

ABILITY NETWORK: LEAD REACTIVATION PROGRAM

ABILITY Network, headquartered in Minneapolis, is a company that delivers a broad suite of web-based software, on a Software-as-a-Service model simplifying administrative and clinical processes for healthcare providers.

Whether it's connections to insurance payers, revenue cycle management services, or clinical support systems, providers and payers across the United States trust ABILITY technology to improve the way they operate.

“I have worked with many independent contractors over the past 20 years in various roles to help grow businesses. I can say without hesitation that Leadonance is one of the best I have ever worked with. Leadonance experts are bright, articulate and have a strong business acumen in the area of sales & marketing. From the very first hour, Leadonance provided value and an ROI to our organization. I hold no reservation whatsoever in recommending their services!”



– **JOHN PORRICOLO**
Senior VP Marketing, ABILITY Network



Challenge

RE-ENGAGE COLD LEADS WITH PERSONALIZED DYNAMIC CONTENT USING MARKETO

Working in the healthcare industry is about building a relationship of trust. It's essential to answer the specific questions of potential clients working in an ever-changing environment, to be prepared for the nurturing process to continue for months and to have an automated process of "driving back" cold leads who get stalled in the decision-making process.

The first part of this intense dialogue is content catered to the needs of each specific group of healthcare providers and payers, secondly, a fine-tuned automated system allowing for a scalable delivery of personalized dynamic content.

The pressing issue for ABILITY Network at the time was a lack of communication with cold leads and that's why ABILITY Network asked Leadonance to implement an effective solution to win back the attention of cold leads.

Solution

WORDPRESS BLOG INTEGRATION WITH MARKETO

As a response to the issue of having thousands of cold leads who just “sit there” having exhausted their nurturing flows, ABILITY Network and Leadonance have created a custom-tailored solution that continuously nurtures cold leads by automatically converting ABILITY Network WordPress blog posts into Marketo dynamic newsletters.

The new dynamic newsletter allows ABILITY Network to re-engage these cold leads with the content from the latest WordPress blog posts with current industry-related news, to preserve thought leadership and to stay in touch with them even if they have previously dropped out of the conversation.



“Leadonance has been a vital resource in developing an automated solution for our newsletters.

Leadonance connected our WordPress and Marketo software to automatically populate newsletters based on custom selectors and handed over clear and concise code that’s flexible and easy to update.

I look forward to working with Leadonance again in the future.”



– CALVIN BUCHANAN
Senior Designer and Developer,
ABILITY Network

Leadonance built this custom-tailored solution in several steps:



Segmenting leads in accordance with their role in the healthcare industry;



Initiating a content pull form with the help of Marketo webhooks and populating the newsletter template with it;



Writing a custom PHP service to **pull blog posts from WordPress** blog and into Marketo, leveraging Marketo REST API;



Setting up dynamic to **inserts, lead-specific links, and news headlines;**



Building a **responsive email template** in Marketo;



Setting up the newsletter to be updated automatically and to be **sent out at regular intervals;**



Sorting and **mapping blog posts to designated lead segments** with the help of WordPress tags;



Setting up **A/B tests and reports** in Marketo Revenue Cycle Explorer.

RESULTS

LEADONANCE IS HAPPY TO SEE:

— The time-efficient results...

Building one standard email takes you about two hours, asset and campaign setup — another hour, finding the right leads to send it to — half an hour more. Throw in 1 hour on top to set up an A/B test and 2 hours to insert the content and then to test the email across multiple email clients. Therefore, you spend around 7-8 hours to prepare one email program, just for one segment of your lead database.

— and opening perspectives

The implemented scalable solution allows for an easy replication to cover the needs of not just cold leads, but also prospects undergoing a more generic nurturing flow.

— Client's reaction...

“In just the first few months of sending this newsletter, we have seen an increase in interaction from this group of people. We are seeing high open and click rates from the newsletter email itself.

We are also seeing those previously inactive people returning to interacting with our content and researching our services again.”



— SARAH LUCKOW
Demand Generation Specialist,
ABILITY Network

“Leadonance has taken our marketing automation with Marketo to the next level with their work on our newsletters. Leadonance helped make a previous labor intensive process to one that is nearly automated in all facets and made it scalable for our business. We will most definitely be engaging with Leadonance on future automation projects.”



– LOUIE FRANK
Digital Marketing Director,
ABILITY Network

WWW.LEADONANCE.COM

Contact us