Experience the Process Through My Brand
(Yes, it is fake!)

About Us
- Located in Phoenix, Arizona
- 5 Years in business
- $5 million in sales
- One branch
- Family-owned
- Community Focused
- Our value is: our personal relationships, clinical excellence, local focus, nutrition program

Challenges
- Sales productivity and turnover
- Margins are smaller across the industry
- Competition has opened branches
- Hospitals are opening infusion suites
2015 Goals
The Power of Three

1) Grow Referral Rate by 20%
2) Increase Nutrition Business
3) Train and Retain Sales Force

Step 1
Research
External, Internal, Competition

How To Survey
- Casual Conversations
- Phone Interviews: (hire a third party to get honest answers)
- Print Survey: mail or distribute through sales, deliver responses to a credible 3rd party
- Online survey: Distributed via e-mail, social media etc.
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Continuous Customer Engagement Beyond the Printed Page

Online Surveys

- Newline
  - Interactive/Playable card reader
  - Customized design
  - Design is included
  - Question generation included
  - Infographic is included
  - Interactive built into the survey platform
  - More options

- SurveyMonkey
  - Interactive line feed to certain levels
  - 3D graphics
  - Results can be made into charts
  - Question generation included
  - Less customer service
  - Minimal branding

Internal Surveys

ENGAGE YOUR SALES TEAM
- Ask the same company-driven questions about messaging, competitors and competitive edge.

INQUIRE ABOUT
- What is working?
- What isn’t working?
- What issues are you seeing?
- What would help you do your job better?
- What tools do you need immediately?

BECAUSE YOU ARE DELIVERING A SERVICE
YOUR PEOPLE ARE THE BRAND.
INVOLVE THEM IN THE PROCESS.

Discovery #1

WHAT DID WE LEARN ABOUT OUR COMPANY
- 60% are female
- 51% are age 47-58, 30% are age 35-44
- 50% have been using Home Infusion+ for 3 years
- Customers want us to communicate via email
- 60% participate in NHIA
- 40% read Infusion Magazine in a print format
- 54% use Medscape online for educational purposes
- 30% of physicians use Twitter
- 63% have a personal Facebook page
- 60% want to learn via webinar
- Compete against Top Home Infusion + Home Infusion Care
- Sales teams want iPads for presentations
- Sales team wants to lower error rates
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Discovery #2

LET'S LOOK AT THE COMPETITION
- How do they look?
- How do they sound?
- Where will you overlap in marketing efforts?

Consistent Messaging:
- Open 24/7
- 20 Years of Experience
- Clinical Excellence
- Nation-wide

Step 2
Create
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Web Site: The Hub

1. Background
   - Started as an online brochure
   - The blog was added for content / story telling
   - Today, it is all of the above + a data collection and measurement tool

2. Basics: What It Should Include
   - Brand Recognition
   - Overview: Outline what the company stands for, its services and how it is differentiated in the marketplace
   - Quality: Content and imagery
   - Contact information on the home page
   - Blog
   - Links to social media channels
   - Google Analytics

3. The Perks
   - Blog feed on the home page
   - Video
   - Responsive adjusts to mobile, tablet, desktop
   - Site Integrate

Marketing Model

Feeding Our Web Site

2015 HomeInfusion+ Marketing Model

Debra Rizzi, Rizco Design
2015 NHIA Annual Conference & Exposition
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Google Remarketing
We will use the Google remarketing tool to continue showcasing the web ads to the interested audience. Remarketing puts your ad in front of users who have previously visited the HomeInfusionPlusUniversity.com and HomeInfusionPlus.com web sites as they browse the web.

Step 3 Deploy

Timeline

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Step 4
Analyze + Adjust

Google Analytics

Google Analytics allows us to:
- Measure the success of the marketing campaign and give us the ability to monitor user flow, click through rates and geographic location of visitors on a day-to-day basis.
- Monitor Google ad click rates, and keyword optimization daily in order to make adjustments where necessary.
- Monthly reports on these analytics allow ongoing changes to be made to the plan and budgetary spending.

Key Stats
- Annual website visitors: 2014 vs. 2015
- New visitors: chang in percentage
- Returning visitors: chang in percentage

Google Analytics

Web Referrals

Keyword Searches

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2015 NHIA Annual Conference & Exposition
Tools & Tips
For Any Budget

Stretch Your Spend

1. Design
   - Hire a freelancer or contact the closest University to get the students involved or hire an intern at a lower hourly rate.

2. Web Site
   - If you can't hire a design team, utilize WordPress or Adobe Muse to purchase a templated, content manageable and responsive (resizes automatically for mobile, tablet, and desktop) design to customize.

3. Printing
   - Consider digitally printing materials that have smaller quantities to save money. If color shifts will be major, reconsider this option. To find a printer: Graphic Arts Association, gun1900.com
   - If you purchase a large amount of printing, purchase all of your paper for the year directly from the mill. Your printer can help you through this process.
   - Plan the total amount you will print for the year and negotiate an annual price.
   - Gang-run (combo run) as many pieces as possible together to save paper, time, ink, and supplies.

Stretch Your Spend

4. Advertising: Digital and Print
   - Identify the publications that fit your needs, negotiate a bulk rate or request the 3X insertion rate.

5. Photography: Stock vs. Custom
   - Quality images can be purchased with unlimited usage rights via iStock.com for reasonable prices.
   - Do not swipe images and use them without paying for usage rights.

6. Email Campaign
   - Most important content is at the top
   - Make sure your subject lines are not too long
   - Use a cost-effective email marketing platform such as MailChimp
   - Do not add names to the list without consent. Blacklisting is the consequence.
   - Keep branding consistent
Social Media Tips

1. Focus on your culture

2. Establish a calendar
   - **Monday**
     Promote a service + Nutrition Program
   - **Tuesday**
     Testimonial Tuesday (Patient, Referral or Doctor)
     Ensure you get permission or keep their identity confidential.
   - **Wednesday**
     Inspirational Quote + Photo
   - **Thursday**
     Company Culture - birthday, new hires, changes in the organization, events,
     charity functions
   - **Friday**
     Fun Day! Something light to show personality and end the week.

Social Media Tips

3. Link your posts back to your website
   - Keep messages short. Put additional information on the website blog and
     create a link.
   - Use URLs + Unique URLs (HomeinfusionPlus.com/Nutrition) to drive end
     users to specific messages.
   - When you mention people or other organizations, tag them in the post to
     gain exposure.

4. Invite + Promote
   - Use Facebook ads to increase links and boost your posts.
   - Use your email contacts to invite clients to follow the page.

4-Step Process

- Research
- Create
- Deploy
- Analyze
Questions?

Connect With Rizco

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Disclosure

Debra Rizzi is an employee of Rizco, a creative campaign agency that develops brand strategies and marketing programs.

Clinical trials and off-label/investigational uses will not be discussed during this presentation.