

EMS1 Custom Online Marketing Program Launches the LIFEPAK® 15 for Physio-Control, Inc.

Background

Physio-Control is the world leader in developing, manufacturing, selling and servicing emergency care monitoring and resuscitation products. Physio-Control pioneered defibrillation technology over 54 years ago and continues to develop advanced emergency medical devices and technologies for in-hospital, out-of-hospital and public access use.

Challenge

Physio-Control approached EMS1 to develop an online strategy for building awareness and anticipation within the EMS and Fire Rescue market for the launch of the LIFEPAK® 15 monitor/defibrillator at EMS Expo. The promotional initiatives featured the tagline “Check out the Future” as a pre-launch teaser. After the conference, Physio-Control needed an online presence to continue the momentum of “Check out the Future” and generate buzz for the LIFEPAK® 15 monitor/defibrillator, as well as to collect leads from industry decision makers.



Solution

EMS1 developed a comprehensive marketing program for Physio-Control to satisfy both short- and long-term objectives.

Short Term: EMS1 launched a teaser splash page at www.CheckOutTheFuture.com to drive requests for more information and provide exclusive coverage of the technology launch. EMS1 drove traffic to the splash page using the AEDs and CPR Product Category Sponsorship promotion, multiple pre-launch eBlast Announcements and eNewsletter ads sent to over 80,000 EMS1 members, and finally an eBlast Announcement to over 1,000 EMS professionals who had pre-registered to receive “first look” updates about the LIFEPAK® 15 monitor.

Long Term: Along with continual promotion through EMS1 and FireRescue1, www.CheckOutTheFuture.com was transitioned into a full microsite immediately following the launch of the LIFEPAK® 15 monitor. EMS1 added content and functionality to the site to provide an interactive experience for users interested in the LIFEPAK® 15 monitor/defibrillator. Today, the site includes detailed new technology product information/specifications, lead generation capabilities, and clinical and operational data.

Results

The combination of a unique teaser splash page with powerful promotional tools across EMS1 and FireRescue1 successfully generated interest among a significant segment of the EMS community before the product was even released. The LIFEPAK® 15 monitor’s launch was a huge success, with over 1,000 online subscribers awaiting its debut. Since transitioning www.CheckOutTheFuture.com into a larger microsite, it continues to drive traffic and high quality sales leads. With ongoing promotion and featured announcements across EMS1 and FireRescue1, www.CheckOutTheFuture.com provides an access point reinforcing Physio-Control as the market leader in advancing monitoring/defibrillation technology.