



CASE STUDY

RRD and MFS – Rapid Campaign Turnaround to Capitalize on Revenue Opportunity



BACKGROUND

RRD Supply Chain Solutions is the supply chain solutions division of RRD - the global fortune 500 company with key specializations in print, packaging, and communications. The supply chain solutions division has a particularly strong value proposition in the life sciences sector and possesses a range of capabilities around compliance, manufacturing, packaging, logistics, IT, and more.

AT A GLANCE

Challenge: The company needed to find a way to capitalize on a unique revenue opportunity brought about by the covid pandemic.

Solution: Worked with MFS to develop an integrated marketing plan that would be rolled out and implemented at pace.

Results:

- Closed won deals with 3 major healthcare providers.
- 19% increase in sales pipeline.
- 23% increase in opportunity win rate.

CHALLENGE

Amidst the turmoil of the covid pandemic, an opportunity for the supply chain division emerged as healthcare providers struggled to keep up with the demand for test kits, wellness kits, and PPE kits. RRD - with their scale, capabilities, and global footprint - were in a unique position to provide healthcare companies with an outsourced solution that was fully compliant and could be scaled to meet demand.

The marketing challenge for RRD was multifaceted.

- **Awareness:** The supply chain division had the capabilities to meet an ongoing market challenge, but there was not widespread awareness of their solution.
- **Targeting:** In addition to crafting and sharing their supply chain capabilities, the company needed to get their message in front of the right people - aka the key decision makers at some of the world's leading healthcare companies.
- **Value Proposition:** RRD needed a way to effectively communicate their quite considerable value proposition in a way that resonated with key decision makers.
- **Time:** The pandemic had created an opportunity for the company - they needed an integrated marketing campaign that could be turned around rapidly to capitalize on an unexpected - but considerable - business opportunity.



SOLUTION

Leadership at the supply chain solutions division engaged with MFS to develop a strategy that would help the company seize this opportunity. Together, we put together a plan to firstly generate awareness within the healthcare space and secondly turn this awareness into business opportunities and, ultimately, revenue. The plan contained the following elements:

- **Case Study Development** - While the company had, in the past, provided similar kitting and outsourced manufacturing solutions to healthcare companies, they did not have any case studies published relating to this solution. The first part of call here was to put together some public-facing case studies that could tell the story of the company's expertise and capabilities in this space.
 - **Messaging** - It is not enough to simply put together a case study based on marketing-speak or marketing suppositions about a particular use case. The company needed to develop messaging that would resonate with the target audience. To ensure the messaging and value proposition was on point, we worked closely with the sales reps who had successfully closed similar deals in the past.
 - **Awareness-Building** - To get the company's messaging in front of the right audience, we put together some multichannel PPC ads that would target key decision-makers at healthcare companies. The main benefit of PPC in this use case is that it was quick to launch and the in-depth targeting provided by tools like LinkedIn ensured that the company's value prop was getting in front of the right people.
- **Email Outreach** - We worked with the BDRs at the company to develop a number of different email campaigns that were based on the messaging we developed with the sales rep at the beginning of the process.
 - **Sales Content** - Finally, we put together some additional sales materials to help reps move opportunities through the sales pipeline. These materials included updated and tailored slide decks, one-pagers, sell sheets, and ROI analysis documents.

RESULTS

Speed was of the essence here and we worked closely with division leadership to ensure our campaign was created, developed, and rolled out in weeks, not months - with the ultimate outcome being a number of closed won opportunities and revenue that reached tens of millions of dollars.

Key results included:

- Closed Won opportunities with 3 of the top 10 healthcare providers in the United States.
- 19% increase year on year in sales pipeline for the supply chain solutions division.
- 23% year on year increase in opportunity win rate for the supply chain solutions division.