

CASE STUDY

Brand awareness through thought leadership and media visibility





Persistent Systems

Persistent Systems (www.persistent.com) is a global technology and services company that helps its customers develop software-driven solutions to improve customer experience and improve processes.



Brand awareness imperative

Over the years, Persistent had developed a significant portfolio of clients in the healthcare industry. By leveraging product development and software engineering expertise, the company had become a trusted partner for leading health systems across the country. However, the company's brand awareness in the B2B healthcare tech marketplace did not match the rich client mix and the quality of work delivered for these clients. Driven by the need to build momentum for the company in the US healthcare market, Persistent turned to Damo Consulting. Damo Consulting, based on its branding and growth strategy expertise and deep understanding of the healthcare IT markets, helped design a sustained program to drive thought leadership and market visibility.



Approach

Damo's thought leadership content experts worked closely with Persistent's corporate marketing and the healthcare business leaders to develop key themes for establishing a strategic positioning for the company in its target market. The key themes became the foundation for developing a series of thought leadership content assets. These included:

 White papers

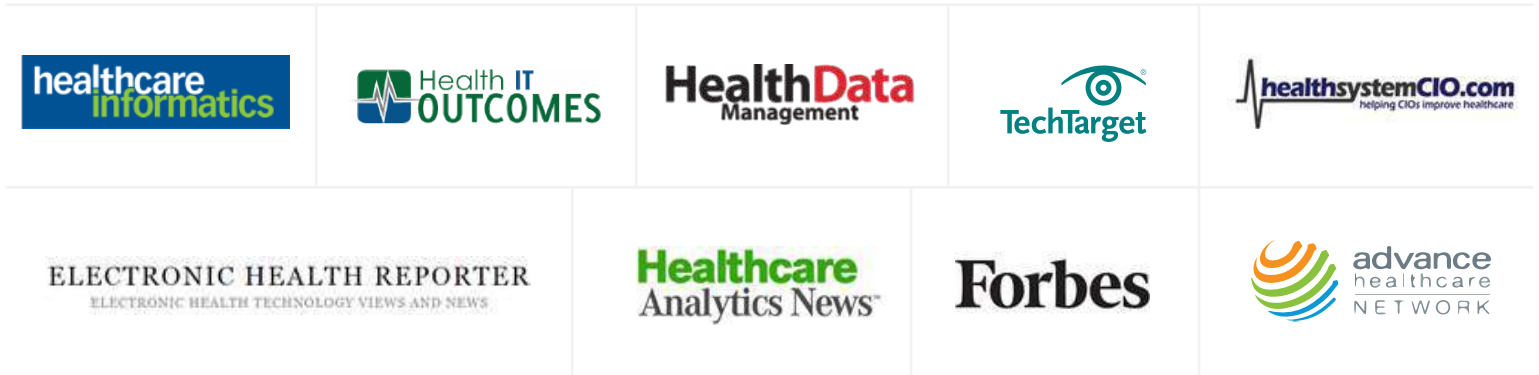
 Opinion pieces

 Expert interviews

 Case studies

 Video Scripts

The strength of Persistent's client success stories and the quality of the narratives positioned Persistent in the healthcare industry media as a technology solutions provider with a unique and compelling point of view. Over a period of several quarters, we developed strong relationships with several reputable publications focused on healthcare IT.



The joint efforts between Persistent and Damo led to nearly twenty different features over four quarters in a wide range of industry and national media in a 4-quarter period. The program acted as a catalyst for Persistent to be visible more frequently and more consistently through media coverage and executive commentary.

Through a continuous process of evolution, the initiative led to senior executives from Persistent's healthcare business being viewed as industry thought leaders.

“ The key to quality thought leadership is deep knowledge of the subject matter, collaboration among stakeholders, recognizing the context, good storyline, and of course, execution. Damo Consulting has been instrumental in delivering all of this and Persistent's healthcare knowledge to our audience. ”

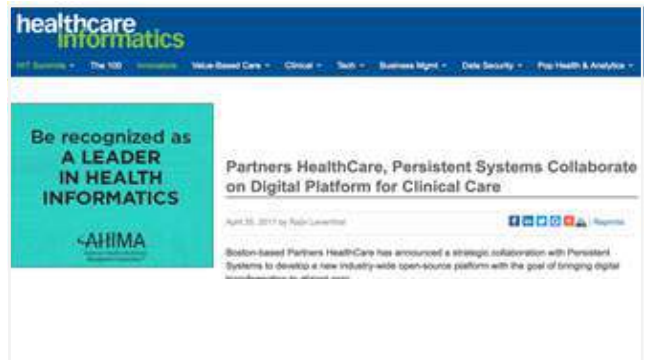
Ken Montgomery, Head of Global Corporate Communications



Results

Through a regular cadence of content development and media placements, Persistent has been able to increase brand awareness as a strategically focused healthcare technology solution provider. In addition, key executives at Persistent have established themselves as thought leaders in the healthcare industry, with regularly published articles in leading healthcare publications.

Over a 4-quarter period, the program helped Persistent make an impact in its target markets and establish its identity as a thought leader in the emerging areas of digital health, artificial intelligence (AI), and digital transformation. Persistent’s social media and web properties also saw a significant increase in engagement and inbound traffic.



“Damo Consulting’s deep knowledge of the healthcare technology markets was a valuable asset for us in driving our brand visibility initiatives.”

- Rahul Patel, EVP and General Manager, Persistent Systems



About Damo Consulting

Damo Consulting is a growth strategy and digital transformation advisory firm that works with healthcare enterprises and global technology companies. We help develop and implement digital transformation strategies and enable market growth strategies. We specialize in thought leadership led brand transformation and actionable healthcare market intelligence.

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