



# Marketing

for Science and Medical Technologies

 **accelerate**  
Target. Connect. Inform.



Our ethos is simple.  
**Target. Connect. Inform.**

# about us

**The team at Accelerate Associates has over 20 years product management experience gained through working for UK and international manufacturers and distributors. As such we understand the nuances of product life cycles from product research, concept development and design through to launch, promotion and product withdrawal.**

Our people are our greatest asset; it is their skill, experience and passion that drive results for our customers. The Accelerate team deliver PR and digital content to drive engagement and sales lead generation. We do this by identifying and targeting likely prospects and integrating other marketing services such as B2B social media management, email marketing campaigns and telemarketing to create connection with your market.

We monitor performance, customer and market trends to guide and inform marketing investment.



Accelerate was selected in the most part due to their experience within the medical and laboratory fields and because of their firm understanding of the products we manufacture and the complete service offering that we can deliver to the market. ”

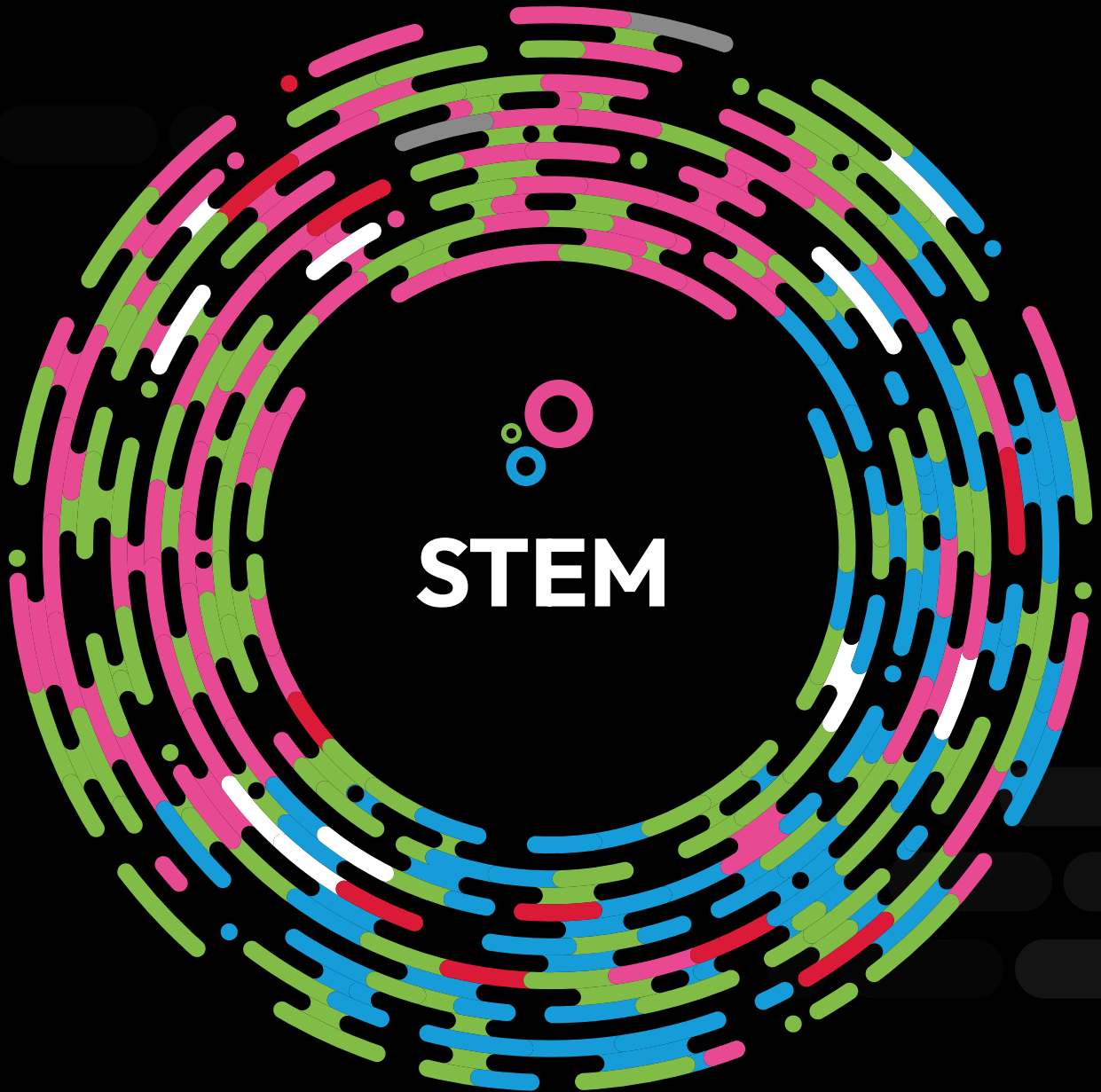
**General Manager, Dr Weigert UK Ltd**

# expertise

**From photonics crystals to pathology software solutions, our experienced team of marketing consultants devise and implement lead generating marketing strategies to drive businesses forward.**

Our passion is working with all things STEM. From life sciences to medtech and engineering, we work for businesses ranging from micro business start-ups to multinationals to bring strategic direction to your marketing plan, focusing your efforts on results driven communication activities such as:








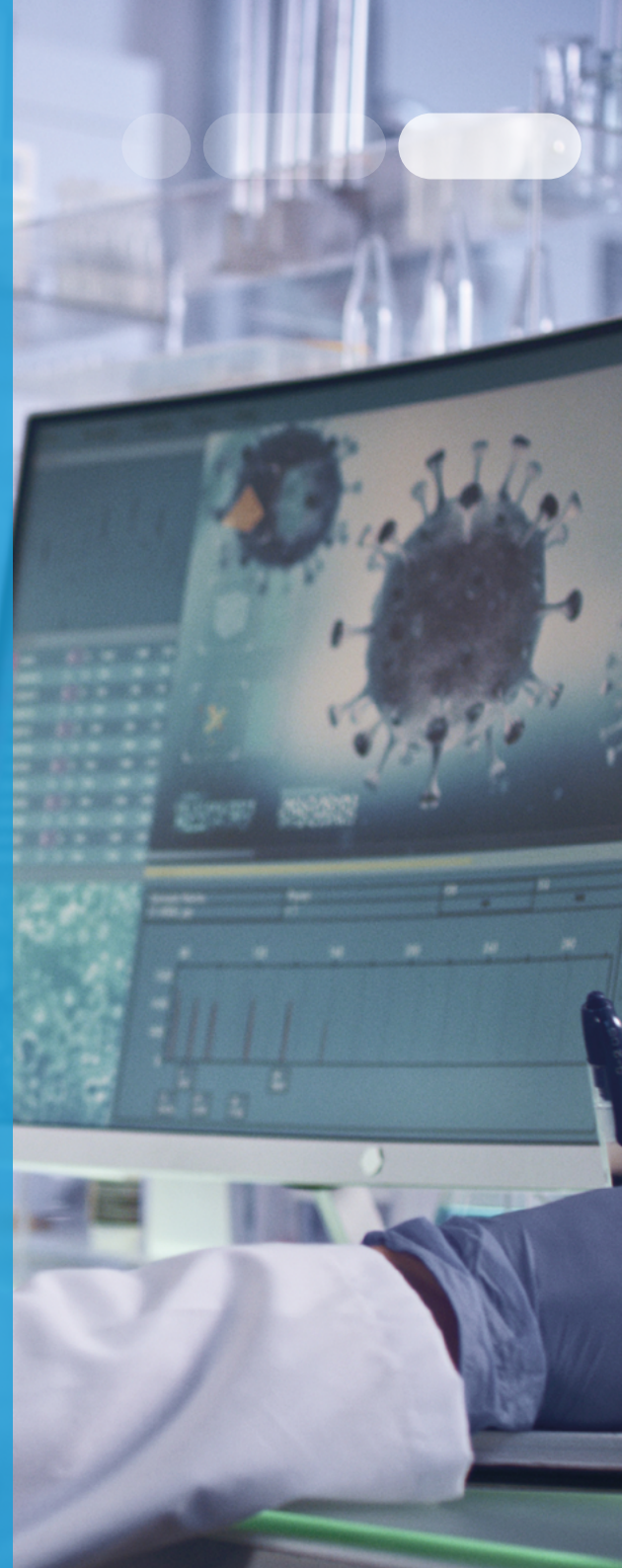
Accelerate Associates was tasked with creating a product awareness campaign to raise the profile of PhoenixSoft in the UK pathology space. The objective was to introduce new audiences to the benefits of our innovative pathology solutions.

The Accelerate Associates strategy met our objectives, with strong communication based upon content delivery and prospect engagement, whilst also encouraging secondary interaction and lead generation through remarketing. The campaign was taken from concept to execution, delivering interaction beyond our expectations and providing us with customer insights through detailed analytics reporting.

The ongoing campaign provides PhoenixSoft with wide exposure for our solutions, educating audiences of their benefits. It reaches a large pathology audience in the UK and delivers a significant level of internet traffic, interaction with content and subsequent lead generation.

Many thanks to all the team at Accelerate Associates, you are a pleasure to work with. 

**CEO, PhoenixSoft Ltd**



# target

**We know that getting your idea in front of the right journalists, influencers or investors is a top priority for any business. Key audiences for growing your business are your customers and prospects. Accelerate are experienced marketers, understanding the importance of both product management and customer segmentation.**

Above all we provide hands-on, practical support helping our clients develop customer conversations by helping to manage existing CRM systems and profiling the customer landscape to create targeted prospecting databases.

We deploy multi-channel marketing communications activities across content marketing, digital, email marketing and professional telemarketing to generate leads and deliver ROI for your marketing budget.

*Working for companies with cutting edge technologies, successful lead generation is about quality as much as quantity.*



# connect

**Accelerate helps you select the right communication channels to connect with your customers, so they understand and remember you and your business.**

We provide a broad spectrum of marketing support services including PR, advertising, design and print, product photography, scientific translation, exhibition display and online and social media.

For many of our clients, we prospect actively on LinkedIn through fully managed outreach campaigns.

In this digital age, making real connections is still important. Building on our in-house skills as market researchers, we use telemarketing to identify key contacts and marketing intelligence. Similarly we create email campaigns to boost results or as effective stand-alone campaigns.



We are delighted with the company rebrand. Our new logo not only reflects the company we are now but also alludes to our rich history and background in the photonics market. The team at Accelerate were able to provide us with a number of initial designs which were all reviewed based on their particular merits. They also provided practical support in terms how the branding should appear, how it should be used and a check list for all products and marketing literature that needed to incorporate the new style. 

**CEO, Covesion Limited**







“ Accelerate’s proactive approach has been invaluable in TalkingPoint’s expansion in our key “niche” healthcare market. Covering all aspects from initial marketing campaign concepts to documentation (case studies, brochures), contacting prospective clients, organising and conducting seminars, Accelerate’s professionalism has delivered for us! ”

**Sales Director, TalkingPoint**

# inform

**Strategic marketing produces customer intelligence about buying habits and customer needs.**

Who reads your emails, visits your website, looks you up on LinkedIn? You need to understand your return on investment in order to make informed decisions about future marketing communications activity and progress towards meeting your marketing objectives.

Accelerate will help you monitor, measure and predict where to find your next sales opportunities.



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