

Providing Marketing Expertise and Flexibility to an Acquisition

Situation

A global life sciences data and service provider acquired a company with specialized technology and services to transform patient enrollment in clinical trials. The acquired startup had to increase awareness of its offerings in the clinical landscape and generate leads for the sales team while integrating with the go-to-market apparatus of its parent company.

While having full-time resources in engineering, business development, and client services, the startup had no marketing staff to drive go-to-market initiatives. The General Manager and sales leader depended on marketing to **update messaging for its solutions, drive participation in a series of industry events, and run campaigns to generate leads.** The acquired business unit asked Rebound for an outsourced approach that would provide marketing leadership and execution, that could work autonomously while keeping sales stakeholders informed.

Solution

Rebound proposed a fractional marketing team to give this patient recruitment business the **flexibility to access different specialized marketing skills** depending on their evolving commercial needs. To begin with, a senior Rebound consultant collaborated with the client's sales leader on a full-year strategy detailing how marketing would provide air cover and generate leads. And a Rebound product marketer stepped in to create differentiated messaging, several customer-ready content assets, and a new capabilities presentation for business development.

This fractional model also enabled the client to **add marketing experts for periods of peak demand.** For instance, an event specialist from Rebound provided project management, budget oversight, and promotional support for several industry conferences and webinars.



Fractional marketing enabled the customer to stretch its marketing budget by activating part-time Rebound experts on demand.

Impact

Rebound collaborated with the client regularly to adjust the composition of its team. Over the course of the year-long engagement, Rebound's fractional team steadily improved the business unit's marketing capabilities, from content generation to pipeline development. Among the results were:

- **Continuity:** Our deep industry knowledge **filled gaps left by departing subject matter experts**, keeping go-to-market activities on track.
- **Productivity:** Created **differentiated messaging**, a sales presentation, fact sheet, and explainer video.
- **Prospects:** Generated **22 Marketing Qualified Leads** (MQLs) from four industry events.
- **Cost Savings: Reduced event expenses by \$13,000**, which the client team reallocated to other marketing programs.
- **Engagement:** After reactivating, segmenting, and optimizing the **customer's 9,000+ marketable contacts**, Rebound implemented three multichannel campaigns.

22 MQLs Generated from four industry events.

\$13,000 Saved in event expenses, allowing marketing budget to be reallocated.

9,000+ Customer contacts were reactivated, segmented and optimized.

The Advantages of Fractional Marketing

This project underscored the versatility of Rebound's fractional model. Rebound deployed consultants with different areas of expertise to address changing marketing requirements throughout the engagement, providing part-time resources when needed to maximize the client's budget.