

# Marketing Strategy for Pharmaceutical Consulting Company

## PROJECT SUMMARY

Magnetude Consulting provides ongoing marketing services for a pharmaceutical consulting company. The team was responsible for video content development, email campaigning, and digital ads management.

## THE PROJECT

**Services:** Content Writing, Graphic Design, Web Design

**Timeline:** January 2023 - Ongoing

## THE REVIEWER

Marketing Director, Pharmaceutical Consulting Company

## THE COMPANY

**Industry:** Consulting

**Location:** Philadelphia, Pennsylvania

**Company Size:** 51-200 Employees



*“The range of services offered is exceptional.”*

Magnetude Consulting’s efforts have been met with positive acclaim, much to the client’s delight. The team is highly competent when it comes to accomplishing marketing plans, and internal stakeholders range of services.



4.0

Quality	4.5
Schedule	4.0
Cost	3.5
Willing to Refer	4.0

### BACKGROUND

**Please describe your company and position.**

I am the Marketing Director of a consulting company

**Describe what your company does in a single sentence.**

We provide world-class commercialization services to pharmaceutical and biotech companies.

### OPPORTUNITY / CHALLENGE

**What specific goals or objectives did you hire Magnetude Consulting to accomplish?**

Execute on an ambitious marketing plan.

### SOLUTION

**How did you find Magnetude Consulting?**

Referral

**Why did you select Magnetude Consulting over others?**

Established Relationship

**How many teammates from Magnetude Consulting were assigned to this project?**

2-5 Employees

**Describe the scope of work in detail. Please include a summary of key deliverables.**

What I appreciate most about Magnetude is the breadth of their services, they have written whitepapers, created videos, configured email campaigns, and helped with innovative targeting solutions for digital ad campaigns. They are exactly what I need as a one person marketing department.

### RESULTS & FEEDBACK

**What were the measurable outcomes from the project that demonstrate progress or success?**

I was able to complete an ambitious marketing plan well beyond the scale of our limited in-house resources.

**What was your primary form of communication with Magnetude Consulting?**

Virtual Meeting

**What did you find most impressive or unique about this company?**

The range of services offered is exceptional.

**Are there any areas for improvement or something Magnetude Consulting could have done differently?**

There's nothing they need to improve on.

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