



simplified marketing

Case Study Sample:

Applying a Performance-Driven Framework in a Regulated Testing Laboratory



Overview

A laboratory testing company initially managed marketing through a **single in-house role**. While this approach built early visibility, it proved difficult to scale performance across SEO, paid media, and social platforms simultaneously. By 2024, they reached record traffic levels, yet this visibility **did not translate into customer growth**, requiring a shift to a **specialized, performance-first model**.

The Challenges

- High traffic but **inconsistent conversions**
- Lack of specialists** across key marketing functions
- One role managing multiple disciplines **slowed optimization**
- Messaging not aligned** with technical buyer behavior

The Shift

- Used specialists for **faster optimization**
- Targeted** cross-media strategies
- Built analytics** + live dashboards
- Refined messaging** for niche audiences
- Focused on turning data into **measurable outcomes**

Marketing shouldn't just generate traffic, it should *drive qualified demand*.

The Result

After partnering with **Simplified Marketing**, the lab saw clear, measurable improvements, shifting from activity-based efforts to results-driven performance. Customer acquisition grew by 38.9% (100 new partnerships), qualified leads increased to 853 (+6.4%), lead quality improved for higher conversions, and organic visibility strengthened.



LEAD QUALITY OVER TIME



Conclusion

Partnering with an external marketing team did not replace the brand's strategy. It reinforced it.

By placing the right expertise in each channel, marketing transitioned from a bottleneck into a measurable driver of growth, **reinforcing that traffic alone is meaningless unless it converts into qualified demand.**

This structured, performance-driven approach continues to support the organization's direction while strengthening its position in laboratory testing services.



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