

How One Workplace Safety & Health Company Utilized a Multi-Channel Strategy to Generate 20 High-Quality Appointments in Less Than 60 Days

The Challenge:

The Old Methods Aren't Scalable Anymore

Prime Occupational Medicine, a workforce health & safety company was looking to create more demand for their services, capture more opportunities, and increase revenue but their previous methods of passive, inbound marketing were unpredictable and prevented them from scaling.

They needed a way to generate more clients for their health services. They knew that a multi-channel outbound approach was the way to go, they just needed the right company to help them implement it. That's where we came in.

The Solution:

A Multi-Channel Campaign on LinkedIn

After analyzing Prime Occupational Medicine's processes and target market and utilizing our proven playbook we created a multi-channel marketing campaign for Prime Occupational Medicine (Email, SDR, LinkedIn direct messages, LinkedIn content posting, Lead Magnet, LinkedIn ads, LinkedIn Sponsored InMail) to get their core offering in front of hundreds of ideal prospects each and every month.

Here are some examples of job titles that we targeted on LinkedIn:

- HR Manager/Director/VP
- Safety Manager/Director/VP
- Risk Manager/Director/Vp

The Results:

20 Qualified Appointments in Less Than 60 Days

In less than 60 days, this campaign generated 20 appointments with high-quality companies and the client is very happy with the results of this multi-channel campaign.

Thanks to the success and results generated, there is a ton of potential for additional revenue. Each one of these leads has the potential to turn into a new client with the right follow-up in place. Between the emails, calls from SDR, direct messages, and content posting, the potential for more profits in the future is very likely.

About Prime Occupational Medicine:

Occupational Health is a multidisciplinary field concerned with the safety, health, and welfare of people at work. Occupational safety and health programs aim to foster a safe and healthy work environment.

Industry: Workplace Health & Safety

Location: Baton Rouge, LA

View Company Website: <https://primeoccmed.com/>

Think We Can Help?

Let's Chat to See How We Can Help Generate
Quality Appointments for Your Business!