

# Client Success Story



Marketing Strategy, Planning & Implementation

## BACKGROUND

Waterloo Healthcare, with its headquarters in Phoenix, Arizona, has been singularly focused on manufacturing medical carts for over 5 decades. The carts, which include those used in crash / code, isolation, anesthesia, treatment, and bedside applications, are of the highest quality and offer flexible design configurations to fit the exact needs of clinicians and operations teams. Hospitals, surgery centers, doctor offices, and other medical facilities rely on the quality products and outstanding customer service the company provides.

Waterloo Healthcare designs, manufactures, sells, and services the most durable medical carts in the industry featuring fully-welded unibody frames. Customers around the globe report the



**WATERLOO  
HEALTHCARE**

Better Carts for Better Outcomes

“ Our marketing efforts through working with Duke and the Fractional CMO team helped us cement our reputation in the healthcare industry; both have aided in our goals of having more sales and closer working relationships with leading distributors. ”

**Steve Brothers**

National Distribution Manager

## CHALLENGES



- Waterloo Healthcare wanted to provide more of its best-in-the-industry medical carts to more facilities to help them excel at patient care and organization. Despite having the best medical carts in the industry, the company needed effective, cohesive, and comprehensive strategic marketing oversight and implementation to reach more facilities seeking the benefits provided by Waterloo Healthcare's products.
- Waterloo Healthcare had engaged in some marketing activities, but they were lacking an overall strategy, were not as well-planned as they could be, and several important fundamentals were missing from the company's marketing efforts. The company did not have a Chief Marketing Officer to lead marketing initiatives and help grow the business.
- Updated marketing materials were needed (such as collateral and catalogs showcasing the medical carts) for trade shows, expos, and distributors, as well as general marketing support for those events and partnerships.
- An impactful marketing strategy and plans, along with expert implementation, were required to reach both prospects and current customers

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## OUR SOLUTION

- Fractional CMO, LLC, worked closely with the management of Waterloo Healthcare through regular weekly meetings to create and then execute a marketing plan targeting current customers, distributors, and prospects.
- With the oversight of a Fractional CMO and execution of initiatives by skilled marketing experts, the marketing materials and WaterlooHealthcare.com were updated, and marketing support for events was implemented.
- Some of the elements of the marketing plan included nurturing marketing campaigns, strengthening alliances with distributors, quarterly newsletters, and weekly engaging social media posts.

## OUTCOME



- Waterloo Healthcare now has an even greater reputation, and it is widely considered to be the top medical cart provider in the industry, greatly due to marketing initiatives conceived by Fractional CMO, LLC.
- Marketing strategy, efforts, and programs are now steady, cohesive, and all-encompassing; and they have been since Fractional CMO, LLC, began working with Waterloo Healthcare.
- Branding, messaging, and timing of marketing efforts are well-organized, efficient, effective, and consistent.
- Additional new customers have begun using Waterloo Healthcare medical carts, which resulted in an increase in revenue.
- The numerous advantages of having a Chief Marketing Officer (CMO) have been brought to Waterloo Healthcare without the high costs of employing one. In addition, Fractional CMO LLC's experts, with decades of combined experience and success, have taken the burden of the creative process and time necessary to implement marketing off of management's shoulders.

