

CASE STUDY

MEDIAMAGIC & ZYNEX



Services: Email Marketing



Industry: Healthcare & Medical Devices



Objective: get leads from medical practitioners for Zynex's Nexwave product



Website: www.zynex.com/products/nexwave



MediaMagic was incredibly helpful in building our sales pipeline. They thoroughly plan our campaigns and execute on the plans and email automation to nurture leads.

Paul Matarangas



19.2%

average email Open Rate

9.9%

average Click-Through Rate among those who opened



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

The primary requirement of the marketing campaign was to acquire more leads for the company's NexWave product by providing quality services in demographic target audiences planning and Setup, Automation, Management, and Analysis of email marketing campaigns. The biggest challenge we faced while creating the campaign was fixed zip codes for finding leads and less content about the product.

SOLUTION AND RESULTS

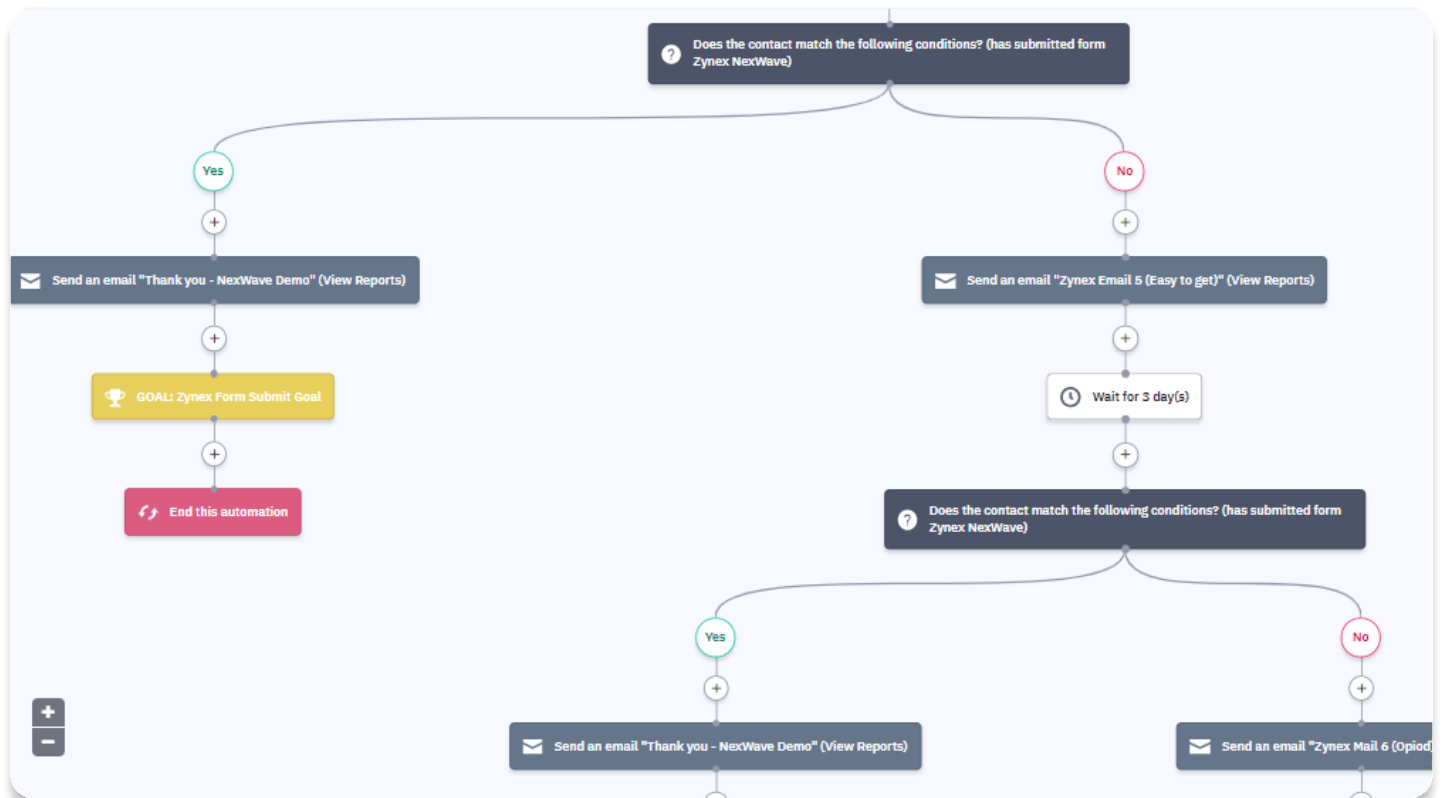
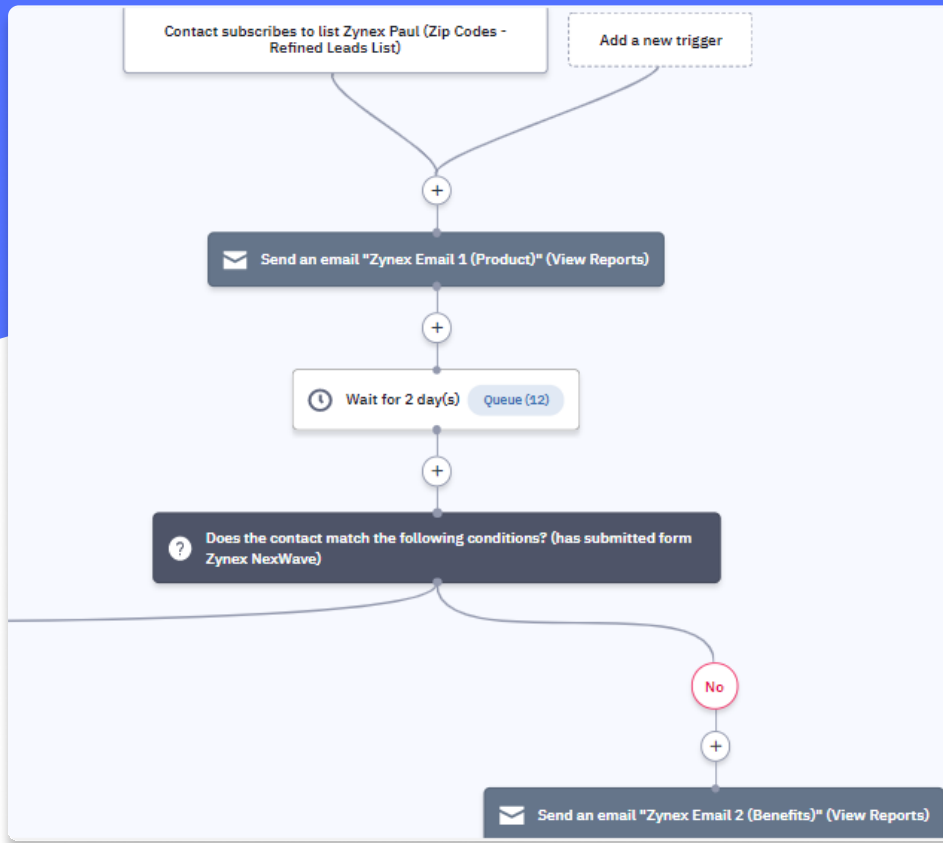


The email marketing strategy included finding a list of cold leads in the zip codes and providing all content, email copies, automation, landing pages, and integrations to convert the cold leads into successful customers.

Our process started by creating custom landing pages to collect leads for our email marketing campaign, which focused on the benefits of the products. The next process included creating a list of laser-targeted audience and email copies. We have targeted physiotherapists, chiropractors, pain clinics, etc, who were more likely to convert to his product. We also integrated our email marketing efforts with our client's Hubspot CRMs and tools to measure our performance and lead nurturing processes.

CAMPAIGN DELIVERABLES

Complex Email Automation with If/Else conditions



CAMPAIGN DELIVERABLES

Mobile & Desktop friendly, Branded Email Designs

CAMPAIGN RESULTS

Open & Click Rates

Campaign Name ^	Last Sent Date	# Sends	Revenue	# Opens	# Clicks	Open Rate	Click Rate
1 Thank you - NexWave Demo	0000-00-00 00:00:00	0	0.00	0	0	0.00%	0.00%
2 Zynex Email 1 (Product)	2021-02-24 13:28:32	579	0.00	161	17	27.81%	2.94%
3 Zynex Email 2 (Benefits)	2021-02-13 07:58:34	500	0.00	97	10	19.40%	2.00%
4 Zynex Email 3 (Insurance Company)	2021-02-16 08:04:14	440	0.00	81	10	18.41%	2.27%
5 Zynex Email 4 (Testimonials)	2021-02-19 08:07:48	429	0.00	76	6	17.72%	1.40%
6 Zynex Email 5 (Easy to get)	2021-02-22 08:10:50	444	0.00	78	6	17.57%	1.35%
7 Zynex Mail 6 (Opioid)	2021-02-25 08:13:32	433	0.00	62	4	14.32%	0.92%

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 **30 MINUTE MEETING**



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