

Breaking Barriers to New Business



THE SITUATION

An enterprise technology company for healthcare payers wanted to increase their brand awareness and name recognition to generate opportunity and revenue. Despite being a leading option, they had limited referral partners in the TPA space.

They provided several products for different business functions including a comprehensive solution but did not have marketing materials or messaging. The industry needed what they had to offer, **but they didn't have the right tools or the right message to make the necessary sales to drive their business further.**

THE SOLUTION

Partnering with Ocozzio gave them access to a full suite of marketing tools, including our proprietary Marketing Center which equipped their sales team with customizable materials.

Ocozzio deployed integrated marketing pushes for new product and feature rollouts and helped the client enter a number of new markets, including TPAs, Carriers, Associations and Ancillary Service Providers.

To dramatically enhance the client's brand awareness in the marketplace Ocozzio supported the client in preparing and attending conferences with innovative booth activities, a comprehensive marketing strategy for each event, and attention-grabbing booth designs that brought interest on the show floors and in the virtual exhibit hall.



The Results

Today, the company has seen increased revenue, client count and process improvements across multiple years—including more than 20% growth for the past three years in a row. In fact,

The client brought on more business in one year with Ocozzio than they had in the seven previous years combined.

As the client's business continues to grow, Ocozzio is prepared to support their marketing team as they move into the next phase of their company's history.



Watch this video to learn more



Contact us today.

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