

Pardot Implementation

Med Supply Partners

COMPANY OVERVIEW

MedSupply Partners has been providing quality laboratory equipment, consumables, scientific products and chemicals since 2003. Their managing partners bring over 25 years of industry experience to MedSupply Partners. Their experience and commitment to service has enabled them to become a trusted source for a wide variety of research products.

COMPANY PROFILE

LOCATION *Atlanta, Georgia, USA*
EMPLOYEES *50+ Employees*
INDUSTRY *Health & life Sciences*
COMPETITOR *Marketo and HubSpot*
SOLUTION(S) *Pardot to CRM Integration and Implementation*
GO LIVE DATE: *05/2016*



CHALLENGE

Med Supply Partners had been using traditional marketing tactics and a lot of heavy lifting by their sales representatives to generate new business.

When clients could find them online they did get calls. But mostly outside sales reps used catalogues, email and outreach, tradeshow through a couple of organizations that set them up nationwide.

The business had not been engaged in much strategic or digital marketing at all.

SOLUTION

We conducted a deep dive requirements gathering and then proceeded with the full technical setup of their Pardot instance and the integration to their instance of Salesforce CRM.

This involved the modification of their existing salesforce CRM layout, the installation of custom buttons, the salesforce connector, assignment of sales and marketing users, and the creation of single sign-on for both sets of users.

Once the technical component was created and tested, we then proceeded with the marketing configuration needed to successfully fill the automation machine.

RESULTS

The company selected Pardot mainly because of its native integration to their Salesforce CRM. Med Supply looked at a number of cloud solutions but none of them provided the kind of visibility ease of use and seamless integration that Pardot does. No other solution even came close. Moreover the ability to scale up and nurture the funnel has been a key success factor. It has removed all the guesswork for their Sales people. They just don't have the bandwidth to touch every client regularly. Now they're calling on the right clients at the right time.

WSI also developed nurturing campaigns to incite purchase for net new clients and repurchase from existing clients. Sales representatives are now spending way less time talking to uninterested leads and are now having a much higher success rate than ever before.

Salesforce Confidential



Solution Detail

MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	<i>Marketo and HubSpot</i>
Previous technology replaced by Salesforce:	<i>Constant Contact and Outlook</i>
Salesforce products deployed:	<i>Pardot</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
Salesforce Product features:	<i>Marketing Automation rules, segmentations and campaigns both drip and 1-1</i>
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc)	<i>n/a</i>
Integrations:	<i>Sales Cloud</i>
AppExchange Apps/Partners	<i>n/a</i>
Solution 'Go Live' date:	<i>05/2016</i>