

## Case Study: Transforming Veterinary Engagement

We offered a global leader in animal health pharmaceuticals a comprehensive digital marketing strategy to optimize their existing CRM platform through Salesforce Marketing Cloud (SFMC).

### The Challenge

A global leader in animal health pharmaceuticals was struggling with a fragmented digital marketing strategy that was inefficient leading to ineffective engagement with veterinarians. The client's Initial marketing lacked strategy and coordination, resulting in slow responsiveness, escalating costs, and decreased engagement with veterinarians and clinics. This ineffectiveness hampered their ability to deliver timely and pertinent information to veterinarians to increase their brand presence and market share in the animal health arena.

### The Solution

To address the issue, Hibbert was tasked to revitalize their approach using a robust digital marketing solution. Hibbert crafted a comprehensive digital marketing strategy to optimize the client's existing CRM platform through Salesforce Marketing Cloud (SFMC). The strategy included:

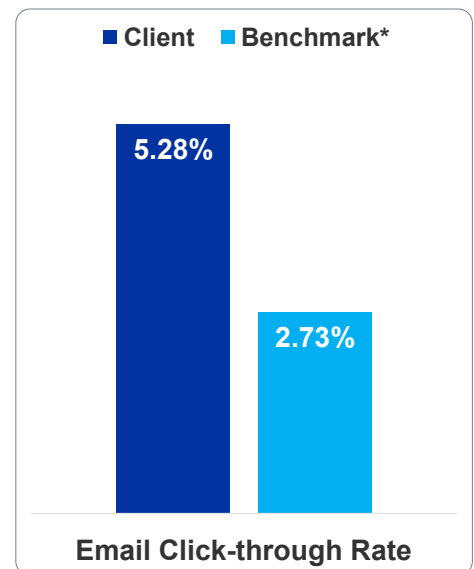
- **Personalized Content Strategy:** Tailored specifically for the unique needs of animal health professionals.
- **360-degree Customer View:** Enabled a complete understanding of veterinarian interactions, significantly enhancing the content personalization.
- **Customer Journey Mapping & Automation:** Custom-designed to follow the distinct engagement pathways of the target audience from awareness to decision-making.
- **Omnichannel Marketing:** Integration across multiple platforms such as email, website, and webinars, to provide consistent, and impactful communications.

### The Result

The transformation improved communications and responsiveness with veterinarians, enhancing engagement rates, and overall marketing efficacy. Significant achievements included higher email interaction rates and better alignment with the needs of veterinary professionals, ultimately leading to increased customer satisfaction. The improved process led to:

- **Enhanced Engagement:** More personalized and timely interactions resulted in higher engagement levels from veterinarians.
- **Improved Efficiency:** Streamlined processes and enhanced automation reduced costs and accelerated campaign and marketing execution.
- **Data-Driven Insights:** Leveraged real-time data and analytics for agile strategy adjustments based on ongoing veterinarian interactions.
- **Consistent Branding:** Unified messaging across all channels fortified the company's brand identity and values.
- **Robust Reporting & Data Analysis:** Provided key insights for informed decision-making and strategic planning.

For more information on how Hibbert can help with regulated or product sampling programs, contact your Account Executive.



### About Our Company

Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.

