

# Case Study

Marketing, Content Strategy and  
Digital Communications Solution  
**Emerging Medical Device Business**

**CRAIN'S**  
**HEALTH**  
**CARE**  
**HEROES**



## SITUATION

A startup company that designs and manufactures more than 25 innovative, customized medical devices needed help with its overall marketing strategy, brand identity, website, social media and media outreach. The founder had already helped thousands with chronic medical conditions and traumatic injuries.



## APPROACH

After analyzing the company's business needs, we optimized its website by improving the design, headlines and visuals – and incorporated patient success stories. Additionally, we leveraged its social media channels, which had been dormant.



## OUTCOME

- The company's new marketing strategy resulted in numerous contacts within the medical industry and led to business discussions with a major medical center.
- The founder was named a health care hero by Crain's Detroit Business
- The company leveraged our monthly web care and analytics report to make continuous improvements on the website, which has been a key component of the company's marketing planning.