



# *Implementing Inbound Marketing in a global organization*

JOHN GREGORY

ArjoHuntleigh



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Implementing **Inbound Marketing**  
in a Global Organization

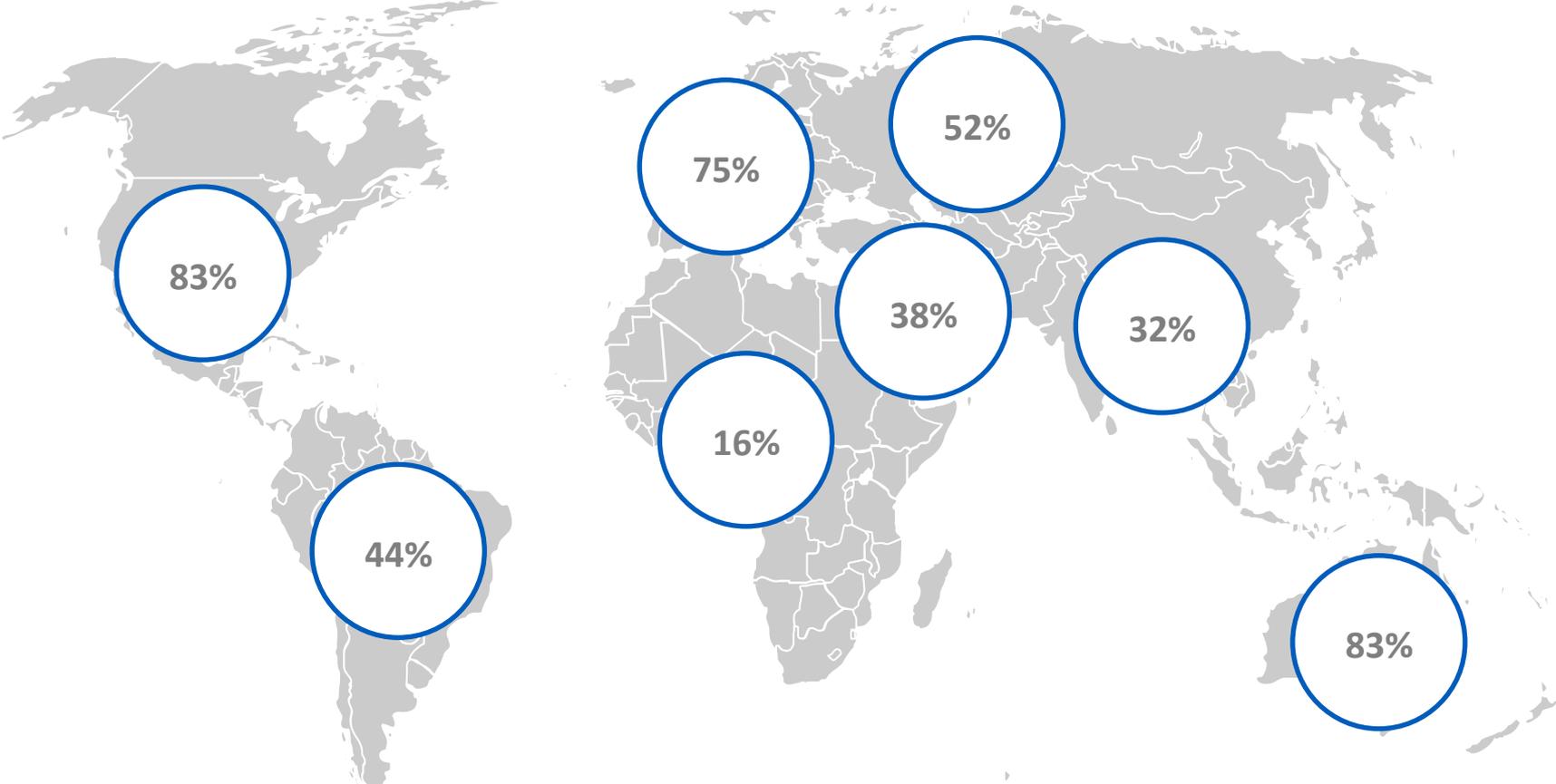
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A close-up portrait of a man with a goatee and a skeptical expression, looking slightly to the left. He is wearing a blue and white striped button-down shirt. The background is a solid, vibrant green. The text is overlaid on the top left of the image.

ARJOHUNTLEIGH REGULATORY DEPARTMENT

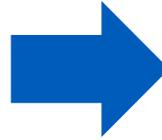
"YOU'VE GOT TO BE KIDDING ME"

Customers  
Are already online



Visits

**761 K**



Leads

**5,216**

**0.7%**  
Conversion Rate

**Local Markets**

Visit-to-Lead Rate  
Average: 1.0%  
Best: 1.4%

**Landing Pages**

Views-to-Submit Rate  
Average: 12%  
Best: 46%

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Create baseline  
**Demonstrate proof of value**

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First lead generated **5 minutes** after launch!

# First Started with strategy



Our main objective was to **generate leads**, to become a true **business driver** for the organization

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Paradigm shift  
**Engage the Management Team**

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Inbound marketing requires a new **mindset**

Choose your tools  
**very carefully**

**ARJOHUNTLEIGH**  
GETINGE GROUP



Select your primary tools **carefully** – it is hard to change after initial roll-out

# Look for early adopters

## Educate local staff



The collage displays five overlapping screenshots of the ArjoHuntleigh website, illustrating localization for different markets:

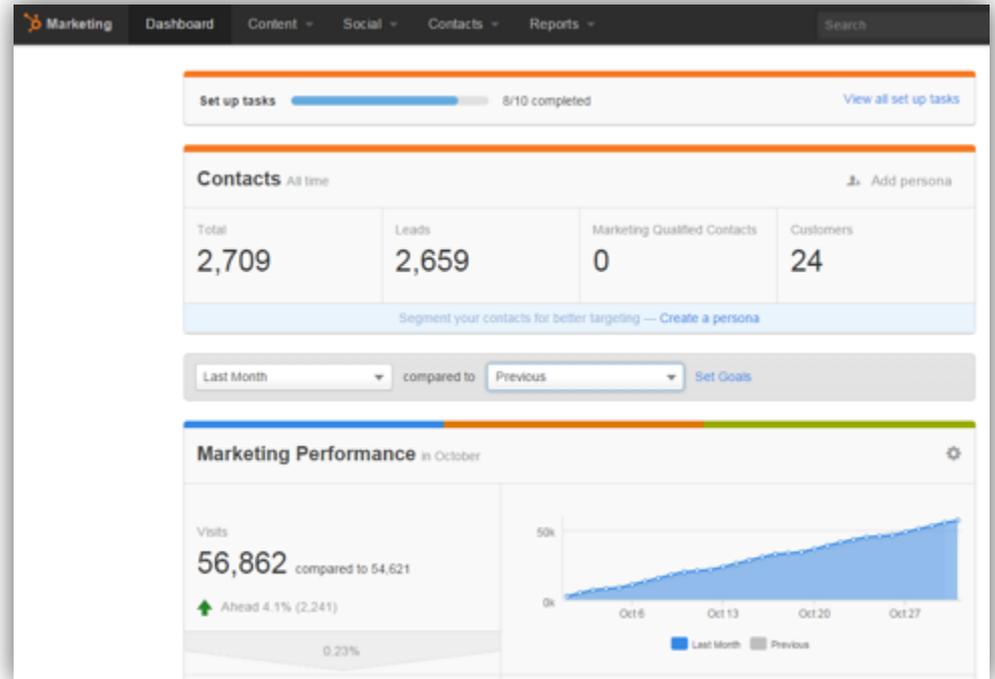
- Top-left (English):** "Presenting the new ArjoHuntleigh Guidebook".
- Middle-left (Dutch):** "Gezond & Zeker Kennisdagen 2014".
- Middle-right (Swedish):** "Nya Carevo".
- Bottom-left (Dutch):** "Beter zorg lagere kosten" and "Decubitus".
- Bottom-right (German):** "Der neue Carevo".

Building great content  
**Driver of HubSpot leads**

Content is king

Great content is shared

Know, Like, Trust, Use  
& Recommend



# Best Practice Example

## The ArjoHuntleigh Guidebook

PRODUCTS KNOWLEDGE SERVICES SOLUTIONS CONTACT US LOGIN BLOG

ARJOHUNTLEIGH  
GETINGE GROUP

SERVICES

ARCHITECTS & PLANNERS

Ready To Go  
Instant project scan and evaluation tool

Access to Drawings  
Access our library of 2D drawings, space requirements and additional product information.

Request Guidebook  
Please fill out the form attached to this page to request the new ArjoHuntleigh Guidebook.

Safe Patient Handling

To improve caregivers' working conditions, and the quality of care and safety for the resident/patient.

Read more

Mobility Gallery

The Mobility Gallery is an assessment and communication

ARJOHUNTLEIGH ARCHITECTS AND PLANNERS

GUIDEBOOK

Functional Design for Mobilisation and Ergonomics

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Content is King  
**Creation of content...**

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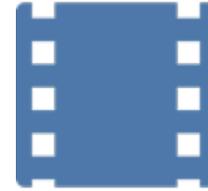
**Blogs**



**Interactive  
Tools**



**Photos &  
Infographics**



**Videos &  
Podcasts**



**Presentations &  
eBooks**

## Critical Success Factors

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1. Start defining a clear strategy
2. Don't underestimate internal senior management engagement
3. Establish structure and processes
4. Experiment & measure



John Gregory @gregiej

Credits

@jonmoss @Zooma @P\_Rudenschold

