

B2B REACH-OUT FOR A CHINA BASED PHARAMCEUTICAL CRO COMPANY



A China Based Pharmaceutical CRO company was looking to expand in the US Market, they approached Cooho Branding Company with this objective. Our Marketing Team helped them by -

Developed a unique marketing strategy to reach out by preparing case studies, Marketing videos to send out to the prospects.

To polish the Brand Reputation, changes were made on to their Website and Social Media platforms.

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Prepared the database of 2000+ CXO level executives who were the decision makers in the pharmaceutical organization.

The target organizations were chosen after through research on their Headcounts, Financial reports, Services and sizable presence in the Geography.

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Reached out to prospects
through personalized E-Mails
on their behalf through the
similar domain of the client

OUTCOME

The campaign was fairly successful and within a period of 3 months, 19 new clients were on board for the client, including several pharma giants. Several other prospects were in touch with the client for their future projects. The client began with a strong presence in the US Region, gaining many new connections and relationships at the CXO level and achieving a high return on investment.