



Michael Baer  
Fractional CMO

## RELEVATE HEALTH

From Fragmented Identity to Unified Market Leader in Just Three Months with TechCXO's Expertise

### MEASURABLE SUCCESS

**IN JUST THREE MONTHS, MICHAEL/TECHCXO'S WORK HELPED RELEVATE HEALTH:**

- Grow website traffic by 36%, with 62% being new visitors.
- More than double LinkedIn followers (+116%).
- Generate 45 new qualified leads.
- Rise in the MM&M rankings of Healthcare Agencies from #59 to #39

***"Michael helped build the foundations for growth. He drove the creation and validation of our unified positioning, he helped us enrich and formalize our customer understanding and targeting, and he built a comprehensive marketing plan, including content strategy, social media plan, PR, and a new website. And he went beyond strategy - he helped build our capabilities in these areas and drove immediate implementation, driving immediate results including leads, followers, and great press opportunities."***

**-CEO**

***"Michael did not feel 'fractional.' He was embedded in the team, cared deeply about the results of our efforts, and was proactive at providing additional value."***

**-SVP MARKETING**

### SITUATION

Relevate Health, a prominent player in omnichannel healthcare marketing, embarked on an ambitious journey to redefine its market presence after a series of acquisitions had consolidated four unique companies under the Relevate Health brand.

Unsurprisingly, the resulting company had an inconsistent brand identity, an unclear positioning, and a fragmented go-to-market approach. In addition, because all the legacy companies had relied on owner-led direct sales, the new consolidated company had no inbound demand generation or marketing organization or strategy.

The new CEO and CFO recognized the need for an external expert to help reframe Relevate's value proposition, codify its Go-To-Market strategy, define its marketing and demand gen needs, and create the playbook for the next C-suite strategy and marketing leader.

### TASK

Relevate Health brought in TechCXO's Fractional Chief Marketing Officer, Michael Baer, to address these challenges. Michael identified the need to create a holistic strategy to a) unify the company's positioning across legacy companies and its diverse set of products & services; b) relaunch its online presence to tell this new compelling story; and c) create a comprehensive GTM and marketing plan, including thought leadership, social media, and beyond to drive demand.

### APPROACH

Michael Baer leveraged internal stakeholder interviews, document and desk research, and industry contacts to fuel a thorough but quick situation assessment, leading to a comprehensive, cohesive plan endorsed by the CEO and Executive team. He then co-led the subsequent re-positioning work, leveraging customer research and insights to drive validation and alignment. Michael then leveraged additional partners to quickly begin to implement a comprehensive thought leadership plan