



# **Creating brand visibility in a highly regulated segment of healthcare**

## **CASE STUDY**

How we worked with Beacon Medical Australia to bring their cannabis subsidiary to the Australian market. A holistic strategy and implementation including an award-winning website, all executed within the TGA restrictions.

# The Client

## BEACON MEDICAL



### INDUSTRY

Medical Cannabis



### LOCATION

Australia, Canada



Beacon Medical is a wholly-owned subsidiary of VIVO Cannabis (Canadian TSX: VIVO), which also heads up several cannabinoid to consumer and flower to business/practitioner companies.

## The Challenge

### INCREASE BRAND AND PRODUCT VISIBILITY WHILST COMPLYING WITH ADVERTISING RESTRICTIONS

With much success in Canada, Vivo Cannabis wanted to branch into the rapidly growing Australian market. And this is what brought them to us, looking for guidance on how to approach launching, knowledge of the strict TGA restrictions around the marketing of cannabinoid products and how to position their brand in the Australian market.

- Limited brand visibility in Australia.
- Needed to start nurturing leads and build relationships with practitioners.
- Lots of restrictions around the marketing of cannabis.
- Plenty of competitors in the space – they wanted to stand out from the crowd.
- Tridactic audience: patients, practitioners and pharmacists.
- Wanted to educate on strains, terpenes, flower products and administering the product but could not supply this information.



### WHAT WE PROVIDED

#### Foundational Marketing

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- Persona development
- Digital platform design
- Technical integrations
- Consulting on regulatory compliance

### BEACON MEDICAL'S RESULTS

#### Increased Market Share

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- Successful launch into the Australian market
- Increased awareness amongst HCPs
- Core product sales growth

# The Solution

## AN INTEGRATED LEAD GENERATION STRATEGY, MARKETING CAMPAIGN AND SALES ENABLEMENT

With Beacon Medical being completely new to the Australian market, we took a holistic approach to the strategy. This included 4 key components, all working synergistically to increase brand visibility, communicate to all 3 target segments and increase leads while remaining compliant.



### 1. Key persona development and user flow mapping

We first worked with Beacon to establish their key target personas in the Australian market. From there, we mapped out all the information they would need at each stage of their customer journey and how to best communicate it to them.



### 2. Platform design to support their pre and post-sales process

Creating a gated online portal to house key information and resources for each prospective group. This was designed in parallel with Beacon Medical's sales process – helping to streamline communications with all leads and deliver valuable information to every market segment.

### 3. CRM Integration and Sales Handoff

As a HubSpot partner, we brought our knowledge of the platform to Beacon Medical – showing the power it can have in terms of structuring the lead generation process. We helped to integrate Hubspot into the sales and lead generation funnel, helping to simplify the process and keep track of all leads.

### 4. Design and development within TGA guidelines

Our design, copy and development experts worked to build a website that clearly communicated Beacon's core point of difference and informative content within TGA restrictions. This process included the careful choice of language and imagery to remain compliant paired with a seamless professional design.



Australian Government  
Department of Health  
Therapeutic Goods Administration

# The Result

**AN AWARD WINNING WEBSITE, LEAD GENERATION AND BRANDED EXPERIENCES FOR HEALTHCARE PROFESSIONALS**

- Successful launch to the Australian market.
- A steadfast sales funnel structure and process, supported by gated content.
- A professional and compliant website.
- Gated information hubs for each target group with resources on flower, origin, how to use and terpenes.
- Lead generation and marketing to sales handoff to facilitate progression through the sales funnel.
- The quality of our work on this project was recognised with a platinum dotComm award in the Health and Wellness category.



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“When marketing any cannabinoid product, knowledge of the restrictions surrounding the space are essential. Fluidic bring this knowledge and expertise to the table – ensuring compliance while still delivering effective marketing strategies.”

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