

# Life sciences engineering firm drives more pipeline opportunities and higher closed won value with strategic marketing

## THE CHALLENGE

Specialized engineering firm Modality Solutions offers a high-value technology service to pharma and biotech companies preparing to launch new drugs. But the company lacked the data-driven strategy, marketing infrastructure, and full-funnel plan to capture new business in a predictable, scalable way. A small presence on social media, a basic brochure-ware website, and a budding contact list weren't enough to move the needle on growth.

As increasingly complicated therapeutic types emerged, companies developing these breakthrough medicines were in search of a credible partner to help them clear regulatory hurdles. Meanwhile, competitors were doing a good job of breaking down the complexity around this service and translating their expertise into content that educated and engaged the target buyer.

## THE APPROACH

Marketri strategists took a deep dive into the company and its industry, target audience, service offering, competitors, goals, strengths, and opportunities. Our due diligence gave us the data and insights to develop a research-based go-to-market strategy that would differentiate Modality and propel the company past the competition.

Marketri identified three target markets to focus on, where Modality's capabilities intersected with high-potential opportunities. We created a comprehensive marketing plan leveraging the ideal channels and tactics for this audience. And we set the foundation for high-velocity lead generation by:

- Implementing HubSpot to automate campaign delivery and tracking
- Creating more effective marketing and sales processes
- Revamping the website to focus on buyer pain points, improve the user experience, and support demand generation
- Developing strategic positioning and messaging that instills confidence in Modality as the partner that helps get novel therapies across the finish line
- Establishing key performance indicators (KPIs) to monitor progress and guide pivots



MODALITY SOLUTIONS

### AT A GLANCE

#### Industry

Life Sciences

#### About

Modality Solutions is a high-efficiency white-glove services company offering pharmaceutical cold chain validation, specialized engineering, regulatory guidance, transport simulation, and packaging optimization.

#### Partners Since

2020

**\$34.3 in pipeline opportunities**  
since the start of our engagement

**97% increase in website traffic**  
within 1 year of website relaunch

**263% increase in LinkedIn followers**

- 251% increase in impressions\*
- 326% increase in clicks\*
- 191% increase in interactions\*

**Predictable lead generation**

- 846 thought leadership resource downloads

\*from 2024-2025

# TACTICS

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Our strategic marketing plan drew the ideal customer profile to and through the revenue funnel, creating a predictable pipeline at scale.

## Mega Campaigns:

To drive multi-channel engagement at every stage of the buying process, we build campaigns around the topics most top-of-mind with the target audience. Mega campaigns drive high-value content across blogs, guides, FAQs, paid media, webinars, LinkedIn, email, infographics, and social media.

## LinkedIn Strategy:

A regular cadence of strategic posts coupled with paid LinkedIn ads drives engagement with ideal buyers. Sharing articles and newsletters on LinkedIn leverages the platform's algorithms for better visibility.

## Thought Leadership Strategy:

We placed Modality's experts front and center to position the company as a credible authority. Informative articles by experienced engineers appear on the company's blog and on each thought leader's LinkedIn page for better social amplification.

## Strategic Messaging:

Our "Good Night's Sleep" campaign tapped into the buyer's emotions and what they need from a cold chain engineering partner: peace of mind. We combined unexpected visuals of people tossing and turning in bed with the right level of scientific evidence to demonstrate that buyers can rest easy when they partner with Modality.

"We are thrilled with the work that Marketri has done, and more importantly, the leads they have generated. From revamping our social strategies to building our website to producing media opportunities and brand videos, we've seen measurable results all around. We're impressed with the team's expertise, and we've really enjoyed working with them as well.

Gary Hutchinson  
President, Modality Solutions

# CRITICAL SUCCESS FACTORS

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## The trust to experiment:

Effective marketing demands constant optimization. Modality trusts Marketri to make the right strategic and tactical pivots to adapt to new learnings, adjust to changing conditions, and fine-tune for better ROI.



## The data to guide decisions:

Our martech allows us to test different ad formats, email content, and other tactics. And KPI monitoring tells us what's working and what to adjust. It's the foundation we need to make data-driven decisions that drive better results.



## Transparent communication:

Marketri and Modality are always in lock-step around marketing strategies and any pivot decisions, in sync with the business's evolving needs.

Schedule a free consultation to learn how Marketri can transform your marketing department from a cost center to a profit center.

[BOOK A MEETING](#)

