

Case Study Turning data into knowledge



Marketing Planning



Brand



Lead Nurture



Go To Market



Lead Conversion

Wilmington Healthcare

If the NHS is a customer of yours, you'll need the services of Wilmington Healthcare, a leader in the provision of sophisticated data and insight for drug usage, patient outcomes and organisational structure and change as well as a training, thought leadership and engagement.

CMFG was selected by Wilmington Healthcare as lead partner for the creation and implementation of sales focused acquisition campaigns. Utilising the foundation of Marketo and Salesforce, CMFG create content, events and direct communication to support nurture and conversion campaigns across the product portfolio.

www.wilmingtonhealthcare.com



CMFG - the b2b marketing agency

a team of creatives, planners, digital techies, writers and project managers that help create and deliver standout multi-channel campaigns.

We help clients sell!

www.cmfg.co.uk