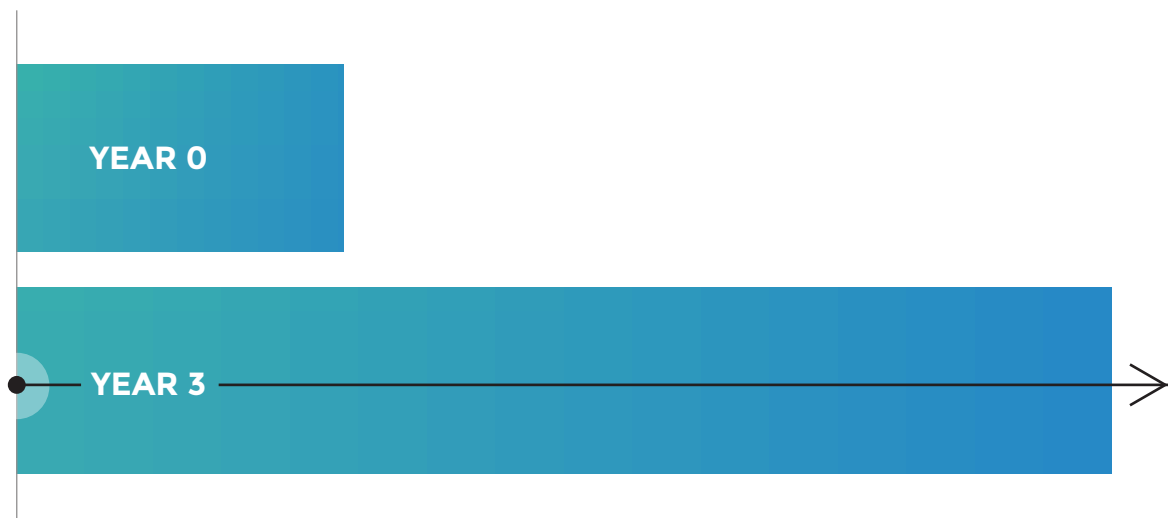


CASE STUDY:

How Madison Marketing Group Helped ExtendMed Generate 240% More Qualified Leads in 3 Years from Digital Marketing



Overview

ExtendMed specializes in helping small- to mid-size pharma companies securely gather expert insights, educate stakeholders, and monitor outcomes through its platform and expert consulting services.

In 2021, despite its innovative solutions, ExtendMed was missing its revenue goals, and its leadership felt the company website's underperformance and lack of lead generation were, in large part, to blame. Most of the company's revenue growth at that time came from referrals, but beyond that, it had no consistent source of qualified leads.

By the end of that year, CEO Amy Ravi was looking for a strategic partner to help her improve lead flow and sales to ultimately generate more business and revenue. After being referred to Madison Marketing Group (MMG), ExtendMed's leadership team partnered with us in the spring of 2021 to help ExtendMed achieve its goals.

Through this ongoing partnership, ExtendMed has achieved:

- Nearly 3X more revenue generated from marketing-attributed leads than marketing costs in the 4 years since we've been working together.
- 240% more qualified web-generated leads in year 3 (2024) compared to year 1 (2022)
- A steady number of marketing-generated deals each year we've worked together



Read on to learn how MMG helped ExtendMed overcome its challenges and achieve these results.



Challenges

In 2021, ExtendMed's WordPress website did not pull its weight. It generated little to no leads and contained only a few basic pages and blog posts. The company's team lacked the bandwidth and niche expertise to execute digital marketing strategies themselves while keeping up with daily operations. Additionally, while they had experimented with Google Ads, due to poor ROI, they had paused the campaigns.

“We didn't have time to master digital marketing on top of our daily responsibilities. I realized we needed to find a partner with the expertise and bandwidth to help us get ahead in this area.”

— Amy Ravi, CEO, ExtendMed

Initial Solutions

While MMG typically recommends a strategy assessment as a first step with new clients so our project or retainer deliverables are informed by custom, data-driven recommendations, ExtendMed wanted to focus on addressing known issues first. MMG obliged, aiming to improve the client's website's usability, conversion rates, and search performance by offering a combination of proven strategies and tactics that would lay the foundation for future efforts.



These included:

- **Persona development**

We interviewed the client to develop three buyer personas representing each of ExtendMed's primary audience segments so we could understand their questions, motivators, and goals, and address them in the places where they spent their time.

- **Google Ads improvements**

MMG took a two-phased approach to refine ExtendMed's ads strategy for improved performance. Phase one involved assessing existing campaign data to determine which ad sets, ads, keywords, and bid adjustments produced conversions at an efficient rate in the past before reorganizing and then activating those assets. Phase two involved writing new ads, adding new keywords and ad groups, building a new landing page, and adjusting campaign settings and bids.

- **Content creation**

MMG uncovered relevant search engine queries potential customers used to research the problems ExtendMed's platform and services could solve, and then, wrote blog content addressing those problems and featuring those keywords. We also created and promoted site-wide a new whitepaper accessible via a dedicated, form-gated landing page to convert prospects that found blog content to leads.

- **LinkedIn campaign creation**

We created a new LinkedIn lead generation campaign to deliver the whitepaper described above straight into feeds of LinkedIn users that looked to be good fits for ExtendMed's personas.



- **Tech stack modernization**

To position ExtendMed for revenue growth, MMG consolidated ExtendMed's commercial tech stack on HubSpot: We moved ExtendMed's website from WordPress to HubSpot Content Hub, which made webpages easier to manage and optimize with HubSpot's user-friendly content management system.

- We migrated ExtendMed's CRM from Salesforce to HubSpot Sales Hub, a simpler, more cost-effective sales platform.
- By moving to HubSpot for CMS and sales, ExtendMed also gained access to HubSpot's suite of basic marketing, service, and operations tools. With our help, ExtendMed would employ a number of these tools in the ensuing months and years.

Tactical Adjustments & Budget Optimization

MMG used data from ExtendMed's website, competitor websites, and ad campaigns to uncover and execute on additional strategic opportunities for revenue growth.

These included:

Competitor market share capture

In 2023, MMG identified a major competitor that was consistently succeeding in appearing in search results for high-value industry keywords. By analyzing this competitor's site, MMG was able to create targeted content that sought to capture some of this qualified search traffic for ExtendMed.

Notably, MMG created:

- A guide comparing this competitor's platform to ExtendMed's
- An advertising campaign targeting competitor brand keywords with a dedicated landing page comparing the companies



- Blog posts inspired by competitor posts that sought to provide better information in neater packages
- Audiovisual content and expert quotes that showcased expertise and further humanized the brand

Platform visibility

The website lacked images of its platform and described offerings abstractly, rather than naming specific features and direct applications. Taking cues from other SaaS companies, MMG updated the website to provide concrete examples of what ExtendMed's platform can do and how these features can be applied.

This involved:

- Adding screenshots and images of the platform sitewide
- Creating an on-demand demo video so prospects can view the platform in action before speaking with a salesperson, allowing them to qualify themselves
- Building a dedicated software platform page that describes all its tools and capabilities in detail
- Creating a video about the platform's speaker program management capabilities: a particularly popular application

Lower funnel search engine optimization

Considering the clients' mixed audience of pharmaceutical companies, medical communications agencies, and patient advocacy organizations (who each used the platform differently), MMG decided to reorganize and build-out the site. This would make it easier for visitors searching for information about specific applications to find the information they needed:



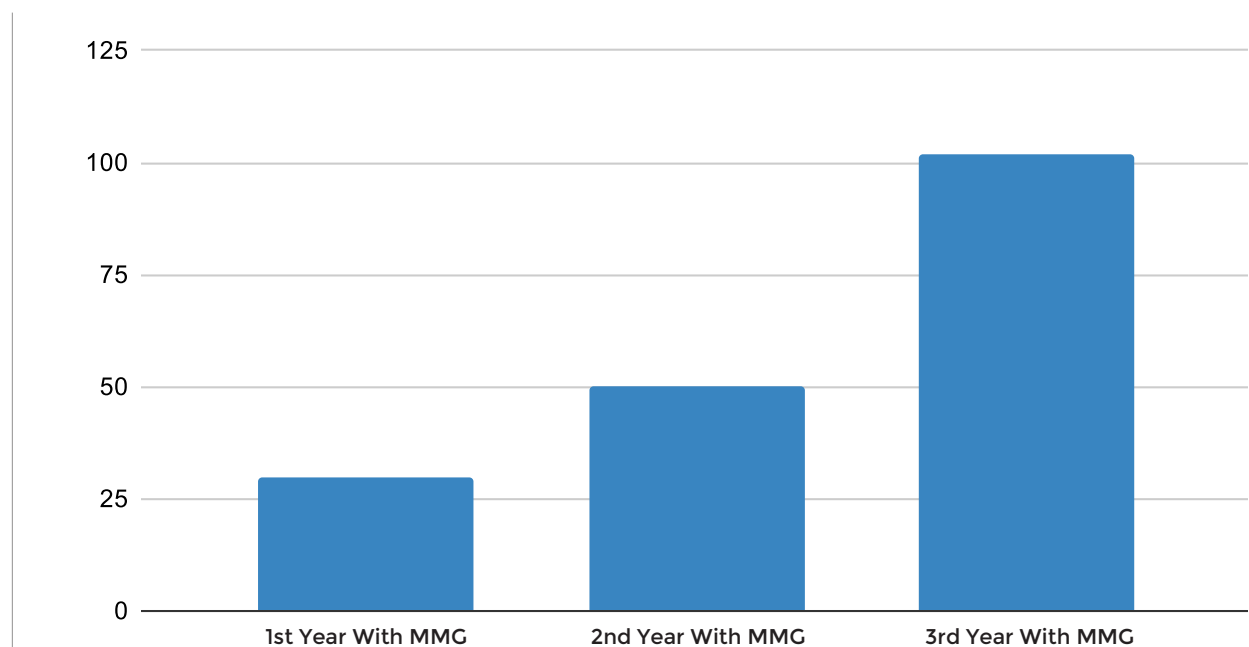
This involved:

- Relabelling and fleshing out existing solutions pages
- Creating new pages to fill informational gaps about software applications and capabilities
- Creating industry and position-focused “who we serve” pages
- Creating educational blog content that complemented the new solutions pages

Results

In the first full year after partnering with us and moving its site to HubSpot, ExtendMed saw a marked increase in qualified leads.

Average quarterly qualified leads by year

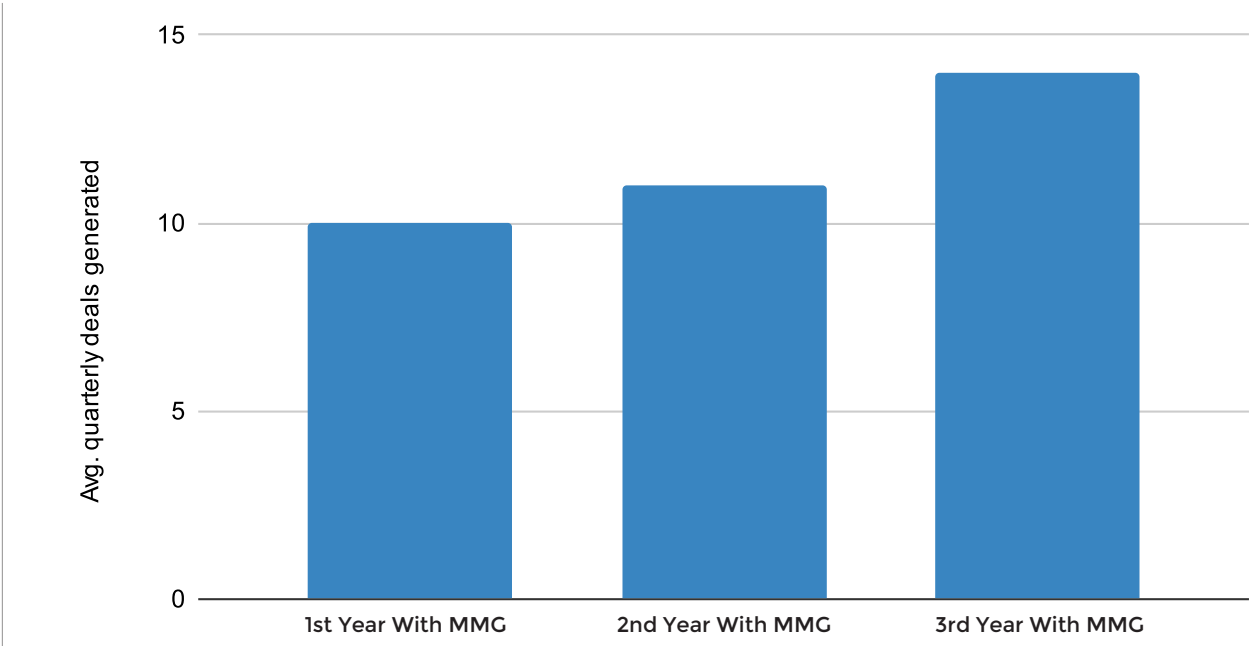


By Q3 2022, ExtendMed was experiencing sustained lead generation from content creation and ad campaign optimization, making the website a consistent driver of new sales opportunities.



By the end of year three (2024), ExtendMed generated 240% more qualified leads compared to year 1 (2022).

Average quarterly marketing-generated deals by year



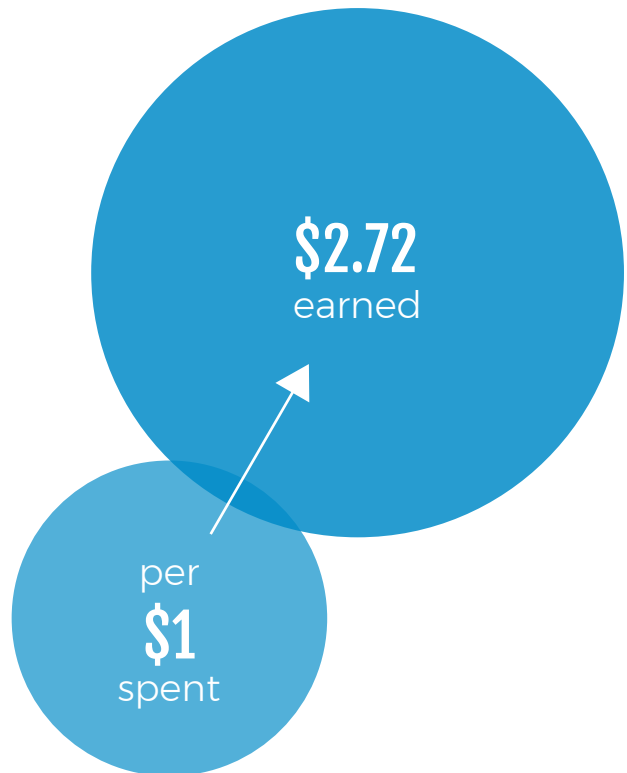
As of Q2 2025, the ExtendMed website had generated one or more **closed-won deals in each of the last five quarters in a row**, and has grown its revenue to the extent it is considering expansion to keep up with demand for its platform and services.



“I remember when my colleague told me, ‘Amy, it's not all supposed to be referral-based marketing. You should contact Madison Marketing Group. They know what they're doing.’ And I am now a believer.”

— Amy Ravi, CEO, ExtendMed

In the four years since its partnership with MMG began, ExtendMed has already earned **\$2.72 for every \$1** spent on marketing and advertising (not including any additional revenue from renewals), and saw revenue growth **in excess of 40% from 2023-2024.**



Conclusion

Through a combination of website improvements, paid search optimization, and content-driven lead generation, MMG transformed the trajectory ExtendMed's marketing outcomes and, ultimately, its revenue growth. While initial results from SEO took time, sustained investment in marketing and advertising led to sustainable lead generation in the long term and quantifiable ROI.

Looking ahead, ExtendMed is positioned for continued success, leveraging MMG's expertise in digital marketing strategy and execution.



*Want to achieve similar results for your business?
Contact us today to learn how Madison
Marketing Group can help.*

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