

CASE STUDY

LEADOUS

Central Logic

Marketing Automation for Healthcare

CentralLogic

ABOUT

Right Care. Right Location. Without Delay. Based in Utah, Central Logic is an industry leader in the Healthcare Industry with a 93% customer retention rate. The company has been named a "fastest growing private company" by both Inc. 500 and Utah Business Magazine. For health systems, managing patient transfers is a life-saving endeavor. Central Logic is a pioneer in the space and was founded in 2005 solely to support this mission.

CHALLENGE

Leadous quickly identified that Central Logic had a lot of the right components in place, but was lacking the right marketing automation technology to move their company to the next level.

With a marketing and sales team already working on all cylinders, MA-AAS was the perfect solution to get the team quickly and easily up and running with the most powerful Marketing Automation platform, Marketo Engage. Enter Leadous.



"Through the MA-AAS program we have leveraged marketing automation to make complex and repetitive tasks easy.

MA-AAS has allowed us to standardize on a single solution for, web visitor tracking, lead scoring, nurture campaigns, campaign management and reporting to streamline marketing processes and create collaboration across roles.

Along with the built in capabilities of Marketo Engage, Leadous provided all the necessary talent from strategist, campaign expert, content creator and technical expert - pulling everything together in one easy program"

- Robert Kellen, Marketing Director

SOLUTION

Marketing Automation as a Service (MA-AAS), powered by Marketo Engage, has provided the necessary people, process and technology to get Central Logic's digital marketing efforts off the ground in an efficient way, allowing the team to collaborate at a new level. This customized program is scalable as Central Logic continues to expand, allowing the team visibility and alignment like never before.



"By increasing marketing efficiencies through the MA-AAS program, we have seen an increase in team alignment. Ensuring our efforts are supporting a more personalized and relevant client experience has created more collaboration and simplified our marketing efforts."

NEXT STEPS

As Central Logic continues to expand, the efficiencies and capabilities built into their MA-AAS program will scale with their business growth. Marketo Engage will support every aspect of their marketing automation needs and provide the necessary tools to analyze, measure and continue to innovate so they can reach their next level of success.

ROI



Communication

Improved communications across all business units and channels.



Optimization

Time to market decreased by 20% along with increased quick wins.



Efficiencies

Leadous provided every needed role to plan, create and deploy in one easy program



Visibilities

Increased visibility into the key KPI's that are driving business results

CONTACT US

Find out how we can help you reach your Digital Marketing goals by contacting our team today.

EMAIL | info@leadous.com

CALL | 844-LEADOUS

TEXT YOUR QUESTIONS | (215) 431-9462