

Case study:

Getting Illingworth Research & ResearchNurses.co noticed



The challenge

After hearing through 'word of mouth' how Highland Marketing had successfully run PR and marketing campaigns for numerous healthcare organisations, Illingworth Research decided itself to engage with them. Having just undergone a re-branding exercise, Illingworth's brief to Highland Marketing was to embark upon a wide reaching PR and digital marketing campaign to raise awareness of the company and its services.

As a relatively small clinical research organisation, which has been established for more than a decade, [Illingworth Research](#) and its sister company [ResearchNurses.co](#) were keen to raise their profile in an industry that is dominated by less than ten major players worldwide. This would involve demonstrating to multibillion pound clinical research companies, as well as smaller clinical research organisations (CROs), that they were capable of providing equally, if not better, tailor made services than many of the traditional multinational corporations.

The campaign

Highland Marketing ran an integrated PR, marketing and social media campaign which focused on ensuring greater recognition and brand awareness for the companies, including positioning them as 'thought leaders' and ensuring that their name was seen by current clients and prospects at every opportunity. To achieve this objective Highland Marketing assessed a range of communication channels that would reach the widest but most targeted audience possible. The campaign therefore took an integrated approach including the pro-active generation of thought provoking content and issues related news through press releases, opinion articles and commentary, placement of this material in targeted media outlets, the production of bold and eye-catching advertisements and the use of social media channels to draw attention to all the PR and marketing activity.

“ We appointed Highland Marketing as we believe that their deep understanding of the healthcare market and their wide range of contacts are unrivalled. From the initial meeting, it was clear that the team understood our needs both in terms of our traditional PR and digital campaigning requirements and would be able to work alongside us to deliver our key messages to our target audiences. Since engaging fully with Highland Marketing, the team has provided the flexibility to allow us to tap into their expertise whenever we need them, giving us immediate results **”**

**John Illingworth, managing director
Illingworth Research and ResearchNurses.co**

Illingworth Research and ResearchNurses.co
the ultimate clinical research partnership

At Illingworth Research we understand that your clinical trial needs dedicated and experienced staff who can provide a 360 degree bespoke service tailored exactly to your needs.

For over a decade, our highly trained clinical research teams have provided a fully flexible, unique service to areas such as strategic manufacturing, monitoring or clinical trial administration as well as a fully outsourced project management solution.

Medical Photography: introducing specialist and unique services

Illingworth Research is the only UK CRO to offer a professional medical photography service, with over 20 years photographic experience in the industry. By providing high quality, accurate and professional visual evidence we can ensure the very best results for your clinical research.

From small technology start-ups, to big pharma, we have the ability to engage, adapt and add value to each, drive and each project, with the support of our global network.

On top of that we're also able to provide a worldwide, cost effective service from concept to closure with our sister company, ResearchNurses.co. ResearchNurses.co is the UK's number one independent research nurse provider, who works nurses onsite and in the homecare setting.

And with a strong presence in the US, as well as a European and worldwide network of partners, we are able to provide you with global strategic clinical and regulatory support, wherever you are.

For more information please visit
www.illingworthresearch.com
email: info@illingworthresearch.com

ResearchNurses.co | +44 (0) 1825 617 447

RESEARCHNURSES.CO and ILLINGWORTH RESEARCH:
the ultimate clinical research partnership

ResearchNurses.co is the leading independent research nurses provider.

We provide highly trained and highly motivated research nurses throughout the UK and Europe for clinical trials in an extensive range of therapeutic areas.

Our nurses possess varying qualifications, are NMC registered and have substantial clinical research experience to provide high quality patient care, maintain patient recruitment and ensure the integrity of the trial data. ResearchNurses.co specialises in:

- On-site training support
- Followed support for clinical research training assistance and on-site support. Our nurses are accustomed to fitting within existing teams to provide extra resources or to drive projects forward, including those at start sites.
- Home visits

Providing experienced research nurses for completing home study visits, including administering 180 and 360mg and processing urine. Surveys show that this is an excellent way to enhance patient recruitment and retention, maintain compliance and build optimum relationships with patients, which is particularly useful in orphan indications.

Training

CROs recruit, coordinate theory and practical training courses to meet your company or health needs across sites including good clinical practice, investigator responsibilities, conduct of clinical trials and ethics and ethical review.

Additionally, we are also able to offer a concept to closure service with our sister company Illingworth Research. Illingworth Research is a leading clinical research organisation, providing support across areas such as strategy, monitoring and medical photography, right through to fully operational projects.

For more information please visit
www.researchnurses.co

Email: info@researchnurses.co
Or contact: 01474 210000 M4344

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ResearchNurses.co

The results

Through the issue of press releases and feature placement more than 15 pieces of coverage have appeared in key target publications, many of which the company had not featured in before. These included:

- [Applied Clinical Trials](#)
- [International Clinical Trials](#)
- [Outsourcing Pharma](#)
- [CR Focus](#)
- [Nursing Times](#)

Highland Marketing also undertook a review of both company websites. This improved persuasive architecture and navigation and enhanced search engine optimisation which resulted in a massive improvement in both website rankings.

- The Illingworth Research website climbed from an unidentifiable ranking (outside top 100) on search engines to being ranked 10 on Google and 25 on Bing.
- The ResearchNurses.co website climbed from 58 to 36 on Google rankings and 40 to 16 on Bing.
- Both websites moved up more than 30,000 places on Alexa rankings.
- Advertisements, written and designed by Highland Marketing and then positioned in targeted publications generated key leads for the companies
Example advertisement: [Clinical research nurses needed](#).

The pro-active use of social media channels has certainly helped to spread the word to influential journalists, academics and senior members of clinical research organisations. Many have become followers, retweeted comments, news items and blogs, positioning [Illingworth Research](#) and [ResearchNurses.co](#) as 'thought leaders'. Over a one-month period, Highland Marketing was able to increase followers for the companies by over 20%.

“ I'd like to say how pleased I am with the great results Highland Marketing has achieved in a short period of time. With several dedicated articles appearing in our target publications, we are making great strides on the PR front and raising our profile where it matters. ”

Ian Illingworth, information technology & systems manager, Illingworth Research and ResearchNurses.co

