



Life sciences engineering firm builds the right marketing foundations for targeted growth

THE CHALLENGE

Before approaching Marketri, specialized engineering firm Modality Solutions was experiencing a lag in building out its early marketing and sales funnel. Struggling to make moves with only a small presence on social media and a budding contact list, Modality wanted to revamp its marketing program, including:

- Scaling its marketing approach
- Building a strong foundation and marketing infrastructure
- Attract qualified opportunities and prospects in its target market.

Without question, Modality's business offerings include an impressive array of solid, niche services for the life sciences industry. With high-caliber competencies, a strong work ethic, and agile business processes, the business was ready to expand into its target market and was only lacking a solid full-funnel marketing strategy.

THE APPROACH

Working with Marketri provides the fractional marketing powerhouse needed to move the needle on business goals without the cost and inflexibility of an in-house team.

After a comprehensive deep-dive into Modality Solution's service offering, current marketing efforts, target audience, goals, opportunities, and more, we developed a thorough marketing plan and presented it to the Modality Solutions team. Our first step was to implement Hubspot as a marketing automation technology and CRM and develop new marketing and sales processes for a solid foundation. We also revamped the website for a modern look and a better user experience.

This allowed us to begin building a marketing strategy to launch within social media, website, and email marketing. We also developed strategic marketing KPIs to monitor growth and pivots on a monthly quarterly and annual basis.



MODALITY SOLUTIONS

AT A GLANCE

Industry

Life Sciences

About

Modality Solutions is a high-efficiency white-glove services company offering pharmaceutical cold chain validation, specialized engineering, regulatory guidance, transport simulation, and packaging optimization.

Partners Since

2020

Notable Results

\$750,000 in pipeline opportunities generated within a single quarter

97% increase in website traffic within 1 year of website relaunch

Predictable lead generation

- 41 resource downloads
- 70 new LinkedIn followers
- 15 newsletter subscribes in Q1 2022 alone

TACTICS

After reassessing our marketing tactics based on Year One results, We refreshed the overall strategy and KPIs to reflect newer targets. We're seeing incredible results from all of our marketing efforts, including the following:

- **Mega Campaigns**

Targeted "mega campaign" topics provide high-caliber, "meaty" technical insight to the Modality Solutions marketing audience on high-value topics in the cold chain space, leading to increased engagement across target segments.

- **LinkedIn Strategy**

Regular strategic posts now drive engagement with multiple tags, hashtags, and group posts that deliver content to the right audiences. LinkedIn articles and newsletters within the platform help further solidify our presence within the LinkedIn algorithms.

- **Social Amplification**

We've also trained staff members to provide additional amplification through shares and articles of their own. The ultimate goal is to build a 3-dimensional social space with high levels of staff engagement, rich content, and amplification.

THE MARKETRI TEAM

Fractional CMO Kim Brue brought her life sciences experience and expertise to the Modality team with support from our in-house team and network of freelancers.



Kim Brue
Fractional CMO



Gaby Riggs
Digital Strategy



Carolyn Lange
Content Strategy



Deb Andrews
Strategic Guidance



"We are thrilled with the work that Marketri has done, and more importantly, the leads they have generated. From revamping our social strategies to building our website to producing media opportunities and brand videos, we've seen measurable results all around. We're impressed with the team's expertise, and we've really enjoyed working with them as well.

Gary Hutchinson
President, Modality Solutions

CRITICAL SUCCESS FACTORS & LESSONS LEARNED

With 11 new pipeline opportunities in Q1 and \$750,000+ in the pipeline, our efforts generated more leads than Modality Solutions was able to handle. To enable the highest level of customer support, we pivoted to a marketing strategy around awareness and engagement, with less emphasis on lead generation. Here's what contributed to this success and others.



Communication

Transparent, bi-directional communication ensured lock-step engagement around marketing strategies and quick pivots to accommodate changing business needs.



Foundations

It was critical to properly build the foundations of CRM infrastructure, appropriate target contacts, and high-value content sources.



KPIs

It proved essential to maintain (and modify) key performance indicators which help align marketing goals and provide timely readouts.

Schedule a free consultation to learn how Marketri can transform your marketing department from a cost center to a profit center.

[Schedule a Call](#)

