

# LEAD GENERATION

b2b marketing for  
pharmaceutical company

EXECUTION BY ADAM YAEGER

# OBJECTIVES

The company offers drug testing kits to businesses to fight against drug abuse. The goal was to generate leads who wanted to purchase their product offerings in bulk in order to conduct pre-employment drug screenings on their employees.

They needed someone with a track record of success in B2B advertising campaigns on LinkedIn. They wanted recommendations on the correct setup of their campaigns, to create ads, and to give feedback on their landing pages and marketing flow.



# 01

## **DEVELOPED HOLISTIC MARKETING STRATEGY**

Included goals and KPIs + benchmarks, materials needed, phased approach, creative strategy and implementation guidelines.

# 02

## **MEDIA PLAN CREATION**

Mapped out targeting, keywords, campaign and ad groupings, email lists, text ads, sponsored content, budget, bids, flights, and messaging concepts to test.

# 03

## **CAMPAIGN BUILDS & MANAGEMENT**

Built each campaign on LinkedIn and provided reporting and analysis. A/B tested creatives and ad copy. Optimizations based on KPIs.

# TARGETING

The background of the slide is a light green color with a faint, semi-transparent image of medical equipment. It includes a stethoscope, two pill dispensers (one with white pills and one with yellow pills), and a prescription pad with a pen resting on it.

The target audience developed was mostly employers hiring blue collar workers with an emphasis on locations that had frequent drug abuse and pro-marijuana legislation within the US.

Specifically targeted by job functions such as HR, Purchasing, Sales, and Business Development. Also targeted specific job titles and account lists.

# CONTENT UTILIZED



**WHITEPAPERS**



**BLOG POSTS**



**CO-BRANDED  
CASE STUDIES**



# RESULTS

One Of The Questions We Get Asked Often Is, "How Likely Is It That One Of My Employees Is Using Drugs?"

...see more

## THE EFFECTS OF DRUG AND ALCOHOL ABUSE IN THE WORKPLACE

68%

of the entire drug abusing population are employed.

### 5 Best Drug Testing Products for Staffing Agencies in 2018

The Effects of Drug Abuse In the Workplace Are Staggering and Most People Don't Realize. Billions of dollars, years of work time and thousands of opportunities are lost to drug abuse every year. If you don't know how drug abuse affects the workplace, these numbers may scare you.

♂ 5 Best Drug Testing Products for Staffing Agencies in 2018 How Is Drug Abuse Affecting Your Business? Hair Testing's Up To 30 Day Detection Time Make It An Ideal Choice For Larger Investment Hires. The Sample Can Be Collected in Any Setting and Lab Results Arrive in 2-4 Days Viewable Online. Prescription Drugs Are A Bigger Issue Than Recreational Ones...

## 5 Best Drug Testing Products for Staffing Agencies in 2018



Likes Comments

CAMPAIGN MANAGER

PERFORMANCE

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS

16

2

Demographics

2/5/2018 - 4/13/2018 Filter (5) Search

Conversions

112

Leads

0

Impressions

288,968

Clicks

1,845

Social actions

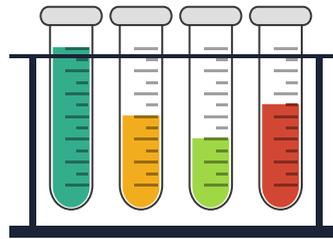
389

for Clicks



16

1



270K

926

110

Impressions

Clicks

Conversions

- Averaged a CTR (click thru rate) of 0.60% whereas the benchmark is 0.35%.
- Achieved a conversion rate of 12% which is double the standard benchmark of 6% for B2B campaigns.
- Acquired an extensive re-marketing list based on our campaign results and efforts.
- 294 social actions (likes, comments, shares) and +140% follower growth to company page

# IDEAS AND SUGGESTIONS

- Sample Drug Testing campaign utilizing best performing targets - SC and InMail mix. Provide free sample drug tests in exchange for user's contact information. Goal is to bring in loyal customers.
- Video Advertising campaign to engage users through a highly effective medium.
- Create/utilize more content to share on LinkedIn to increase audience engagement and followers.



# CONCLUSION

Successfully promoted the sale of drug testing kits to the target audience established. Also built brand awareness, and positioned client as thought leader, while driving leads for the sales team to convert. Gathered substantial insights for re-marketing.

Achieved higher than average benchmarks in key categories such as CTR, followers (both organically and paid), and conversion rate, that led to the sales (in bulk) of their drug testing kits.

# testimonials

"Stellar provider. Adam was strategic, experienced, professional and a great asset to our campaign. We feel lucky that we found him on Upwork. We are looking forward to working with him more. We recommend Adam to anyone especially targeting LinkedIn as a platform"

"Worked with Adam recently on a LinkedIn based campaign for one of our business units. Adam is a very intelligent, creative thinker that obviously loves what he is doing. It is not common to find someone that has a powerful balance of professionalism, creativity and know-how. On top of all that Adam is very personable and a great person to deal with. Despite my short time working with him so far, I have no reservations recommending Adam!"

