

make  
your  
mark



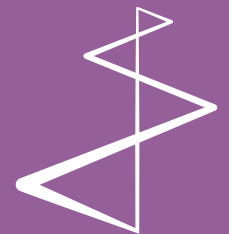
### Ceruz:

Shift to digital enables clearer view on engagement & streamlines marketing activities. Thanks to HubSpot and Living Stone

Reference case



Monitor



Living Stone

**Cerus Corporation** is a biomedical products company focused on the field of blood safety. Its flagship product is the INTERCEPT™ Blood System, designed to reduce the risk of transfusion-transmitted infections by inactivating a broad range of pathogens that may be present in donated blood. The challenge for Cerus was to find a meaningful way to connect with medical professionals, embracing the power of digital while adhering to stringent regulatory controls.

“ **As marketers,  
we need to shift away from  
standard sales calls  
to the online world.**

*Alain Segers  
Senior Director Marketing and Deployment EMEA  
Cerus.*



For companies marketing to healthcare professionals, the sales landscape has changed. “People are busier, and as a result the relationship between sales and customers has become more formal” says Alain Segers, Senior Director Marketing and Deployment EMEA, Cerus.

“Because we’re now working online, it’s much more difficult to read the engagement. We’re sending emails, and creating websites, and it’s a struggle to know how much engagement is happening. Are we sending the right message, to the right person? You can judge this in person, but it’s not so easy to know online. That’s my biggest challenge as a marketer.”

**“ Pressure on sales and marketing budgets also plays a role in the shift to digital, as do evolving customer expectations. but the shift introduces a new set of challenges for B2B marketers.**

*Alain Segers  
Senior Director Marketing and Deployment EMEA  
Cerus*



## About HubSpot

HubSpot is inbound marketing and sales software that helps companies attract visitors, convert leads, and close customers.

### **Traditional marketing is broken.**

Buyers are taking control. They're tuning out old-school marketing and sales tactics that are impersonal and interrupts.

### **Don't interrupt buyers, attract them.**

Turn your website into a magnet. Create content, optimize it for search engines and share it on social media. Then engage your prospects with landing pages, calls to action, personalized email and a personalized website. That's how you market to humans. That's inbound marketing.



# Technology to enable deeper analysis and insight

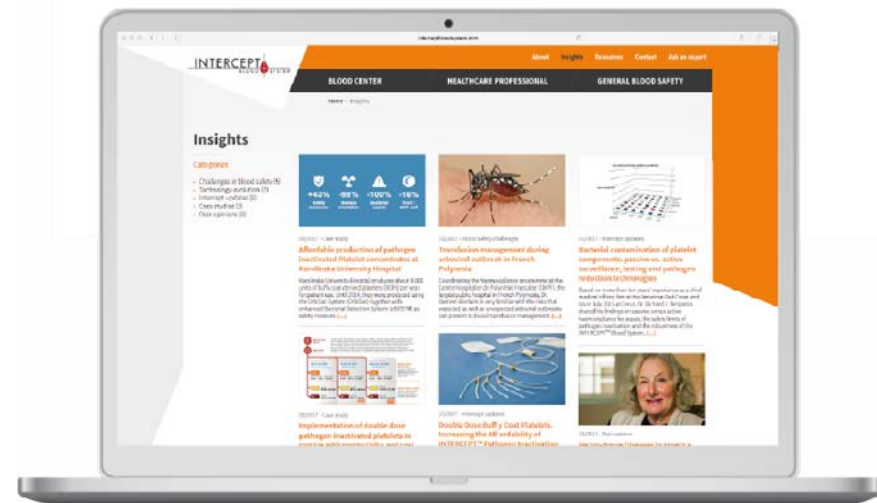
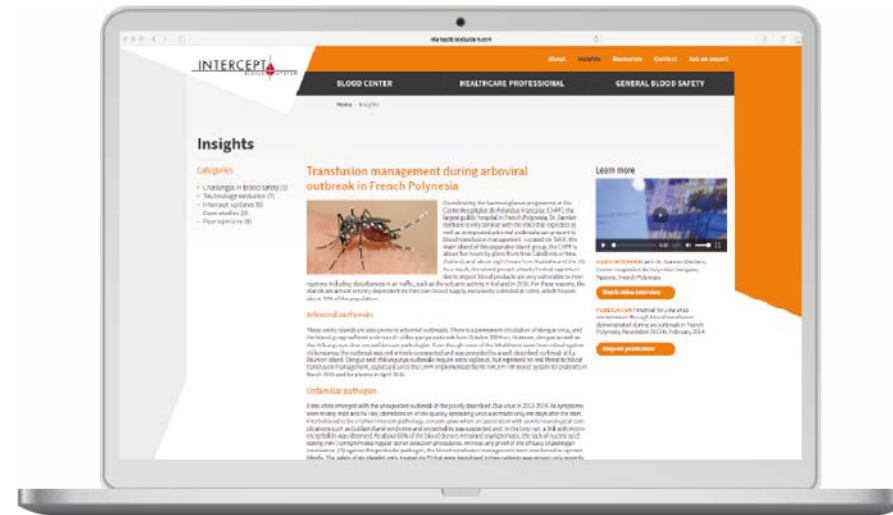
To gain a clearer view on engagement and results, Alain turned to long-time partner Living Stone, who recommended that Cerus implement the HubSpot inbound marketing platform. As a certified HubSpot partner, Living Stone understands the full capability of the platform and offers expertise in tailoring it to an organization's needs.

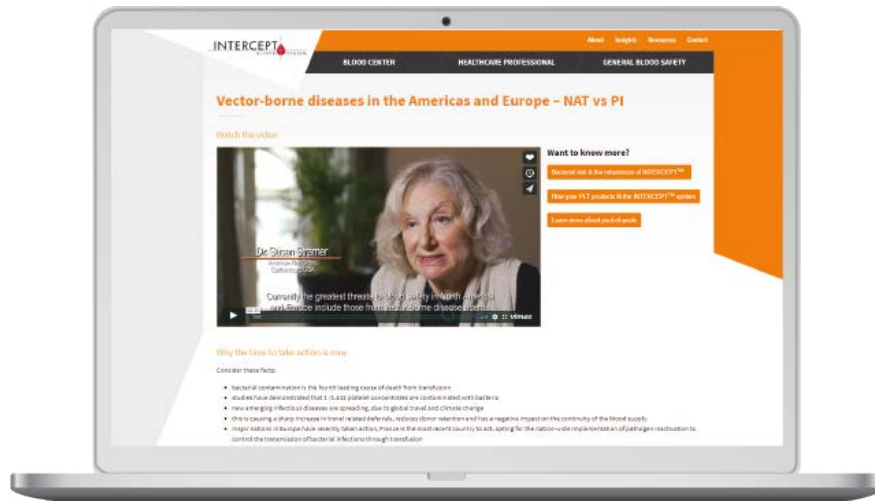
For Cerus, Living Stone helped select the right HubSpot components, supported the onboarding process, and provides ongoing guidance and expertise.

“Our email campaigns are driven through HubSpot, our website is linked to HubSpot, and we manage our master marketing database in HubSpot” says Alain Segers, Senior Director Marketing and Deployment EMEA, Cerus.

“ Now, HubSpot is the center of all our activities, everything comes together there, and everything starts from there.

*Alain Segers  
Senior Director Marketing and Deployment EMEA  
Cerus*



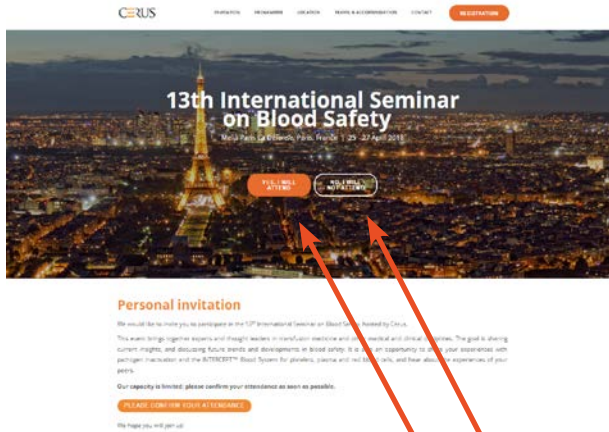


## Managing the shift from traditional marketing to online

Michaela Hudig-Hoffschlag is Marketing Communications Specialist EMEA at Cerus. HubSpot has helped her to address the challenges of marketing in what has been a more traditional industry, while dealing with multiple countries and markets.

“They offer tips and expertise in how to present and promote your articles, build engagement, or add different types of Calls-to-Action. That helps with our cultural challenges – the CTAs make it more interactive, makes people want to go further into the content.”

Michaela uses HubSpot for all outbound communications, including articles, email campaigns, videos, event follow-up and providing with access to presentations, and more. “Our customers really enjoy access to the presentations” she says.



“ HubSpot allows us to explore different approaches, and different ways of grabbing engagement.

Michaela Hudig-Hoffschlag  
Marketing Communications  
Specialist EMEA  
Cerus

NAME	TOTAL CONTACTS
13853218_mj_attending Active (Standard)	68
13853218_attending Active (Standard)	76



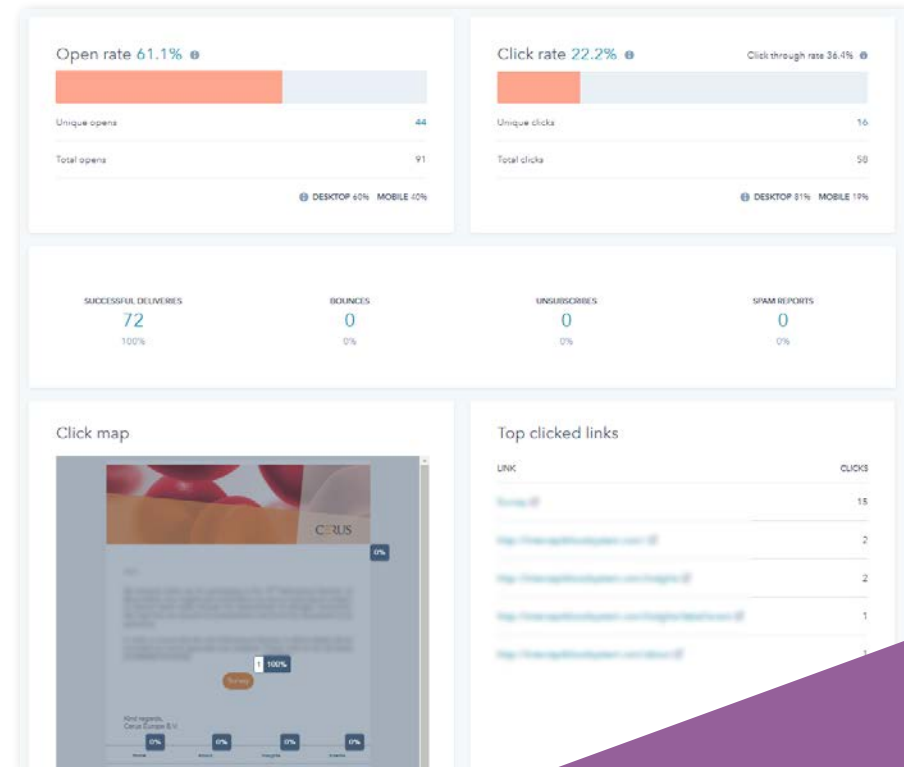
## Full integration with master database

The integration between the database and communications offers significant advantages as well.

“The database is one of the things I really love about HubSpot” says Michaela. “Because it is integrated, every time you send something out, the distribution is much easier, as is the monitoring. Everything is in one place, it only takes two clicks if I want to make a report on how everything went – interactions, engagement, who clicked on what – I can easily export a detailed report and share it with the sales team.”

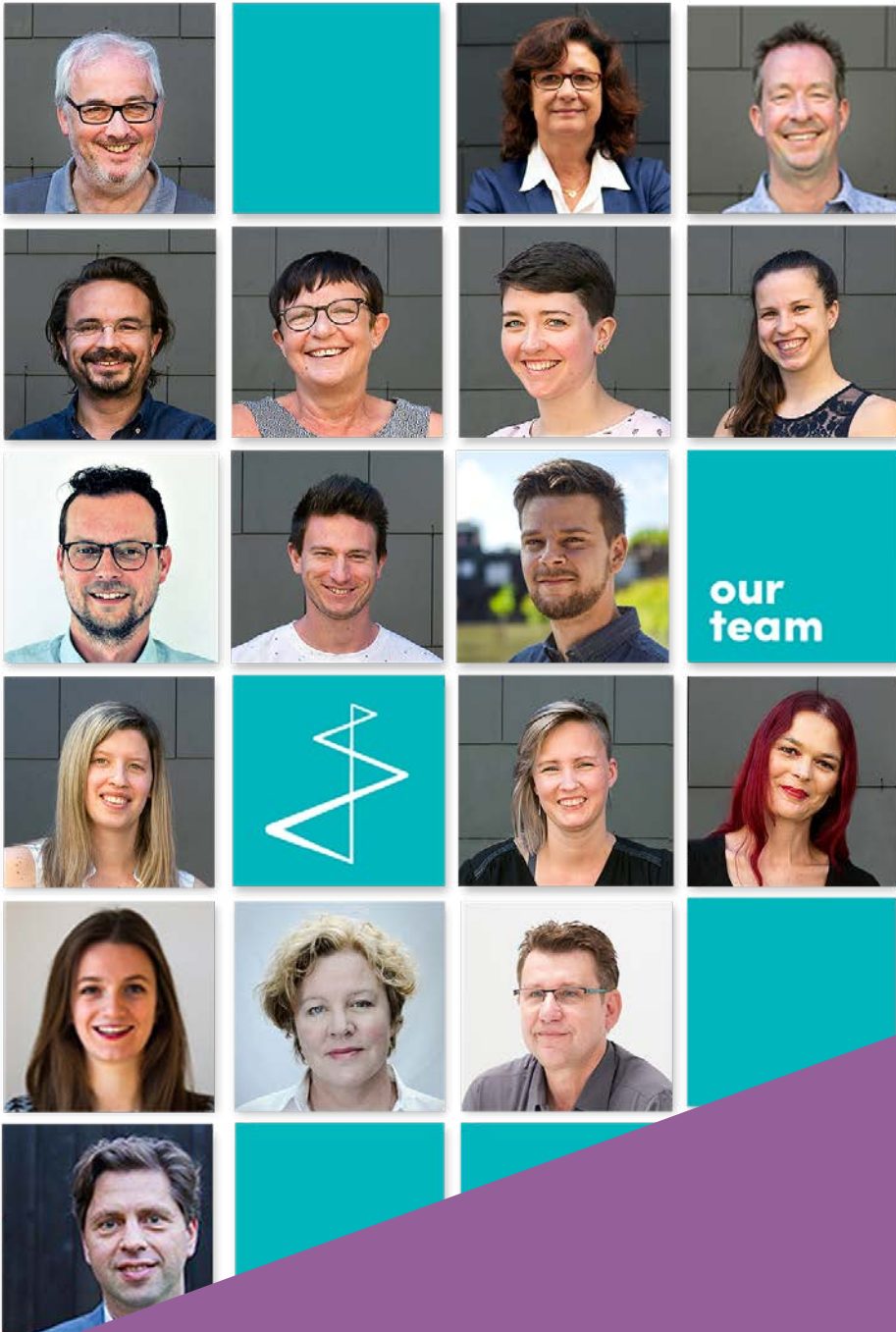
With HubSpot in place, and the ongoing support of Living Stone, Alain is planning the next steps for Cerus, which will include enhanced marketing automation and full inbound marketing. “We have questions, they have answers, they make recommendations as they know things we don’t yet” he says. “We are never on our own, we can always rely on their support.”

“What’s great about our collaboration is that Living Stone knows our brand so well, it makes it so much easier. They challenge us with creative ideas, give us that little bit extra and surprise us with their input” concludes Michaela.



“ HubSpot is such a powerful, performant tool and with Living Stone, the value is we know they have the expertise.

*Alain Segers  
Senior Director Marketing and Deployment EMEA  
Cerus*

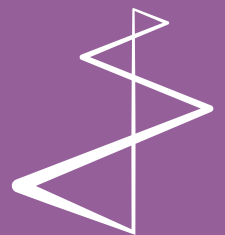


## About Living Stone

To B2B organizations with a strong knowledge component or technological component in their products or services, who want to have a significant share of voice in their markets, Living Stone is a partner that will enable them and their brands to adapt successfully to changing market dynamics and achieve above-market growth through differentiation strategies that keep the end-user in mind.

At Living Stone, we specialize in helping B2B marketers to make their mark. To share their company's story, to present information in a way that makes a difference – to plant a flag that proclaims excellence and value. We are experts in conventional as well as digital marketing. Our tools are easy to implement and build on the existing corporate tradition, sales customs and market ambitions of our customers. We've been helping B2B marketers make an impact for more than 25 years.

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