

# CASE STUDY

## DIGITAL MARKETING



CLIENT: PharmaForce  
INDUSTRY: Business Intelligence  
TENURE: 1+ years

PharmaForce International is a global business intelligence firm, delivering actionable market data, pharmaceutical analysis and critical medical information in real time to biotech firms around the globe.

### CHALLENGE

As the Google Search algorithm changed, Pharmaforce sought a way to distinguish its agency from others and develop a new channel to accelerate customer acquisition.

While recognized as a leader in the industry, Pharmaforce was without a strong organic search presence. As a result, Pharmaforce's online lead generation was limited in profitability because it had to pay for nearly every visitor.

### STRATEGY

Pharmaforce turned to National Positions to build a comprehensive SEO campaign. National Positions conducted thorough keyword research, implemented onsite optimization, and began building PharmaForce's brand and growing their rankings through content marketing and social media engagement. In order to improve their site's user experience, we also redesigned their homepage to optimize lead generation and make the most of the new traffic being driven to the site.

### RESULTS

Thanks to a comprehensive digital marketing strategy, PharmaForce now has **1<sup>ST</sup> page rankings** for "pharmaceutical research" as well as dozens of the industry's other most competitive keywords.

