



Mid-Market GPO Uses Digital Marketing to Drive Revenue and Attract a Private Equity Buyer

CASE STUDY

PRIMEAdvantage

An OMNIA Partner

As the world's leading group purchasing organization (GPO) in mid-market manufacturing, Prime Advantage facilitates mutually beneficial relationships between its members and top-performing endorsed suppliers.

By leveraging the spending of the entire membership, Prime Advantage negotiates volume-based savings programs with its supply base that drive down costs for members and increase market share for suppliers.

Seeking exponential growth, Prime Advantage had a goal to significantly increase its brand awareness and scale its corporate membership and supplier base. To accomplish this, Prime

Advantage retained the services of SyncShow to develop a comprehensive marketing program geared to drive member and supplier engagement.

Through the relationship, SyncShow guided Prime Advantage through an evolutionary process geared to transform the organization's sales and marketing teams into one integrated department, complete with integrated reporting, CRM usage and marketing automation.

The result for Prime Advantage was significantly improved brand awareness, increased market share and eventually an acquisition by the world's largest public-sector GPO, OMNIA Partners.



THE CHALLENGES

Prime Advantage came to SyncShow with a set of challenging goals:

- Enhance market awareness and improve lead generation for new member acquisition
- Position Prime Advantage as an authority to attract top-tier suppliers
- Build a scalable and dependable infrastructure for sales and marketing alignment with integrated technology, reporting and strategy

With SyncShow's strategic guidance, Prime Advantage saw the following results within one year:

Exceeded website sessions goal by **30%**

Exceeded new member lead goal by **41%**

Since working with SyncShow, Prime Advantage:

- Increased organic website traffic by 515%
- Saw 10,000+ website visits from social media
- Increased blog visits by 1,489%

DIGITAL MARKETING STRATEGIES TO INCREASE BRAND AWARENESS

Prime Advantage members consist of a diverse group of companies from related manufacturing sectors throughout the United States and Canada. With such a wide geographic range and diverse target market, the problem was finding out how to capture this audience's attention and drive it to one online location—Prime Advantage's website (and, ultimately, to the company's sales team).

Before delivering a set of detailed recommendations, SyncShow sat down with all Prime Advantage decision-makers for two full-day brainstorm sessions. These sessions were each the first step in two trademarked, strategic processes offered by SyncShow:

SaleSync™: A process that helps to recalibrate and realign marketing and sales teams, ensuring our clients can achieve their goals by providing the right people with the right information at the right time.

WebSync™: A process that helps ensure a client's online web presence accurately communicates its brand and is optimized to capture sales qualified leads. Both of these strategic, in-depth processes allowed SyncShow to deliver a detailed digital marketing lead generation plan that addressed Prime Advantage's exact needs.



FLAWLESS EXECUTION

Upon Prime Advantage's approval of the digital marketing strategy, SyncShow:

- Updated all online messaging to speak to newly defined target customers
- Developed email campaigns and a content marketing strategy to drive leads to the website
- Created a more robust social media presence that promotes thought leadership content on LinkedIn, Facebook and Twitter
- Conducted research to analyze Prime Advantage's customer lifecycle stages, which influenced the timing of various marketing and sales efforts
- Set up and trained Prime Advantage on HubSpot's customer relationship management (CRM) system to greatly enhance sales team lead management

ASTOUNDING RESULTS

In addition to helping Prime Advantage increase its member and supplier base, the marketing program attracted industry attention from private equity firms. In 2018, Prime Advantage was acquired by OMNIA Partners, the world's largest private sector GPO. SyncShow still works with OMNIA Partners today.

SyncShow specializes in helping companies to transform their approach to new business acquisition and increasing market share. [Contact us](#) today to get the conversation started on how we can help maximize your digital marketing and sales strategy to reach your goals.



Call us today to learn more:
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