

*MAKING
CONTENT THE
CORE OF YOUR
MARKETING*

BRYON QUERTERMOUS

WENZEL[®]



CORE TASKS

- Evaluate social media traffic metrics and offer thoughts and make suggestions for improvement
- Create an email campaign for the CORE D CMM to generate new leads in the medical manufacturing space

These are both distribution tasks and for the best chance of success they need to be distributing something worthwhile.

What might that be, you ask?

CORE CONTENT

I recommend a series of blog posts called called "Using a CMM in Medical Education and Research" that could eventually be collected as an ebook offered as a freebie in exchange for signing up to the company mailing list

These posts would be SEO-optimized content based on interviews with biomedical engineering fellowship and research advisors as well as Wenzel sales team members and industry research, starting w/ one about the Nikon partnership

This would also be the first part of a coordinated effort to boost the blog content overall on the Wenzel America website to power future social media and email efforts

Now to the tasks...

CORE SOCIAL STRATEGY

- Top two sites to target are FB and LinkedIn based on already established audience success indicated by metrics. LinkedIn is regularly listed as the best social media option for lead generation
- Main FB and LinkedIn content will be native posts based on the blogs mentioned previously
- No new FB post since October 2019?
- Robust content generation is key for Twitter success:
 - Blog posts to drive social traffic and native content that shows the American voice of the company – shots from home offices, shots from the office, who's back at the office? Etc.
 - Can the Wenzel Group FB content interact or link with the Wenzel America FB content or is it completely different?
- Possible Hashtags: #WenzelU and #ResearchWithWenzel
- Calls to Action: Make Wenzel a CORE of your education and research efforts
- Success Metrics:
 - Increased web traffic, specifically to training posts and other new content.
 - Increased follower counts indicating a connection between readers and the new content

CORE EMAIL STRATEGY

- Largest expected growth segment of medical device manufacturing is wearable technology.
- In addition to their uses in wearable device manufacturing, CMMs are used in research using wearable technology and implants.
- Biomedical engineers are at the forefront of this work in manufacturing and, along with their professors and advisors, the research work.
- Target demographic: biomedical engineering fellowship directors and researchers.
 - Let's get them early before they go off to launch the next manufacturing startup or obtain the next big research grant requiring purchase of a CMM
- Third-party channels to reach them: accredited biomedical engineering fellowship program lists.
 - These usually aren't for sale but are easy to find online and use to build your own email list in Mailchimp

WENZEL®

Using a CMM in Medical Education and Research

Hi there,

We love the work you're doing. Educating and mentoring the engineers who will lead us into the future of medical device technology is a noble task. As one of the leading manufacturers of CMMs in the medical space, we'd love to share our decades of knowledge on how to get the most out of your CMM with you and your students.

We've started a new series on our website called [Using a CMM in Medical Education and Research](#) and we'd love to talk to you about how we can best help you with your important work.

Best Regards,

Drew Shemenski
President
WENZEL America Ltd.
www.wenzelamerica.com
www.wenzel-group.com

Subject: How do you use CMMs in education and research?

Success metrics:

- 15%-25% open rate
- 2%-2.5% clickthrough rate
- 20% click-to-open rate
- Conversion rate TBD with sales and leadership teams

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QUESTIONS?

THANK YOU!