

How a paid social campaign helped a Medtech company gain 10% market share in 9 months

THE CLIENT

The client was a global medical device manufacturer preparing to launch an innovative product in a mature and competitive category. They were targeting highly specialized surgeons with deeply entrenched preferences and strong loyalty to the market leader.

THE PROBLEM

Despite clear clinical advantages, the new product faced three critical barriers to adoption:

A resource-constrained sales team

With limited boots on the ground, the commercial team couldn't rely on traditional rep-led conversion alone. They needed marketing support to gain leads and traction faster.

Legacy brand perception

The brand's previous product had left some surgeons unconvinced — meaning this launch needed to actively shift these perceptions.

Strict regulatory barriers to promotion

TGA restrictions meant we couldn't advertise directly to the public, requiring a tightly controlled, compliant digital strategy targeting healthcare professionals only.

THE SOLUTION

With deep expertise in both healthcare compliance and high-stakes B2B marketing, we built a multi-channel campaign engine designed for traction, trust, and tangible ROI.

1. Value proposition development & key messaging overhaul

- Developed a bold new value proposition
- Identified key differentiators vs. the market leader

2. TGA-compliant paid LinkedIn campaigns

- Hyper-targeted audience segmentation focused on bariatric and thoracic surgeons.
- Copy and creative tailored to different stages of the decision journey.
- Full compliance with TGA advertising standards — including content review, claims substantiation, and audience gating.

3. Agile budget optimization

- Budget was reallocated weekly toward top-performing audience segments and creatives
- A/B testing was used to refine messaging, visual formats, and CTA positioning.
- Click-through rates and cost-per-lead were continuously improved to maximize ROI.

4. Parallel email outbound strategy:

- Educational email series timed with peak engagement and hub content pieces to drive lead generation.
- Unified creative and messaging across channels to ensure brand consistency.

THE RESULTS

Within just 9 months, the client achieved:

KPI	Result
Market Share Gain	+10%
Product Demonstration Requests	14 high-value leads
LinkedIn Campaign Impressions	120,000+
Click-Through Rate (avg.)	2.4% (well above industry benchmark)
Website Traffic Increase	+63% during campaign period



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