



Case Study – Ubiquity Group

Persuasive B2B Sales Writing Techniques

Elevate CRRT to a Greater Level of Awareness Among Nephrologists

By Casey Demchak

Copywriter & Consultant

Our goal was to build greater awareness for CRRT that could affect sales not just today, but a year down the road as well. Through the persuasive sales writing techniques employed by Casey Demchak, we went a long way towards achieving that goal.

—Lisa Herter, President and CEO, Ubiquity Group

The Challenge

During my initial phone conversation with Lisa Herter, President and CEO of Ubiquity Group, I realized she faced a unique B2B marketing situation. She had to create a marketing campaign for a large medical device company that educated nephrologists about the benefits of Continual Renal Replacement Therapy (CRRT) as a means of treating acute kidney injury patients.

The challenge was to create awareness about a therapy, not directly sell a device. Making the assignment more challenging was that all marketing messages had to be supported with clinical evidence that proved CRRT is a valid therapy for acute kidney injury patients. The goal being that this evidence would, down the road, sell CRRT treatment devices.

“Nephrologists are really interested in information that comes from factual data and clinical evidence,” said Lisa. “So it was important that we tied our messaging around clinical data, and delivered it in the proper voice and style.”

Having written successful marketing copy for numerous medical device companies during my 17 year career, I knew Lisa’s sales copy would have to be dynamic and persuasive, yet adhere to strict regulatory guidelines set forth by the United States Food & Drug Administration (FDA).

The Client

Ubiquity is a marketing firm that specializes in generating demand for medical device companies. They help companies generate more awareness, product demand, and in turn—greater revenue.

The Journey

“We did a lot of research on nephrologists, specifically looking at their communication preferences, and we developed personas in order to craft marketing messages,” reported Lisa. “Based on our research, we were able to determine that messaging based on clinical evidence and physician-benefit statements would have a higher success rate than traditional or patient-benefit messaging.”

The Discovery

Lisa Herter and her team at Ubiquity concluded nephrologists would spend a very limited time reading any marketing materials related to a CRRT awareness campaign because they were quite comfortable with existing treatment modalities.

“Given we had to move nephrologists to action using very few words, we knew we couldn’t use a general everyday writing style,” reported Lisa. “After consulting with Casey Demchak, we decided to utilize his persuasive copywriting techniques to stress the benefits of CRRT, support our marketing statements with belief builders, and motivate nephrologists to download white papers and sign up for webinars.”

The Solution

After consulting with Lisa, I concluded that campaign print ads, web copy and e-blasts would all feature headlines and subheads that were based on facts pulled from clinical trials and published articles. All of the heads and subheads were concise and communicated important benefits related to using CRRT as a modality for treating acute kidney injury.

Secondary benefits were communicated through sharp, action-oriented bullet points. Descriptive sales copy paragraphs were limited to just a few lines each. The use of benefit-driven headlines, action-oriented bullet points, and very short paragraphs created marketing pieces that had a very open and easy-to-read look.

“Casey also employed confident, strong call-to-action lines,” said Lisa Herter. “If nephrologists only quickly glanced at our copy, we wanted them to get an immediate benefit message, and we accomplished that using his techniques.”

The Implementation

To assure the campaign's persuasive sales messages were consistent and accurate, I developed a key message copy platform, which is an internal document that included all of the approved marketing copy for the campaign. I used the completed platform as a springboard for writing the campaign's print ads, e-blasts and web pages.

By serving as a home for all approved marketing messages, the key message copy platform made it easier to write a body of consistent, persuasive marketing materials that had a uniformed voice and message. This was a much more effective strategy than recreating our messaging as we developed each new marketing piece.

The Results

Lisa Herter reports that the persuasive sales writing techniques I employed in her client's CRRT awareness campaign have been a success. As a key part of the campaign, a new micro site (www.crrtcoumns.com) was launched in October of 2009.

Web-based ads and print ads ran for six months with call-to-action lines directed to specific landing pages that made it easy to track which trade publications and web ads visitors came from. The most surprising statistic was that there were 102 unique visits from six print publications.

Call-to-action lines motivating nephrologists to download white papers have also been a success. To date, the white papers download page at crrtcoumns.com has seen 1,124 views, which account for 19% of total page views.

In addition, campaign call-to-action lines asking physicians to sign up for webinars have resulted in 1,851 page views, or 31% of the total pages viewed on the site.

"It's harder in B2B to measure ROI specifically because product doesn't fly off the shelves," says Lisa. "But our goal was to build greater awareness for CRRT that could affect sales not just today, but a year down the road as well. Through the persuasive sales writing techniques employed by Casey Demchak, we went a long way towards achieving that goal."

Casey Demchak is an independent copywriter and consultant who has specialized in writing compelling B2B sales copy for medical device and healthcare companies since 1995. He is also author of the book, Essential Sales Writing Secrets. He can be reached at casey@caseydemchak.com; or at (303) 697-4793.