Nearly 1,000% Increase in Qualified Leads Over 3-Year Strategic Partnership

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CASE STUDY:

VirtualHealth

When VirtualHealth, an industry-leading medical management SaaS platform for care management, utilization management and data interoperability, first approached Conveyor in Q1 2022, their head of marketing wanted help building a content-driven marketing engine that would meet aggressive growth targets while also scaling a small, specialized in-house team. But their foundation needed work: their website was confusing and outdated, their messaging didn't reflect their go-to-market strategy and their tech stack wasn't optimized to support growth.

Three years later, their marketing program was firing on all cylinders, exceeding their annual lead goal in just the first six months – and the company had caught the attention of another leading health tech player, ultimately resulting in a successful acquisition.

THE CHALLENGE:

A Stretched Team, Aggressive Goals

Initially, VirtualHealth needed foundational help bridging a gap between a senior leader and a more junior team that knew the industry and could execute well within their specializations but had unwieldy workloads and struggled to connect the tactics to broader corporate strategy.

Over the years, the in-house team's makeup shifted. Our focus then turned to thought leadership and refining a scalable marketing engine fueled by content.

GOALS:

Build a solid, strategic foundation for marketing growth

Evolve as the client's marketing approach matured

3 Years, 360-Degree Strategy

Our comprehensive marketing program allowed us to support VirtualHealth's strategy from soup to nuts, as they say.

A few key highlights include:

01   **A Brand Refresh:**
First, we evolved and polished their visual brand to better reflect their preferences and industry trends. After completing a robust competitor analysis, we developed new messaging and launched a redesigned, restructured and rewritten website. Our team then continued on to deliver compelling creative content such as ebooks, white papers, blog posts, infographics and an animated brand explainer video.

02   **A Targeted Marketing Engine:**
A large part of our program was account-based marketing via paid media, and we've run dozens of targeted brand awareness and lead generation campaigns through LinkedIn, Google search, programmatic and content syndication. While we didn't own their marketing operations, we did implement HubSpot Sales to replace Salesforce, move to a target account model in HubSpot and support parts of their conversion strategy, including chatbot and form optimization. We then created custom dashboards to capture performance metrics.

03   **Insightful Thought Leadership:**
One of VirtualHealth's later goals was to bring its experts into the broader industry conversation. We developed white papers and hosted panel-style webinars with key trade publications such as Fierce Healthcare, with our most successful program being with leading industry analyst Beckers Healthcare. And yes, it has paid off – in spades.

Exceeding Expectations

Over the life of the engagement, we saw:

286% increase:
contact-to-customer conversion rate.

931% increase:
lead-to-MQL conversion rate

61% increase:
organic website sessions

60% decrease:
paid media cost per lead while improving lead quality

"I can truly say that my favorite part of working with Conveyor is that I feel like I have a strategic partner who I can tap into for every facet of our marketing. We've worked with them for a couple of years, and by supporting us with a team of experts, it's made it possible for VirtualHealth to function at a high-speed level while producing a high volume of full-funnel campaigns, digital content, and optimizing our website and SEO.

Moreover, when it comes to strategizing for the year and on larger campaigns, Stephanie Stocker has been a godsend. She has helped me truly formulate the vision for VirtualHealth's marketing strategy and content pillars the last couple of years, bringing the team together to help me bring pieces to life each step of the way."

- Sarah Bricker
   Director of Marketing, VirtualHealth

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