

# Video Campaign Increases Leads, Reduces Sales Time

*A healthcare Zebra channel partner uses Zebra resources to show vs. tell, helping customers understand their innovative software solution, and expands their reach in the process*

## Marketing Challenge

It's one thing to have a truly innovative and effective product. It's often quite another to get customers to understand it.

That was the challenge Paragon Data Systems, Inc. faced with their SafeBaby® Software Solution, a unique product that helps hospital staff easily and accurately manage the identification and feeding of newborns in the neonatal intensive care unit (NICU). The SafeBaby® feed management system utilizes Paragon's bar code technology to track expressed or donated milk, ensuring the right milk is fed to the right child at the right time.

Paragon knew that nurses and doctors may understand the need behind SafeBaby®'s programming, but may not understand how the technology actually performs in the NICU. Only by seeing it in action does it click, requiring a lot of one-on-one demonstrations with limited reach. Their solution? Creating a sales video.

"It's not always easy to tell our customers what they're getting with SafeBaby®," said Bri Ziganti, head of Paragon's Marketing Department. "We decided creating a video would be a great way to show customers what to expect, and illustrate all the benefits it brings. To help, we turned to Zebra."

## Partnering for Success

Paragon has partnered with Zebra Technologies since 1997. The hardware Zebra provides has helped Paragon develop unique healthcare solutions in the NICU and other areas, including print labels for breast milk tubes, patient ID wristbands, and more. For this project, Paragon benefitted from use of the available Zebra MDF funding, money that helped make the expensive video process a reality. The Paragon team also worked closely with Zebra marketing experts to help hone their video script and approach.



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*Paragon Data Systems created a video to better demonstrate the value of the SafeBaby® Software Solution, in partnership with Zebra.*



## Campaign Results

The finished SafeBaby® sales video is delivered directly to current customers and prospects via an email campaign, and exhibited on YouTube and in trade show booths. The results are striking: The video resulted in increased visits to the Paragon Web site, both from known audiences and new.

"An eye-opening result of the video campaign was humanizing our product, speaking powerfully to our hospital staff customers but also to parents who are looking for resources and education," said Ziganti. "Even if parents are not our target audience, their opinion still matters to us and it matters to hospitals."

Another significant benefit from the video campaign is maximized time with current and potential customers. Before, Paragon sales representatives would spend a substantial amount of time with customers explaining the tool, a big investment for a small sales force. With the video, the company found they could spend less time on education, and more time connecting with other customers and leads.

Paragon has big plans for their SafeBaby® video campaign, expanding it into additional uses and platforms to help with further education, training, and sales. They will be using a vendor from the Zebra Marketing Services Vendor Directory to help implement these next phases. Paragon has already worked with this particular vendor in the past with excellent results. For Phase 1 and the future, the investment made has definitely paid off. And using Zebra MDF funding and marketing expertise helped them get there.

"People expect a lot more of a company these days. Making the investment in tools that help customers see how products work in real-world situations, and how they can benefit, is definitely worthwhile. With Zebra, we had resources that wouldn't otherwise be available to us to get this project up and running. We also had their insights, experience, and expertise to guide us. That outside perspective, and Zebra's ability to provide new ideas and vendor opportunities, was extremely valuable."

Read more stories of partner marketing success on the [Zebra Information Network \(www.zebrapartner.com\)](http://www.zebrapartner.com). Contact your Channel Account Manager or email [ChannelMarketing@zebra.com](mailto:ChannelMarketing@zebra.com) to learn more about partnering with Zebra Channel Marketing on your campaign.

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**Bri Ziganti,**  
Paragon Data Systems

## Get started today with the Marketing Services Vendor Directory

Need help writing and designing a marketing campaign? Need a telemarketing vendor to qualify leads and cleanse your database? The Zebra Marketing Services Vendor Directory (on Zebra Information Network) includes several vendors who have worked with Zebra to design marketing programs and pricing to maximize the MDF budget. Log into Zebra IN to view these vendors and read other partner marketing case studies.



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