



Client

Citeline Inc.

Brief

Develop and implement integrated marketing across all channels.

Services delivered

Website design,
Corporate image refresh, Whitepapers, Videos, Sales Brochures, Datasheet, Customer event organisation, Seminars, Social Media, PR

“...despite a general decline in revenues across the industry, we comfortably exceeded a very aggressive sales target. Hot To trot played a very large part in creating the environment for that success.”

Ellie Pendreich
Senior Marketing Director

From zero to hero in three months

When Ellie Pendreich took over as Senior Marketing Director at Citeline, one of her first challenges was to implement a top-down review of the way the company took its products to market, and develop a collateral suite to support the sales team.

“It was a challenge. Citeline is a specialist provider of drug trial data, and had only recently been taken over by the Informa Group, but marketing had fallen into a bit of a dark hole. The opportunity to do something dramatic was hugely exciting, but with no in-house resources, we looked at existing agencies to organise a quick fix.”

Although Ellie invited proposals from the various incumbents, she was frustrated at the ultimate cost and lengthy timeframes she was quoted. “We needed a complete marketing suite - website, datasheets, case studies, social media and a couple of customer events, and we needed it fast,” she explains, “but these guys were talking up to six months to get things together.”

Send for the cavalry...

Having worked with Hot To Trot in her previous role as Head of EMEA Partner Marketing at Informatica, Ellie called the agency in and outlined her challenges.

As she expected, Hot To Trot’s response was positive and they were comfortable achieving a three month deadline, but one unique element of their approach stood out strongly.

“The first thing HTT proposed, was to run a round table with the sales team and find out what obstacles they were hitting, and what support they needed to help them in the field,” Ellie comments. “This not only ensured we prioritised effectively, it also made sure sales and marketing were in alignment. No other agency I’ve worked with has ever taken such a holistic view.”

The sales team embraced the idea enthusiastically, and the resulting discussion led to a series of integrated initiatives that gave them a terrific boost. “Hot To Trot came in with a clear objective, but made sure that their approach to solving it was going to answer a much wider brief,” comments Dr. Jamil Hussain, Citeline Senior VP of Sales.

“By involving the people at the sharp-end, they were able to build a very detailed picture of how we work as a company, how our customers react, and the challenges we face in getting through to them,” he concludes.





The strength of Social

Like many ‘big ticket’ B2B businesses, Citeline’s users have a strong influence, but are not the people who decide to buy the product. In addition, because they are in the life sciences industry, there is a widespread moratorium on suppliers contacting end-users directly, so the sales people are unable to approach a very large part of the influencer group.

“But these guys are very active on social media,” comments Hot To Trot Managing Partner, Peter Smith, “so we had a great opportunity to go round the gatekeepers and talk directly to the users. The key was to make sure that we had something to say that they would be interested in hearing.”

Hit the ground sprinting

In a space of just three months, Hot To Trot built a complete new suite of marketing collateral to support the sales team’s efforts, including a new website, brochure and datasheets.

Over the next six months, they rolled out a complete thought leadership programme using whitepapers and videos based on research and key issues that were solved by the Citeline products.

Hot To Trot also leveraged their own contacts and attracted 60 potential customer to a dedicated event featuring keynote speakers from the industry, including its largest venture investor.

“it was a superbly built and delivered campaign,” comments Ellie Pendreich. “It used every marketing channel, including e-shots, PR, social media and events, and it was extremely successful. Our web traffic trebled, and we found ourselves talking through social media with people we’d been trying to get to see for years.

“But the proof of the pudding is always the numbers,” she continues. “Suffice to say that despite a general decline in revenues across the industry, at the year-end we comfortably exceeded a very aggressive sales target. I have no hesitation in saying that Hot To trot played a very large part in creating the environment for that success.