



## The Challenge

Your Marketing team is not realizing much value from your Marketing Automation System

You are incurring ongoing costs to license and support your MarTech stack, but program effectiveness has not improved

There are restrictions and stumbling blocks getting in the way of accessing the data you need.

You've built lead nurture programs that content-hungry and hard to keep fed. You don't have the resources to constantly test for effective content

1/23/2024

## We Can Help

We understand the systems, necessary data Integrations, content challenges and program elements needed to make this work

Evolution knows the types of programs that yield a good return on investment. We can also help with Change Management and program adoption.

We are well versed in HIPAA information privacy restrictions and other healthcare related data challenges

We have built and executed profitable programs and understand where to find the "quick wins". We can help leverage Social Media and know how best to utilize technology (A.I., machine learning) to drive compelling content



## Steps & Timeline

Timelines will vary based on:

- Complexity of tech stack and data sources
- Availability & participation of client staff
- Size and/or number of teams involved

