



HIEROPHANT

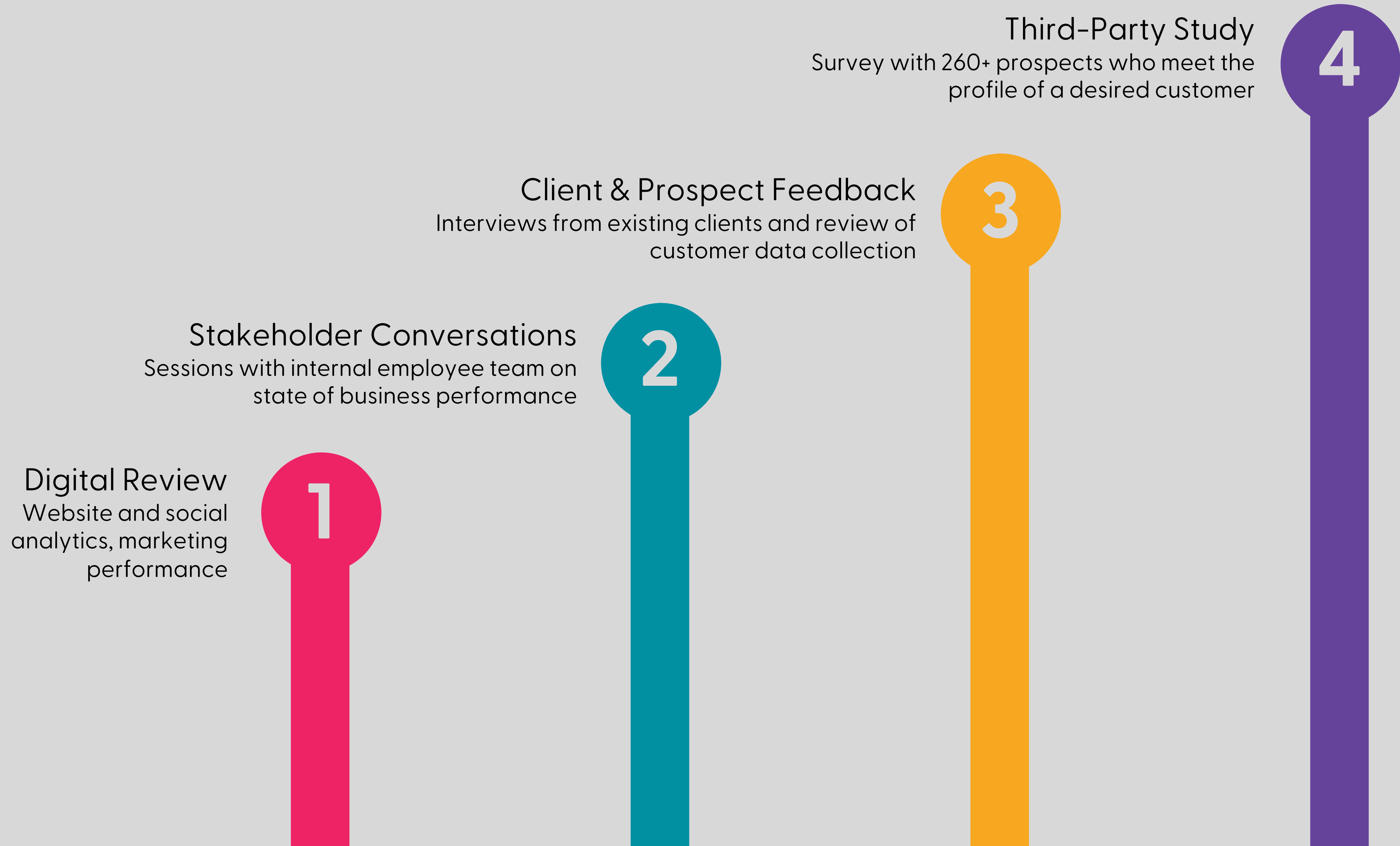
INSIGHTS AND STRATEGY

HEALTHCARE LEADER STUDY

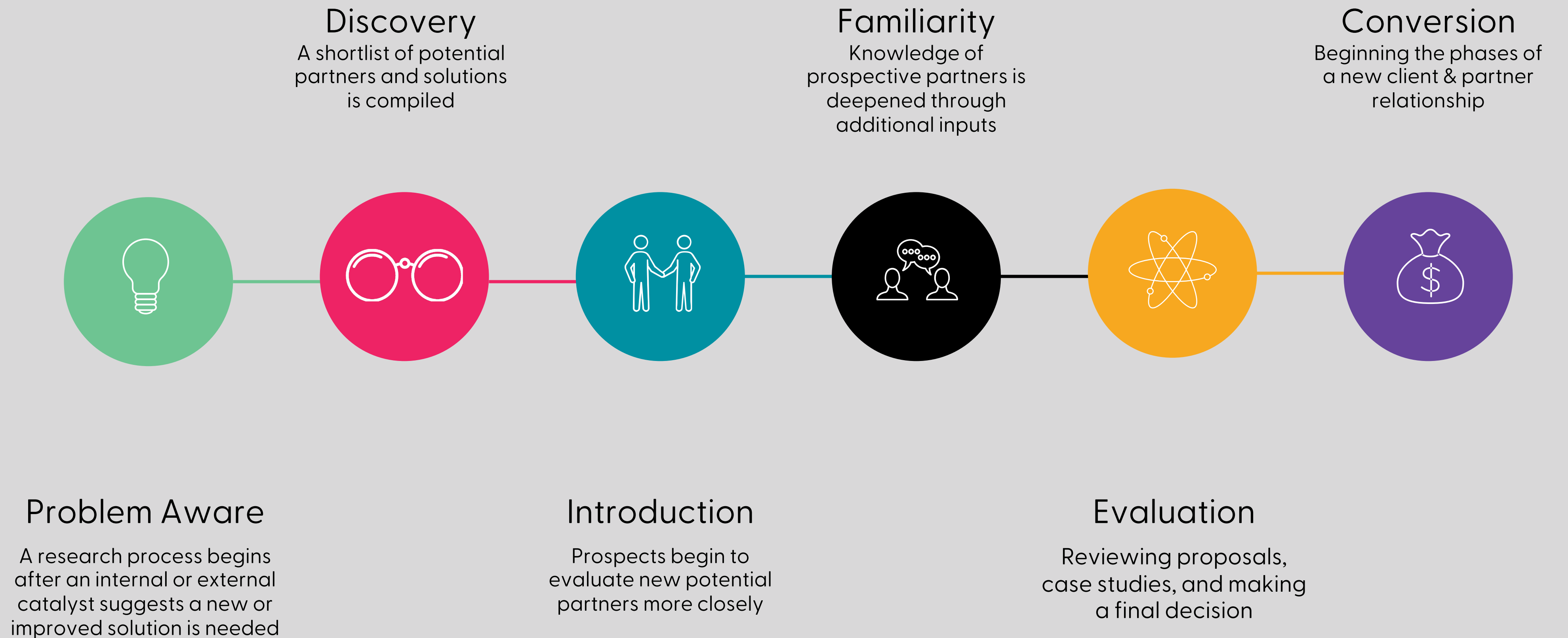
PROJECT SAMPLE

Process

Key Sources

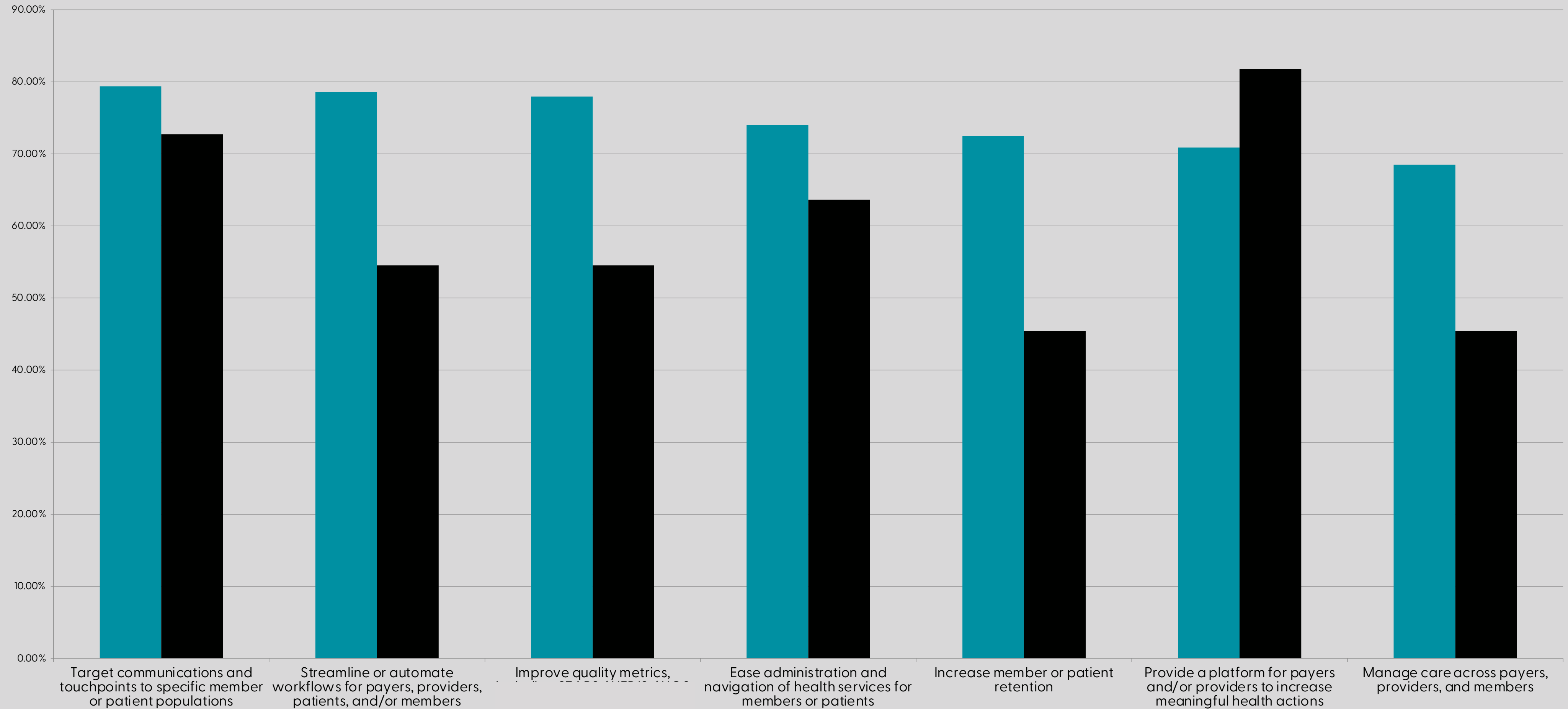


We identified six critical phases of the purchase process.



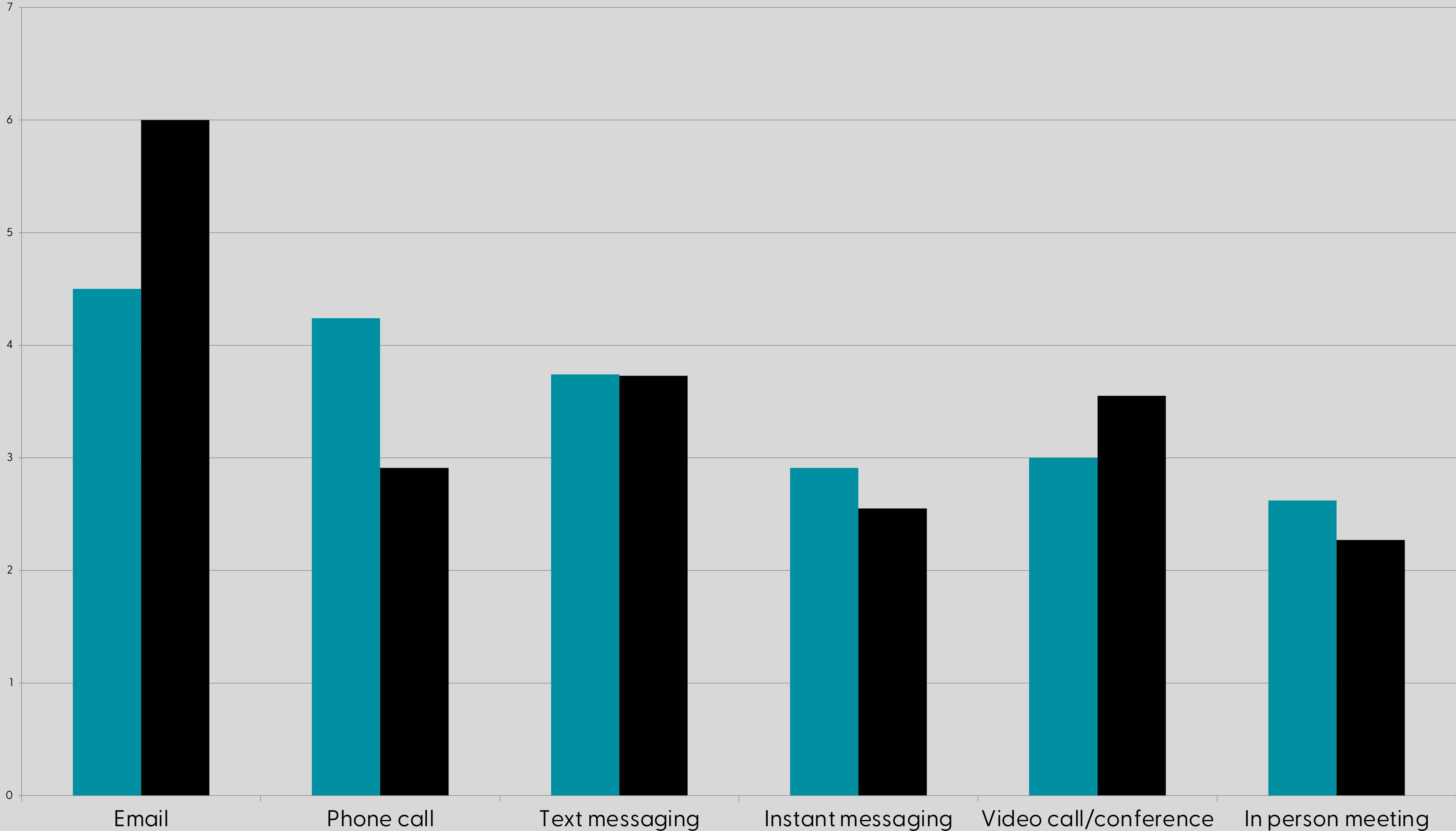
We learned the top priorities for both prospects and existing customers of this client.

Which of the following align with your goals and priorities for this year?



We also learned the preferred channels of communication for both groups.

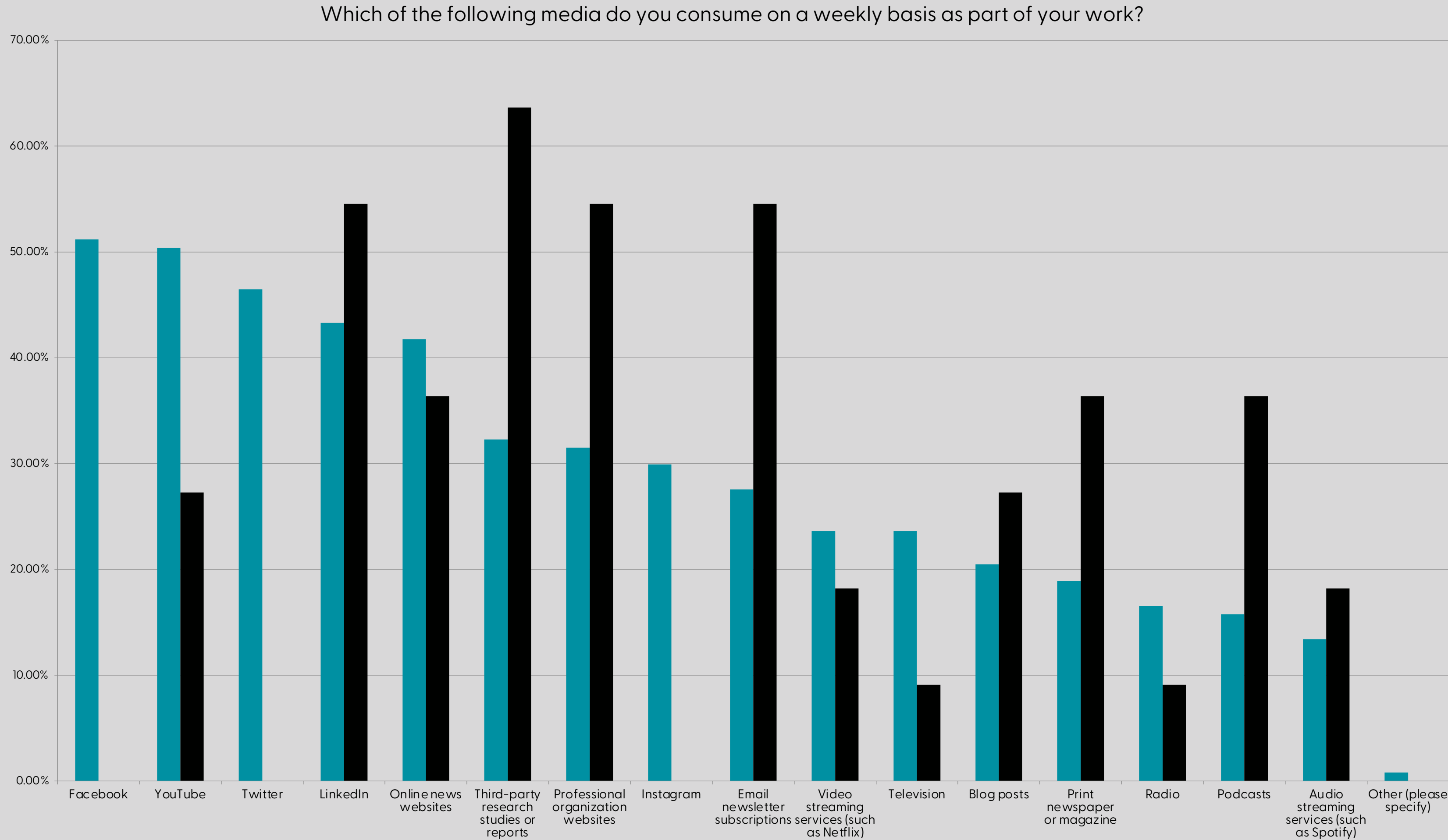
What is your preferred method of communication?



Observations & Findings

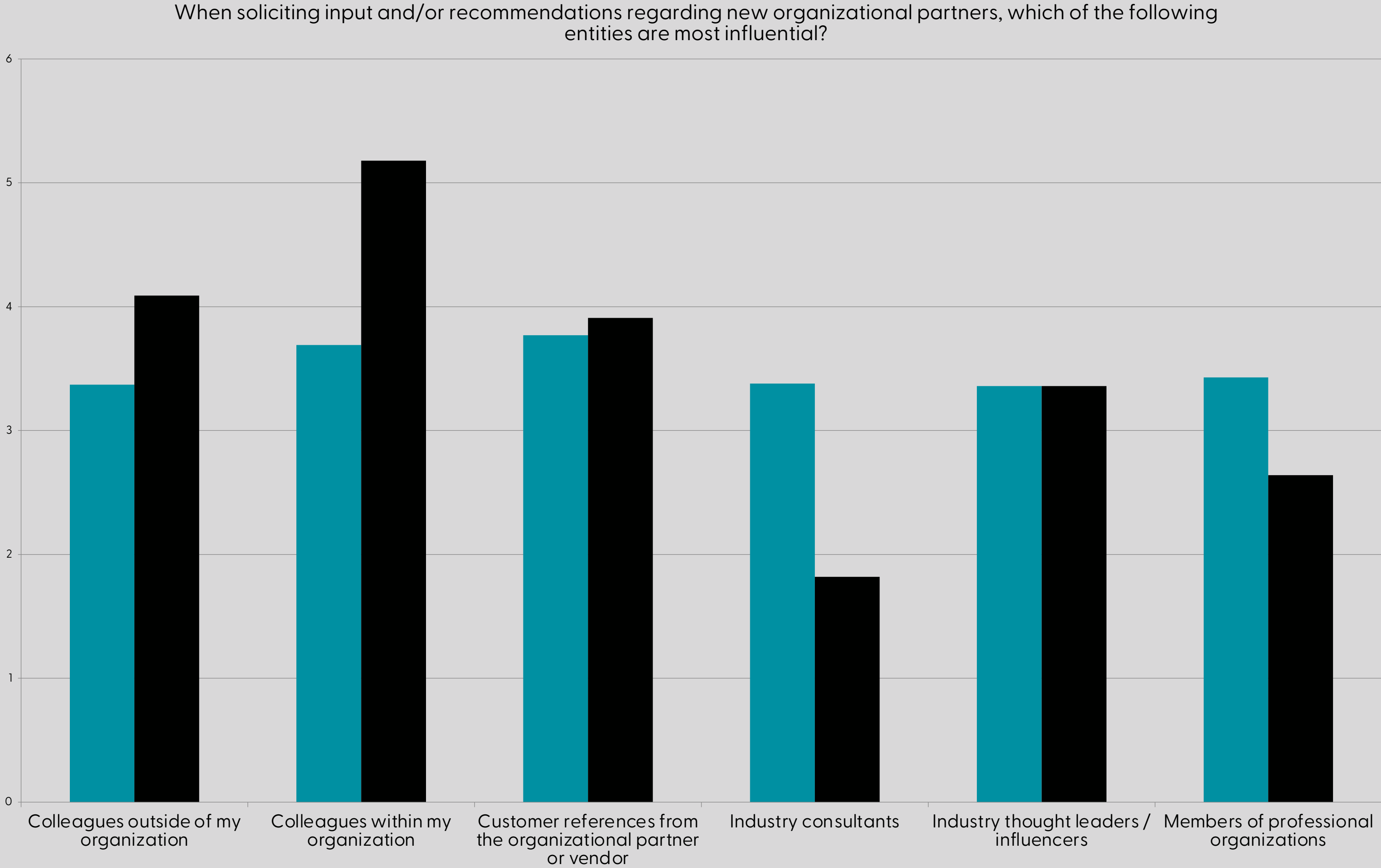
We explored media habits at work to inform future marketing plans.

Observations & Findings



We found the most influential sources for new partners among both groups.

Observations & Findings



RECOMMENDATIONS— SNAPSHOT

Based on the data, we provided tactical recommendations to help our client optimize their marketing plan.

- Consider expanding presence on Facebook and Twitter to cast a wider net for qualified prospects.
- Prioritize messaging around targeted communications and automation.
- Find ways to inspire more regular review of quality metrics among customers and prospects with thought leadership.
- Balance lead-generation efforts with account-based marketing at the Familiarity phase when multiple stakeholder groups enter the conversation.
- Find opportunities to personalize email communications; simple methods may include having a newsletter come directly from CEO.