented target markets with specific problem/solution messaging.

METIRI

Metiri Group Email **Marketing Program**

Email marketing program for national laboratory firm.

Overview

A plan was developed to activate the target markets with email marketing and marketing automation.



Accurate, centralized, and segmented lists were created. 36,000 contacts were developed nationally.



36,000 contacts were developed from 5 unique laboratory ERP systems and consolidated.



We developed segments of target audiences by geography, job title, and buyer persona.

Action

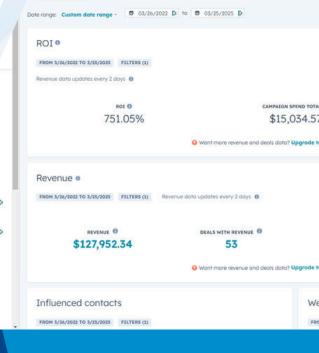
A segmented and personalized email program was developed for each target market and channel.



Personalized email with problem/solution messaging to segmented target audiences.







National Laboratory Company's Email Nurture and Growth Campaign

Developed and launched segmented, personalized, and growth-focused email program.



Solutions



Hubspot Email Marketing Program

Launched Hubspot Professional Marketing Hub for marketing automation and email nurture program.



Data Optimization

Segmented lists of clients and contacts were developed to activate personalized campaigns.



Personalized Email

Problem/solution messaging with conversion-optimized landing pages were designed to activate specific target audiences for specific services.

Outcome

Activated each laboratory's geographical market.



Over 170,000 emails sent

25 unique campaigns with over 90 unique emails and messages.



Conversion Rates Achieved:

As high as 42%

