

Pre FDA Approval Build Brand Awareness and Professional Relationships

COMPANY	■ A biotechnology company specializing in regenerative medicine, natural biomaterials and tissue engineered cellular therapies
AUDIENCE	■ Surgeons
CHALLENGE	■ Create pre FDA market awareness and demand for tissue-engineered wound healing product that treats hand reconstruction, acute wounds and donor sites in burn victims undergoing excision and autografting.
GOALS	■ Increase awareness and build relationships
STRATEGY	■ Develop a Direct-to-Professional marketing campaign to address the wound care treatment needs of surgeons. Provide educational touch points with optimized content across multiple channels
TACTICS	■ Devise tiered market segmentation to yield the best results: <ul style="list-style-type: none">• Develop product marketing collateral• Create educational video demonstrations• Create content and implement a multi-channel direct mail/e-mail marketing campaign• Develop an ongoing monthly 'Wound Care' e-Newsletter campaign which includes latest product news and demonstrations
RESULTS	■ Over 65% of the 22,435 surgeons in the U.S. opted-in to receive the e-newsletters