

Marketing Funnel (Q2)

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Paths To Conversion

- Paid ads → demo LP
- Paid social → demo form/newsletter form/RPM guide form
- SEO/regular web traffic → specific pages (RPM guide/blog/demo) or ChatBot
 - YouTube & Pinterest will supplement SEO
- Outbound (Sales)
 - Who does get follow up from marketing?
 - Do during the sales process or only to re-engage?

Current Nurturing Strategies

- Webinars
- Retargeting (paid social)
- Newsletter
 - Video series will supplement this
- Auto responder emails (for those who convert on website)

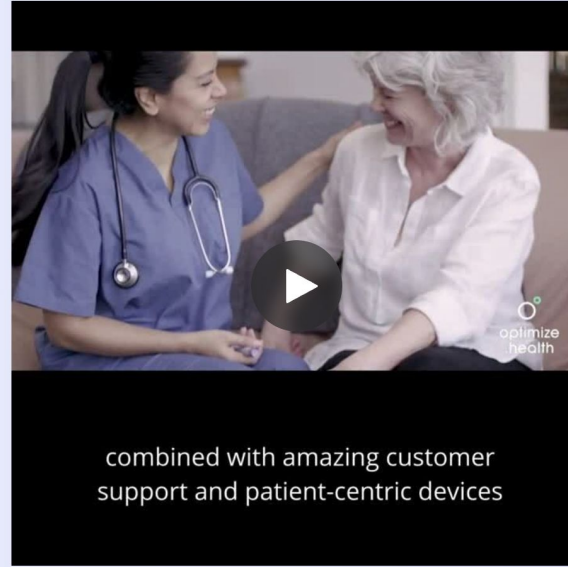
Segmentation:

- Cardiology
- Nephrology
- General Practitioners
 - Should this be a “general RPM” message?
 - See next slide for an example
 - Can this be repurposed into content for administrative staff/practice managers?

Will we be reaching out to only unassigned prospects or even those with owners?

Improve the provider-patient relationships with continuous care.

- » **Real-time patient data** to intervene when it matters most: before an adverse event
- » **Easy-to-use devices** that engage patients in their own care & in their own homes
- » **Extend access to care** between office visits for better visibility into patient health
- » **Remote care reimbursement** from Medicare & private insurance



Example of “general RPM” content to repurpose

Things To Consider

- Most MDs know about RPM but their staff doesn't
 - While they are the primary decision makers, their staff might be stakeholders
 - How much of a priority should “The Basics of RPM” content be?
 - Even for MD-specific content, how much should we rehash the basics
- Misconceptions to address:
 - Make sure MDs know patients do NOT pay for devices (or anything else)
 - Reimbursement is not just from Medicare anymore & private insurance is now pro-RPM
- People enter funnel at different stages
- Anytime we can test, we should

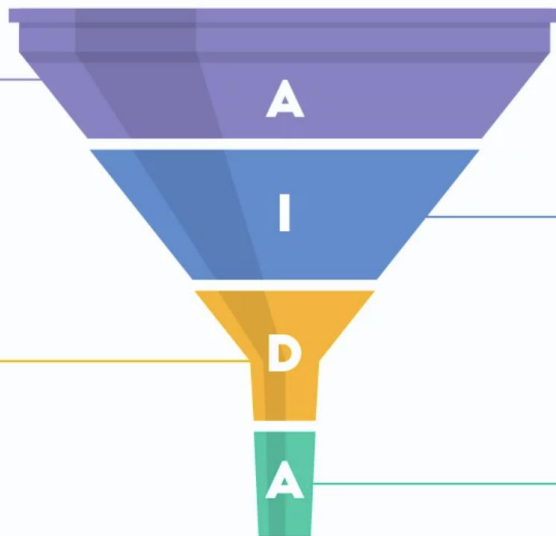
#1

AWARENESS

- Articles
- Advertisements
- Webinars or Podcasts
- Paid Search/ Landing Pages

MARKETING CHANNELS ACROSS

AIDA STAGES



#2

INTEREST

- Web Content
- Social Media and Blogs
- Newsletters
- E-mail Campaigns

#3

DESIRE

- Whitepapers
- E-Books
- Brochures
- Microsites

#4

ACTION

- Case Studies
- Testimonials
- Data Sheets
- E-Learning

#1

A

Attention

Customer is experiencing pain point but doesn't recognize the specific problem.

Content that draws attention to the specific problem.

#2

I

Interest

Customer is interested in information that will help solve the problem.

Informational content that moves the customer into the next phase.

#3

D

Desire

Customer desires solution and is evaluating alternatives.

Content that convinces that your solution is the right one for them.

#4

A

Action

Customer wants to make the purchase decision.

Content with a strong call to action and a simple path to follow to complete the sale.

Content Pillars:

The goal is to show how RPM is transformative in 4 areas:

1. Billing
2. Coding
3. Reimbursements
4. Monitoring

This should be reflected in every step of the marketing funnel

Stage 1: Awareness (Problem/Need Recognition: TOFU)

- How can we tailor our paid ads & social to these specific audiences?
- What are their pain points in all 4 pillars? What's the RPM/OH solution?
 - What's the best way to show this in ads?
- Outbound marketing (besides paid ads and social)
 - Once we have a sufficient video presence, YouTube ads and Facebook video ads are a good idea
 - Trade shows and events: QR codes on brochures
 - Influencer marketing
 - Podcast advertising

Since we are starting with people in our CRM, this step is not as much of a priority right.

Stage 2: Interest (Information Search: MOFU)

- Goal is education
 - For administrative staff, we should start at basic RPM education
- What are their pain points in all 4 pillars? What's the RPM/OH solution?
 - Create an email series around this with helpful content (supplemented by newsletter & video series)
 - Get stories from sales, customer success, etc. to make videos/infographics (digestible bites of information) that provoke interest quickly.
 - Recycle blog posts
 - Summarize RPM guide, webinars, sales calls, etc.
 - Do NOT send actual case studies
- What is our goal?
 - Only a small number will request a demo
 - For those who need more nudging, what engagement will be needed to go stage 3?
 - As much as I don't want to bother prospects, sometimes Stage 3 content will be more helpful. Should everyone go into stage 3 regardless of engagement?

Stage 3: Evaluation of Alternatives (Information Search: MOFU)

- Messaging should be less about educating about pain points and more about educating on **why OH is the right choice**
 - Case studies are obvious choices
 - Make it specialty specific (KY Cardiology to Cardiologists)
 - Customer testimonials
 - Conrado's buyer guide
 - What else can we use?
 - Any comparison sheets would be amazing
- Is the only goal to schedule demo?
 - Should we create content that explains the demo process?

Stage 4: Action

- This stage is to convince the customer that buying is a no-brainer
- If Stage 3's goal is a demo, then does this step involve us anymore or will it just be Sales?
 - Happy to support them with asset creation