



How Fluidic Helped Promote a New Medical Device to HCPs and Generate Over \$1 Million in Sales

CASE STUDY



“Fluidic are a passionate marketing agency and a great bunch to work with. Their professionalism and knowledge of the industry puts them ahead in every sense and means they understand how to boost POCD's business. I couldn't be happier working with them and the outcomes they have achieved for us.”



Rupert Haines

Director — Point of Care Diagnostics



The Client

POINT OF CARE DIAGNOSTICS



INDUSTRY

Primary Healthcare and Life Sciences



LOCATION

Australia, New Zealand & Pacific

WHAT WE PROVIDED

Marketing Campaign Design and Management

Analytics and ROI reporting

- Strategy, creative, copywriting, development
- Tech stack, tools, analytics and HCP database
- CRM and ERP integrations
- Reporting, management and optimisation

POCD'S RESULTS

Increased Market Share

Analytics and ROI reporting

- Stimulated market awareness
- Generated leads using free trials and offers
- Facilitated significant sales and high return on investment

Point of Care Diagnostics supply high quality testing equipment, supplies and ancillary consumables across Australia, New Zealand and the Pacific.

Their products are used by healthcare providers of all sizes, from medical centres and pharmacies, to hospitals and large centralised medical laboratories.

The Challenge

LAUNCH A NEW DEVICE INTO A MARKET DOMINATED BY ENTERPRISE

The microINR is an on-the-spot analyser built with the latest technologies to accurately test blood clot times. The test is used by GPs to aid clinical decisions about therapeutic dosing.

After being appointed as the Australian distributor, POCD needed to introduce the product to market and start hitting sales targets.



However, the space was dominated by Roche Diagnostics — a global player with deep pockets and a large field salesforce. Competing head on in a like-for-like manner was not a sustainable option.

So POCD asked us to help them launch the device into the primary healthcare market, generate leads and positioning the product as a affordable, high performing and viable alternative.

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“Working with an agency that gets growth is a definite advantage. Fluidic’s can create campaigns that deliver because they understand the space so well.”

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The Solution

AN INTEGRATED LEAD GENERATION STRATEGY, MARKETING CAMPAIGN AND SALES ENABLEMENT

We devised an integrated marketing campaign to inform healthcare professionals, educate them on technical capabilities, communicate the financial benefits and encourage decision making using free trial and discount offers.

- Developed a SEO optimised [landing page](#) and sales copy to drive conversions.
- Created a 360 degree interactive feature to convey the modern design and technology.
- Drove awareness and consideration *via* educational articles.

[A review of microINR system performance](#)

[Empowering patients and clinicians with PoC INR Testing](#)

- Attracted in-market healthcare providers *via* search and display advertising campaigns.
- Used Fluidic’s database of 6,000 GP surgeries to conduct cold outreach.
- Nurtured leads using email automation to encourage lifecycle transition.
- Developed clinical summaries, brochures and collateral to support the sales process.
- Implemented automation of follow-up processes for sales and ops efficiency.

Ad • <https://www.microinr.com.au/> ▾ 1800 640 075

INR Blood Test System | Precise, Accurate Results

The Award Winning MicroINR Analyser delivers results you can trust. Your Practice Could Qualify For A Trade-In Existing INR System. Try Our Special Offer!



The Result

HUGE WINS, A HAPPY CLIENT AND HEALTHIER PATIENTS

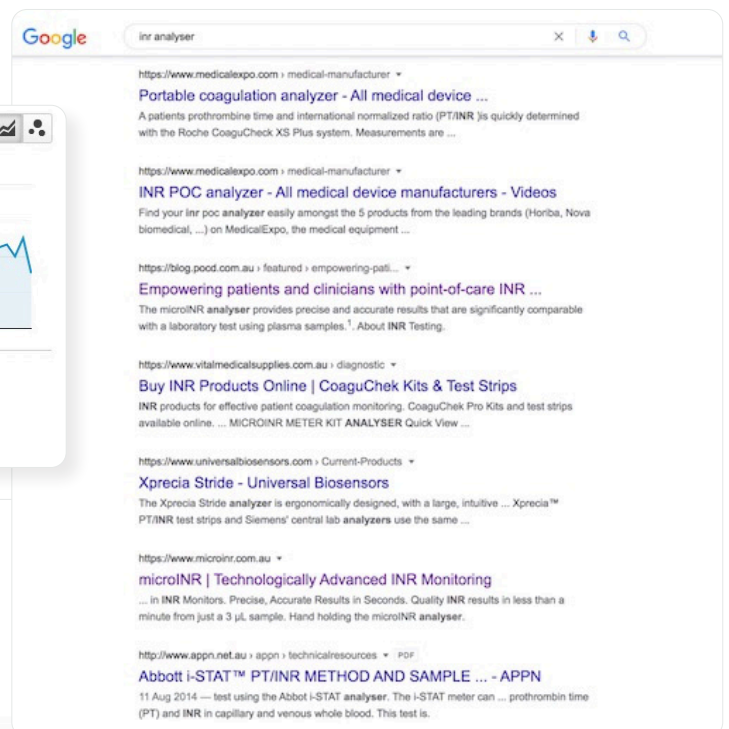
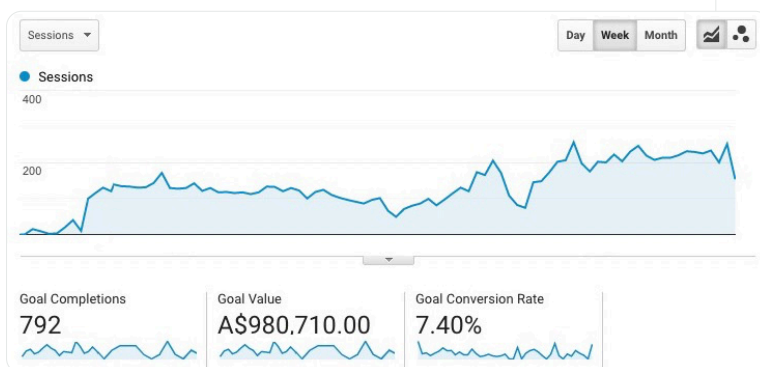
- Multiple positions on page 1 of SERPs for core keywords
- Hundreds of leads generated *via* paid, owned and shared media
- High performing conversion rates
- A marketing and communications award!
- The campaign resulted in sales over AU\$1M
- Over 65× Return on Investment



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“Thanks to the teams hard work and dedication, Fluidic set the microINR up for success and were able to deliver a huge return on investment for POCD.”

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**Ready to take things to the
next level?**

WE CAN HELP YOU GROW UP 🚀

BOOK A GROWTH CONSULT