

Campaigns



Create market buzz, increase awareness of a new indication or inform customers of your latest rebate program by launching an awareness campaign.



Campaigns

Tailored programs for your specific needs.



Call campaigns

Increase your reach and frequency while saving money. Gain knowledge and insight into your messaging. ASD Healthcare's inside sales professionals can help you achieve your goals by making 50-80 calls per day, per representative, on your behalf. Messaging and targeting are tailored to your needs.

Sales campaigns

Drive sales by proactively marketing products to current and prospective customers. Our inside sales professionals will share the advantages of using your product.

Market Research

Have a product that is not gaining market share quickly enough and want to know why? Wondering if your brand needs a face lift? We can get right to the heart of it at the pharmacy level, be it a formulary, coding or an awareness issue.

Product launches

Our trained inside sales professionals will market your new product by calling potential customers, sending informational emails, and advertising your product on ASD Healthcare's website. This campaign can be tailored to fit your needs.

Email campaigns

Email is the fastest way to get your product information to current and potential customers. Use ASD Healthcare's extensive customer list, or use your own to send an email campaign to increase awareness and knowledge of the benefits of your product. Post campaign results include real-time open rates and click-throughs.

What are you waiting for? An entire team is readily available to make you their top priority.

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CASE STUDY : PRODUCT MARKETING RESEARCH CAMPAIGN

Issue

Sales in the hospital segment were down for a manufacturer.

Strategy

Used a tailored database of 500 contacts and developed a call campaign to find answers to specific manufacturer questions. The manufacturer was highly interested in understanding why the customer preferred *Product X* over their product, and they wanted to gauge the awareness level of newly introduced product packaging.

Results

421
completed surveys of the
500 targeted

69%
did not need a formal P & T
process to request the drug

69%
of the product was being
used in surgery scenarios; this
new insight expanded the
product's marketing potential

52%
of respondents said they did
not have a preferred brand

6%
of targeted audience
requested an inservice

80%
of respondents were not aware
of new packaging when asked