



SOURCEMARK MEDICAL

Case Study

In a desire to continue its strong growth SourceMark partnered with GANI to enhance its product and marketing teams to remain an industry leader in all parts of their business.

From Foundation to Innovation

As SourceMark expanded, the need for a more cohesive product and marketing approach became evident. GANI was identified as the right partner, given its strong track record of success in developing both processes and teams. Immediately, GANI implemented an updated Product Development Lifecycle Process (PDLC) as well as introduced

next-generation marketing systems to revolutionize SourceMark's approach. Within four months, GANI revamped SourceMark's tradeshow process, saving them significant costs and improving pipeline creation. Shortly after, GANI's new PDLC launched multiple new products and partnerships, positioning SourceMark for long-term sustainability and growth.

30

New Clients Acquired
in Year One

>\$700k

in New Client Revenue
Generated in Year One

17%

Year One Savings in
Marketing Expenses



Rapid Implementation

In just six months, GANI developed a fully operational stage-gate process for SourceMark, leading to the several launches that have created millions in new revenue.



Strategic Marketing

SourceMark's marketing efforts became more targeted and dynamic, delivering two times the number of monthly quality leads to their sales team.



Mutual Growth

Taking advantage of GANI's Shared Growth partnership model, SourceMark saw strong costs savings, but was able to share in the success of its growth with GANI through clearly defined revenue targets.



Empowering Teams

GANI's new processes allowed SourceMark to grow and develop its internal team, supporting career development and advancement for members of both the product and marketing groups.

Building a Solid Foundation

SourceMark's internal capabilities were significantly enhanced, enabling the creation of more personalized, high-impact content. This improvement led to achieving the company's highest ROI performance for marketing in its storied history. Using data and proven methodologies, SourceMark is on pace for another high-performance year to maximize its return on investment for marketing.

361

Leads Created
in One Year

“GANI’s partnership has been instrumental in the growth and evolution of SourceMark; they have enabled us to continue our mission of being at the forefront of change in healthcare.”

-- Dan Blucher, CEO of SourceMark

MARKETING AUTOMATION SYSTEM

NEW WEBSITE

BUILD OF MATERIALS SYSTEM

Measurable ROI

GANI’s identification and implementation of a new marketing automation system and strategic tradeshow process led to SourceMark’s first tracked Marketing-identified revenue of more than 60 new opportunities in one year.

Enhanced Market Presence

GANI designed and developed hundreds of pieces of new content, including a new website that doubled SourceMark’s organic traffic within the first six months, and provided sustainable growth for more than 18 months, boosting online visibility and engagement.

Streamlined Operations

SourceMark’s growth required a more comprehensive Build of Materials system, so GANI lead research and project efforts. The result is an easy to use toolkit empowering leadership to make informed decisions about alternative suppliers, new product line investments, and improving operational efficiency.

\$1.7M
New Pipeline

The new marketing automation system generated a substantial \$1.7M in new pipeline, showcasing the effectiveness of GANI’s marketing strategies. This system tracked thousands of leads, converting hundreds into high-quality opportunities and resulting in SourceMark’s first tracked Marketing-identified revenue.



The Impact of A Product Development Process

\$500k

in first year new product revenue

35

new products evaluated

6

line extensions/ improvements

“The impact of GANI’s work on our branding and market presence cannot be overstated. Every decision was focused on achieving measurable outcomes, aligning with our goals, and delivering results. Furthermore, GANI's commitment to working with MBE organizations aligns perfectly with SourceMark's values and our desired business partnerships.”

-- Richard Manson, President of SourceMark