



VECTOR FIRM

CONNECTING STRATEGY TO ACTION

CASE STUDY



RE-ALIGNING MARKETING FOCUS TOWARDS DIGITAL SOLUTIONS LEADS TO BIG PAYOFFS

EXECUTIVE SUMMARY

Education Management Solutions (EMS), now a part of **Collegis LLC**, has been the leading innovator of simulation training technology for over 25 years. They support simulation-based solutions for healthcare training environments, government agencies, behavioral health & emergency medical education. Headquartered in Exton, PA, EMS understands that the role of clinical simulation is now a crucial part of the puzzle and no longer just a “nice to have” option. EMS’s SIMULATIONiQ Enterprise solution is the only clinical management operating platform to bring all programs, people and processes into a single, simplified & easy to manage view.

EMS works closely with its clients from application of products and onboarding of the technology to ongoing technical expertise and support with the overall goal of simulation to be skill development for improved safety. Just as how flight simulation allows skill development without the risk of crashing, the clinical learner in medical simulation can build all the necessary medical skills such as diagnosis, assessment, communication & critical thinking without endangering a real patient.

Lynn Welch is the Vice President of Business Development and Marketing at **Education Management Solutions**, now a part of **Collegis, LLC**. She currently serves as the Chair of the Corporate Roundtable and on the Board of Directors for the **Society for Simulation in Healthcare (SSiH)**. In 2017 she took over their Marketing Team and pushed hard to engage with Vector Firm. EMS reviewed several sales/marketing consulting services but ultimately chose VectorFirm. Results: — **BIG payoffs.**

“ A key to our success, in my opinion, is having great guidance and blueprints from Chris, but also the sales team embracing and picking up on his methods. It is so important to have sales and marketing leadership lean in and reinforce the core concepts and approaches. ”

—Lynn Welch
Education
Management
Solutions

CLIENT CHALLENGES

When Lynn took over as VP of Business Development and Marketing, both sales and marketing teams were completely out of alignment. Since focus was frequently on tradeshow events, marketing was always distracted and preoccupied with them. In addition to heavy tradeshow focus, the marketing team was operating with a larger number of employees than were eventually deemed necessary. Lead quality and follow up was almost non-existent as the marketing team was constantly running from trade show to trade show without the ability or time to appropriately nurture leads.

The true challenge was how to transition the team from a tradeshow based strategy to the digital marketing solutions Vector Firm had proposed for us.

HOW VECTOR FIRM HELPED

When Chris Peterson, President of Vector Firm, began helping EMS implement new sales strategies, things started coming into alignment. They eliminated trade shows and doubled-down on digital content. By decreasing their reliance on tradeshow marketing, their sales and marketing teams were enabled to focus on lead nurturing.

Chris's strategic consulting engagement included a full assessment of sales and marketing. One of his primary recommendations was having the marketing team focus on content creation, automation and follow up to deliver higher quality MQL's (Marketing Qualified Leads). In addition Chris encouraged the sales team to focus on content sharing to help position themselves as the subject matter experts in simulation technology.

"Every day I am so glad we hired VectorFirm to guide us through this transition" reports Welch. "On the Marketing side we have implemented all Chris's plans to the letter and have the digital machine already working. Now that we have the sales team behind it, we're driving the heck out of the pipeline."

"Everyone was working hard, but the activities weren't targeted or aligned." Peterson claimed. "Through our assessments, we determined where their activities needed to be targeted and aligned marketing and sales. The team at EMS did the hard work."

RESULTS

In Welch's own words:

We engaged with VectorFirm in 2017 and since then our results are FANTASTIC!!

The MQL's going to the sales team are converting at more than double our original rate in 2017 (lead to opportunity) because they are focused on the lead follow up and not on rushing to the next tradeshow.

As a marketing team, we eliminated tradeshow events per Chris's recommendations—long before we would have been forced to do so by Covid—and currently, in 2020, we have already blown past our 2019 results.

Our new booked sales have increased 196% from 2017 to 2020.

For CY 2020, in which new sales have dropped more than 30% across our competition in our healthcare simulation training space, EMS has achieved over 110% of the pre-Covid 2020 new sales goal AND successfully negotiated and executed a profitable acquisition agreement.

Our Federal business alone is 170% over their 2020 new sales target.

All Marketing metrics have skyrocketed since beginning our engagement with VectorFirm.

2017 Conversion Funnel 2020 Conversion Funnel

Visitor To Prospect
8.5 Days

Visitor to Prospect
4.3 Days

MQL to SQL
10.7 Months

MQL to SQL
4.9 Days

TEN MONTHS faster through the funnel!

Closed Sales Opportunities from Marketing Leads

2019
35 Deals

2020
75 Deals

Low funnel MQLs (Stage 3) have more than tripled since 2017.