

Establishing marketing capabilities for venture-backed startup

Situation

A life sciences startup with innovative SaaS technology for real-world data and analytics, sought outside expertise to build out its marketing capabilities. The startup's experienced sales team had won several large deals with pharmaceutical companies, while marketing tended to play a supporting role, such as creating sales collateral and managing industry events. The small marketing team had limited capacity to work on strategic projects such as a full-year plan and multichannel demand generation campaigns.

This client also needed to **increase awareness of its brand and solutions**, while a slowing lead volume reduced the number of new sales opportunities. Investor expectations to scale pipeline and revenue added pressure on the commercial team.

Solution

Rebound selected a team of fractional B2B marketers immersed in life sciences and technology. This approach gave the client flexibility to bring on part-time consultants with specific marketing skills mapped to different initiatives, saving budget compared to a full-time staffing model.

The Rebound team ramped up quickly and drove these marketing initiatives to accelerate commercial growth:



Developed a messaging framework with a clear value proposition for the company and its various offerings



Rolled out a marketing automation platform and enriched the contacts database through data hygiene and new opt-ins



Established a lead qualification process in collaboration with business development



Built a KPI dashboard for reporting to senior management and investors



Transferred marketing capabilities so the client could execute best practice-based programs moving forward



I am pleased to see these programs launch and our marketing capabilities mature. This is a major milestone for the company.

- Chief Revenue Officer

Launching a product with impact

The client was launching an important new solution to help pharma companies analyze health care inequities. Rebound created and executed a campaign to amplify the rollout by increasing awareness and building pipeline. Among the digital channels were web, rich media, search marketing, and social.

Prior to qualifying and handing leads to the sales team, Rebound:



Published a strategic campaign plan and crafted messaging for the new solution



Project managed all dimensions of the multichannel campaign, including the timeline and review process for deliverables



Created a landing page to surface content and capture leads from organic and paid traffic



Developed content across the buyer journey – fact sheet, capabilities deck, explainer video, infographic, thought leadership blogs, and LinkedIn posts



Ran a five-part email nurture sequence featuring different messages and calls-to-action

