

A STELLAR EDGE CASE STUDY

Increased Reach & Engagement



Shared Imaging is a leading provider of diagnostic imaging solutions. The multi-million dollar company services hospital systems and specialty clinics nationwide. With the goal of reaching executive and director level decision makers, Shared Imaging needed a targeted B2B marketing strategy.

CLIENT CHALLENGES

Shared Imaging came to Stellar Edge with a complex business model, limited in-house resources and a limited budget. In addition, their internal team admittedly had limited knowledge or expertise in the marketing arena. Their brand identity was inconsistent and materials were significantly outdated and in need of a complete refresh. On top of the goal to create continuity in their marketing efforts, Shared Imaging wanted to increase brand awareness across the U.S. In doing so, their goal was to build on existing business through strengthening current customer relationships, developing new business and solidifying their position in the marketplace.

SERVICES PROVIDED

client since
2014



Brand Refresh
Strategic Planning
Advertising/Print Media
Web Design/Management



Content Creation
Email Management
Social Media Management
Search Engine Optimization



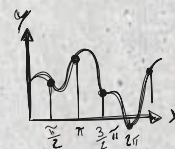
Event Planning
Customer Marketing
Presentation Creation
Tradeshow Management



Videography/Photography
Press Release Creation
Case Study Creation
Content Marketing



Survey Creation & Analytics
Social Media Training
Sales Training
Reporting



Budget Management
Project Management
CRM Management
Lead Tracking

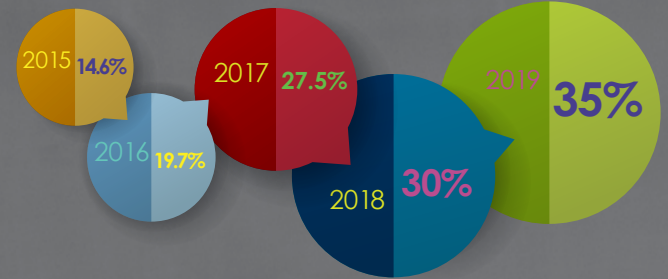




“Our scope of work and relationship with Stellar Edge Marketing Group has evolved over time. Our confidence in their leadership and direction along with the positive results we’ve received time and time again allows us to continue to focus on what we do best.”
 - Dave Stewart, VP of Sales and Marketing

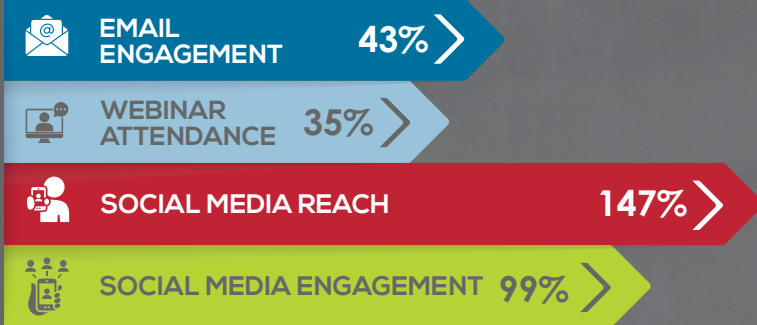
THE RESULTS

INCREASED CUSTOMER SATISFACTION SURVEY RESPONSES



Increased site visits **39.4%**
 Year-Over-Year, 2019-2020

Year-Over-Year, 2019 - 2020



Ranked **#1** on **Google**
 for **23 Targeted Keywords**
 as of May 2021

MORE THAN DOUBLED
 WEBPAGE VIEWS
 IN 3 YEARS

