

LinkedIn Lead Generation for Health Technology Ventures

LinkedIn is becoming an increasingly popular platform for all marketing and sales activities, especially in B2B industries. However, most companies we work with do not use LinkedIn for lead generation successfully - in fact, many don't use LinkedIn to generate leads at all. This is a very large missed opportunity.



Based on many discussions with customers, we see three major factors holding companies back:

1. Don't know where to start
2. Lack of process
3. Lack of time

Let us break this down one by one.

The Starting Point

To get started, you have to ask yourself two questions:

1. Do the organizations and people you want to reach use LinkedIn?
2. Are they responsive to your messaging?

For a large fraction of customer segments relevant to health technology, the answer to these two questions is yes. In many regions, there is even an increasing share of clinicians (GPs, specialists, therapists, skilled nursing, etc.) who use LinkedIn and are receptive to LinkedIn messaging. This has changed dramatically over the past years.

The Basic Process

The basic process works like this:

- Defining the ideal customer profile (ICP)
- Determining the optimal communication and workflow to best reach the ICP
- Contacting potential customers
- Learning and adapting messaging and workflow accordingly

Following these simple steps, we have seen key conversion metrics (i.e. call booking rate - ratio of # people contacted to # of people booking a call) go from 0% to 15% and beyond over the course of a few weeks.)

Lack of time

Imagine the costs and benefits of creating 10 new leads via LinkedIn, compared to your other methods of creating new leads. Then, think about whether this is worth the time you need to invest in. In most cases, the answer is clearly yes.

Hence, very often our key recommendation is: No matter whether you do it yourself, or you have somebody else do it on your behalf: Just get it done!

Case study: How Meotec signed a Fortune 500 client through LinkedIn.

Over the past year, we've talked to many founders and CEOs about their challenges using LinkedIn successfully. One of them was Christoph Ptock, Co-CEO at Meotec, a health technology startup focused on developing absorbable metals for medical device applications. When we started, Christoph used LinkedIn sporadically, and spent a few hours per month for outreach and growing his network. Christoph was able to grow his network this way, but requests for further information and calls were at a very low conversion.

We partnered with Meotec to help Christoph turn this around. First, we adapted and evolved the client profile and tweaked the messaging (hint: shorter is almost always better). Then, we stuck to the plan, spent every day on LinkedIn and contacted prospects. The first calls were booked after about 10 days, and after 2 iterations, we consistently reached more than 10% conversion.

Our favorite thing about this campaign: It really, really worked! We even were able to generate a Fortune 500 client through the campaign - an organization Meotec had no previous relationship with!

Christoph Ptock, CEO at Meotec, was happy to share the following statement about our collaboration:

"The fact that Peak Spirit offered to implement the campaign end-to-end made a big difference - it saved me hours of work every month. The results evolved to be highly compelling. We got in touch with many valuable leads that we might never have been able to reach without the support of Peak Spirit. This project really paid off!"

Let us help you to successfully use LinkedIn for Lead Generation!

How are you currently using LinkedIn, and what are your lead generation results? At Peak Spirit, we specialize in market validation, market entry, and sales scale-up for health technology ventures. To initiate a conversation, please feel free to reach out via info@peakspirit.ch.

We're excited to hear from you!



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