

Stratasan

Stratasan provides intelligence from the vast amount of health data available today including hospitals, outpatient, physician offices, community and geo-demographic via a SaaS platform.

The current state of business communications:

No matter the service, industry, or size of a company a common value holds true when seeking new customers and when nurturing existing client relationships. *Presentation.* Forward-thinking organizations are continually seeking new ways to stand out and impress audiences while keeping hold of their limited resources. When focusing on business communications the level of *presentation* is crucial but can be limited due to time and money. If you need to communicate something that's quick and flexible you send an email. If you have the time and resources but are willing to sacrifice flexibility you build a web page. There is simply no middle ground. *Populr provides the flexibility of an email and the interactive design capabilities of a web page to help take business communications to a whole new level of presentation.*

The Makeover:

Using Populr, organizations are given the ability to quickly *create, personalize, and send* trackable, highly designed one-pagers to customers over the web.

Close deals:

Stratasan's service offerings span from the standard (low-touch) access to online products, to highly customized (high-touch) service offerings. With a diverse set of offerings, there's a requirement for a diverse set of sharable marketing content. For Kyle Skiera in business development, "Populr continues to be the best resource I currently have to promote Stratasan and what we do. This is critical considering phone calls made prior to using Populr were always met with "Stratasan? Strata who? What do you do? Never heard of you guys...". He recalled a specific instance when after sending a highly customized POP to a prospect, the page analytics summary revealed a high amount of opens and clicks on the page, giving the impression that the page was being passed on throughout the company. Turns out the initial prospect forwarded the page to another facility who then ended up closing on a deal.

Strengthen the client relationship:

Providing a clear path through a project is key to maintaining a strong and successful relationship with clients. With Populr the Stratasan team has been able to quickly set up online one-pagers for clients that act as the go-to place for project updates, delivery items, and next steps. What's key is that these pages present themselves professionally, while incorporating consistent Stratasan branding that is displayed throughout the web. *Populr has allowed their team to easily send highly-designed, interactive communications over the web to stand out from the noise, and build long lasting relationships with clients.*