

## CASE STUDY

# Co-Branded Lead Generation for Leading Health Care Software Company

The American Hospital Association helped a leading health care software company generate more than 70 marketing qualified leads and 100-plus e-book downloads through an integrated marketing campaign developed to illustrate how to overcome obstacles in incident reporting.

Through an integrated lead generation and nurturing process, the campaign was successful in attracting new prospects to the organization, as well as nurturing existing prospects in order to close business.

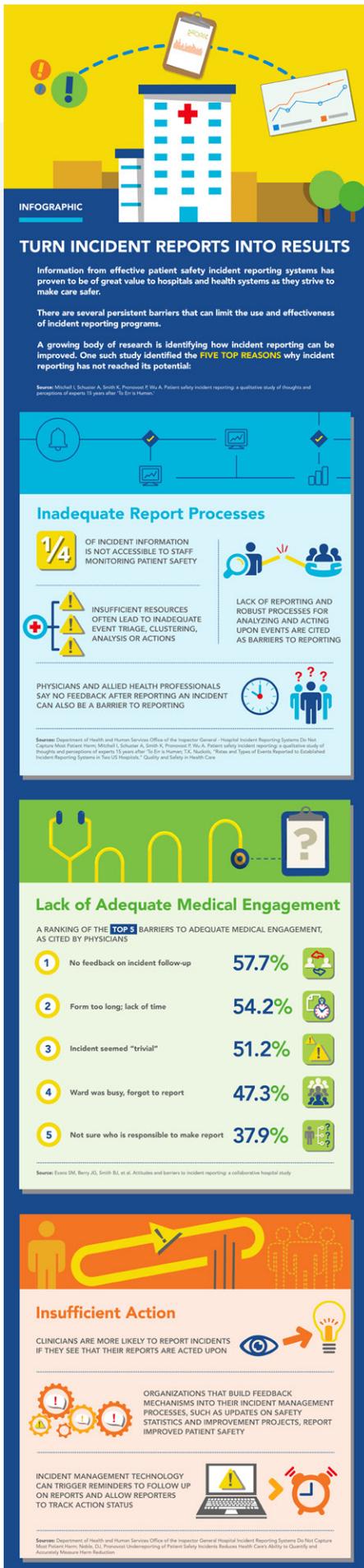
## CHALLENGE

The topic of incident reporting in health care can be complex and difficult to convey in a traditional marketing campaign. A leading health care software company that delivers a valuable solution to the challenge created an engaging e-book on the topic in order to build awareness and generate interest in its offering. This client wanted to reach new prospects with this content, increase engagement for existing prospects, and nurture a minimum of 70 leads to a “marketing engaged” status.

## CAMPAIGN

**The AHA partnered with the client to develop and execute a targeted marketing campaign over a period of three months.**

This campaign targeted health care professionals in hospitals and health systems that were selected from AHA’s high-quality database of health care executives and professionals — built from multiple sources across the American Hospital Association. Targeted titles included Chief Medical Officer, Compliance, CFO & Finance, CHRO & HR, CMIO, Legal, CNO, Nurse Information, COO & Ops, Quality and Risk.





**“We were delighted to work with the American Hospital Association on this e-book promotion.**

The level of prospects who engaged with this content and were exposed to our brand is truly impressive, including many executives (CMOs, CFOs, CNOs, VPs) and directors. One of our clients who downloaded the e-book purchased an additional module last year and several other prospects who engaged with the content are close to signing deals. The e-book continues to deliver new leads for us 6 months after we launched it, and it’s a great resource for our sales team.”

- Director, Product Marketing

Using the e-book content as the key asset, the AHA deployed a range of marketing tactics to generate and build interest:



- E-promotions
- Infographic
- E-book

The AHA launched the campaign by developing an engaging infographic that highlighted key data points from the e-book. This infographic was available for download on a landing page that also offered a download of the full e-book to those who provided their contact information in a form.

Over the following weeks, the target list then received a series of e-promotions highlighting various aspects of the infographic in order to drive additional e-book downloads.

In addition, the e-book was promoted on a web page which an average of 115,000 hospital and health system executives viewed each month.

### RESULTS

More than 180 copies of the e-book on incident reporting were downloaded as a result of this campaign. The client saw a significant uptick in marketing qualified leads, 60 percent of which were new prospects.

101

existing prospects downloaded the e-book

5X ABOVE GOAL

38

of those prospects pursued additional information

70+

marketing engaged leads delivered



### READY TO LAUNCH YOUR CAMPAIGN?

Contact [marketing@aha.org](mailto:marketing@aha.org).

