

Westwicke Partners



The Situation

Westwicke Partners specializes in investor relations (IR) and IPO advisory for companies in the healthcare industry. By 2013, Westwicke had grown to be the largest independent IR firm focused on health care, but the company still needed to build its brand and reputation within the industry. In the early years, the firm's main marketing activity was an annual conference that required a significant investment of time and money, and the return on investment was in question. Westwicke came to Right Source Marketing looking for a marketing strategy overhaul, with the objective of raising the company's visibility with potential clients. Right Source was asked to take a critical look at all aspects of Westwicke's current marketing tactics and make recommendations.

In initial conversations with the leadership team at Westwicke, it was revealed that there were three key pillars that differentiated Westwicke from other investor relations firms:

- ➔ **Wall Street Experience:** Each of the Westwicke partners averaged 20 years of Wall Street experience prior to joining the firm.
- ➔ **Healthcare Focus:** The company focuses exclusively on the healthcare industry, with dedicated teams for healthcare services and technology, life science and spec pharma, and medical technology and diagnostics.
- ➔ **Senior-Level Attention:** Clients benefit from senior-level attention throughout their entire Westwicke engagement.

Following an audit of the Westwicke website, Right Source brought several items into focus: the current site did not bring out Westwicke's business differentiators, and the design, navigation, and content did not appropriately reflect the company and its professionalism.

In addition to its need for a website overhaul, Westwicke had not yet embarked on any type of communications for social media, email, or content marketing.

The current website did not bring out Westwicke's business differentiators or reflect the company's professionalism.

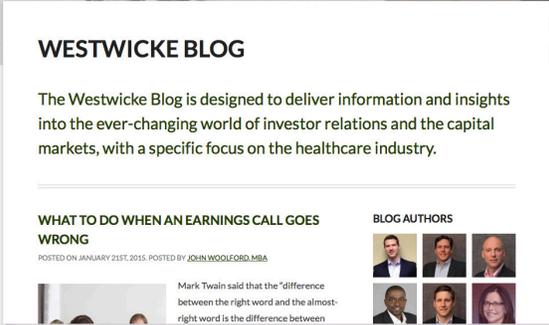
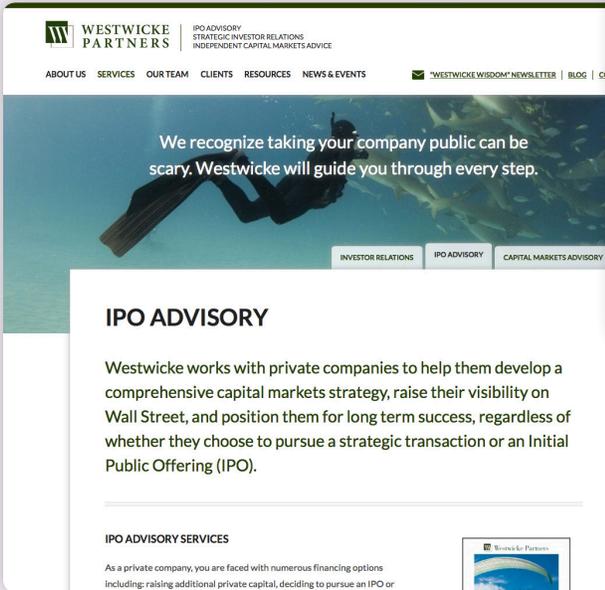
Challenges

Westwicke's situation was similar to what we hear from many other businesses:

- ➔ They did not yet have a blog and wondered how they would find the time to publish engaging content on a regular basis.
- ➔ They did not have the time to fully understand social media and how it could be used to deliver information to clients, prospects, and influencers.
- ➔ There was a desire to develop a regular email newsletter, but there was no time to focus the proper attention on it.

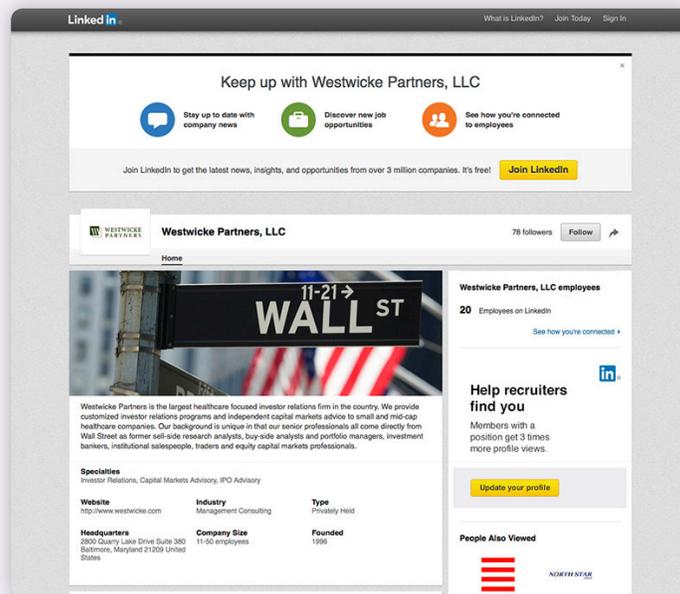
The Work

- ➔ After doing some discovery and an assessment of Westwicke's unique value proposition, design preferences, content needs, and brand voice, Right Source Marketing completely redesigned the **Westwicke website**.
- ➔ **Multiple case studies** were written and included in the launch of the new website to provide additional credibility to the brand story.
- ➔ Right Source created the **Westwicke Blog**, and new posts are published on a regular basis.
- ➔ **Social media** brand pages were created for LinkedIn, Twitter, Facebook, and Google+. New posts to all social media properties are added regularly.
- ➔ The company's first **email newsletter** was delivered within weeks of the site going live, and email newsletters are now delivered on a monthly basis.
- ➔ **Downloadable documents**, such as guides, have been added to the site for additional visitor engagement.
- ➔ Right Source and Westwicke conducted two well attended **webinars**, which now live on the website for on-demand viewing.
- ➔ **Marketing automation and CRM** are being utilized to align marketing and business development efforts.



Westwicke Blog

Westwicke Website



Westwicke Social Media

Results

800% 

- ➔ **Website Visitors**
Website traffic has **risen over 800 percent.**

1,000% 

- ➔ **Organic Search**
Visitors from organic search **increased by over 1,000 percent.**

- ➔ **Social Media**
Prior to the Right Source/ Westwicke partnership, there was no social media. **It now represents over 5 percent of all website visitors.**

- ➔ **Targeted emails and newsletters** are providing additional visibility for the company on a regular basis. Reader engagement is being delivered to the head of business development for insight into prospect interest.

According to **Mark Klausner, Managing Partner at Westwicke**, "We have really benefitted from our relationship with Right Source. They took the time to understand our industry and the specific needs of our business, and have designed and executed a comprehensive strategy to help us build our brand. In particular, their knowledge of B2B marketing and how to execute against a content marketing strategy has been truly impactful."

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— Mark Klausner, Managing Partner at Westwicke

Right Source is a strategic marketing consulting firm that helps companies create and implement content-driven, digital-focused initiatives designed to fuel business growth.

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