

PR  PEREXPRESSION

# HOW A HEALTHCARE SAAS COMPANY

**Grew Inbound Generated**

**Revenue by 466% in**

**12 Months**

**64%**

of Pipeline Generated from  
Inbound Marketing

**49.74%**

of New Revenue Generated from  
Inbound Marketing

**466%**

Growth in Inbound  
Generated Revenue

**710%**

Growth in Inbound  
Generated Pipeline

# About Intraprise Health

Intraprise Health offers automated software and expert-guided services to support private practices, hospitals, health systems, and business associates in the healthcare industry with HIPAA, HITRUST, NIST, and all other cybersecurity and compliance needs.

HIPAA One®, Intraprise Health's automated HIPAA compliance software, streamlines the process of completing Security Risk Assessments (SRA) and Privacy and Breach Risk Assessments (PBRA) by offering a simplified, guided approach through assessment questions, as well as reporting and tools to remain compliant and remediate all year round.

# The Challenges

- **Creating a More Cohesive Marketing Approach**

The client had invested in marketing channels, including content, ads, and Pardot Marketing Automation. While these efforts undeniably drove some traction, the client recognized challenges in connecting with the sales funnel and generating attributable revenue. Intraprise Health was looking to create a more cohesive approach to marketing and enhance the link between marketing strategy and sales, aiming for a more direct and impactful pathway that would ultimately contribute to positive ROI.

- **Refining Brand Messaging and Positioning**

Intraprise Health, renowned for its innovative compliance and cybersecurity solutions, is a key player in the healthcare sector, serving a diverse clientele including hospitals and other healthcare providers, payers, and leading MedTech companies.

However, the complexity of this diverse offering posed a challenge, making it difficult for individuals to find the specific information they needed and to comprehend the full spectrum of how Intraprise Health could be of assistance.

- **Prioritizing Lead Generation and Full-Funnel Nurturing**

While the client successfully generated a considerable volume of leads, a critical issue emerged – the lack of effective lead nurturing. The transition of leads from marketing to sales relied on a manual process devoid of automation.

Utilizing Pardot hindered their ability to intricately segment leads, establish targeted and automated email nurture programs, and seamlessly transfer warm leads to the sales team.

Unfortunately, this limitation meant valuable opportunities were being overlooked, prompting the need for a more streamlined and automated solution.

- **Improving Organic and Paid Presence**

Having managed ads and SEO internally for several years, Intraprise Health leadership aimed to elevate their overall approach.

In particular, they wanted expert assistance to refine their strategies and daily management of SEO, content creation, and paid advertisements. The focus was on tailoring these strategies to attract traffic with high intent to maximize the impact of their investment on their bottom line.

# Choosing ProperExpression

After conducting interviews with multiple marketing agencies, Intraprise Health made the strategic decision to partner with ProperExpression. Their selection was based on ProperExpression's demonstrated ability to grasp complex B2B offerings, track record of improving KPIs in marketing, and expertise in aligning marketing with sales for bottom-line growth.

*"I love working with ProperExpression because the team cares about results. That ultimately gives us the confidence that they're really trying to deliver the most for our business, which we very much appreciate."*

*-George Pappas , CEO*

# The Solutions

**ProperExpression developed a comprehensive, multi-channel growth marketing strategy that touched on every stage of the marketing and sales funnels. Some key elements of the strategy included:**

- **Creation of a Full-Funnel Advertising Strategy**

ProperExpression developed, implemented, and managed an advertising strategy focused on target keywords for every stage of the funnel. Top-of-the-funnel offers focused on generating and nurturing new leads in the HubSpot database, while bottom-of-the-funnel offers pushed people to convert and request a demo, so leads received touchpoints at every step of their journey.

- **Optimization & Creation of Website Content & Site Speed**

The ProperExpression team executed monthly technical optimizations to improve site speed, as well as on-page optimizations that targeted account-specific keywords based on a robust SEO strategy. Additionally, the team created original blog content and downloadable assets that deliver value to prospects and convert organic visitors.

# The Solutions

- **Alignment of Marketing and Sales**

Working alongside the client's Sales team, ProperExpression streamlined the marketing-to-sales handoff by creating sales sequences for different types of leads and establishing task queues to highlight priority. ProperExpression also conducted a weekly lead review of Demo Requests and MQLs with the sales and executive teams to ensure that no lead is left unworked.

- **Emphasis on Proper Tracking & Analytics**

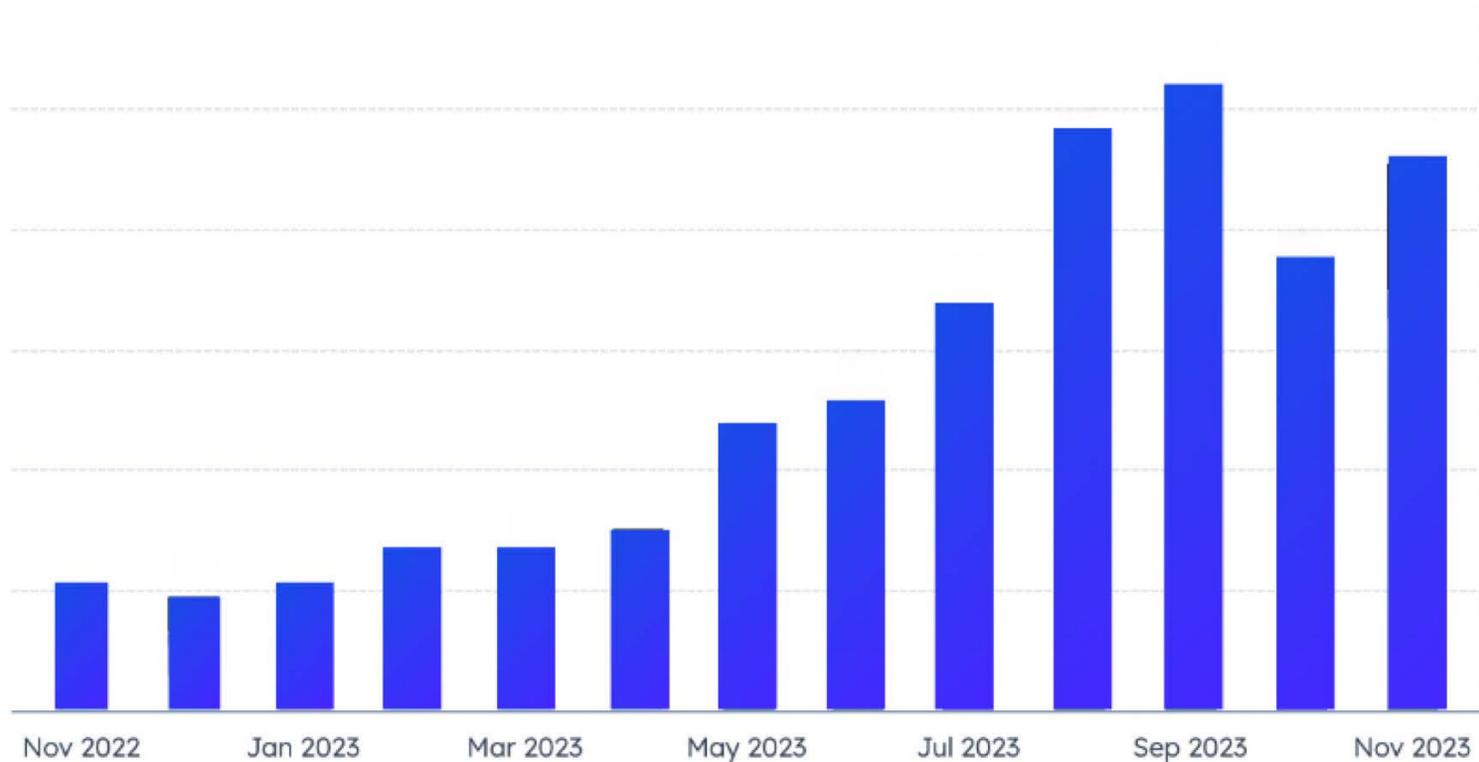
ProperExpression set the client up on HubSpot CRM and Marketing Hub, establishing clear channel and campaign-level tracking and analytics so campaigns can now be optimized based on not only what's bringing in the most leads, but what is bringing in the best leads that turn into revenue.

# The Results

## *Within 12 Months of Engagement*

<b>466%</b> Growth in Inbound Generated Revenue	<b>710%</b> Growth in Inbound Generated Pipeline	<b>49%</b> of New Revenue Generated from Inbound Marketing
<b>64%</b> of Pipeline Generated from Inbound Marketing	<b>122%</b> Increase in Organic Website Sessions	<b>103%</b> Increase in New Website Users

Through advertising, SEO, email marketing and automation, CRO, HubSpot implementation, and tracking and analytics, ProperExpression set Intraprise Health up for continuous success in closing new business and enhancing overall brand awareness and visibility.



# Start Growing Revenue Today

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