

CRDMO Based in Hyderabad

About the Company

The Company is a 15- years old premier Contract Research, Development, and Manufacturing Organization (CRDMO), dedicated to delivering innovative, tailored solutions for clients across 15-year-old pharmaceutical, biotechnology, and related industries.

Problem Statement:

To get the marketing set up for the client and also build their social media strategy, budgeting, planning and ensure Brand Building simultaneously in various markets.

Build website for different offerings like Drug Discovery, Specialty Chemicals, R & D, Development & Manufacturing

Establish the company as a growing known Brand in CRDMO space and participate in Global events like CPHI

Build a separate Brand Logo & Design and Complete Brand Building activities with New Logo & Website

Proposed Solution

To prepare a Strategic marketing Plan and curate a Brand Building Activity list and follow it through with things like Blogs, Case Studies, Brochures, One pagers etc. and Build Core Values inside the organization

- Set up an active Sales & Marketing team for B2B Sales & Marketing along with Branding
- Standardize both External & internal Communication, Branding & Marketing, Building Marketing assets & Collateral Development
- Building websites and online lead generation processes

Project Execution:

Singled out prospects and companies with a predisposition to use the CRDMO offerings.

Account based marketing and sent them information on a clear idea about the company and get into meeting

Managed to get the websites up and running within a 4 months period.

Built Corporate Brochure, Event Marketing, Event Participation guidance & booth creation, Town Hall creatives, Blogs, One pagers, Web content and many more artefacts

Key Takeaways

- The website was re-designed & created by ClientCurve and all content writing was done by ClientCurve in collaboration with the company subject matter experts.
- We activated market geographies of USA & India and we publicized the offerings of the organization.
- Branding activities were activated for full range of CRDMO Offerings
- Participation in Events, Booth Design, Social Media Activation and Blogging along with work related to all events like CPHI, DCAT and similar ones were done by CC team.
- We were able to get inbound leads from Sales & Marketing efforts and get close to 25 SQL by 6 months along with Marketing & Brand Building.