

# Zebra Technologies Relies on SkyRocket's Expertise

## to Market Their Healthcare Products to Front-Line Workers

When the COVID-19 pandemic first broke out, the entire healthcare industry had no choice but to act with the utmost urgency. With hospitals filling up almost immediately and the cases continuously rising, front-line workers needed tools and technology to keep up with the flood of patients. Zebra Technologies Corporation, a leader in developing healthcare technology, recognized the demand for accessing critical tools amid COVID-19.

They reached out to SkyRocket Group for assistance communicating to hospitals and other health systems. Zebra needed marketing materials to show how their products were helping front-line workers and optimizing hospital operations. From DS8100-HC Series Scanners to Z-Band Wristbands, Zebra trusted SkyRocket to showcase their high-quality products not only to help their business but, more importantly, help front-line healthcare workers save lives.

### SUMMARY



**ISV:** Zebra Technologies Corporation

**Challenge:** Quickly creating materials to help communicate to hospitals and health systems how their products were assisting front-line workers and optimizing hospital operations.

**Solution:** Providing various materials as part of an integrated campaign

**Products:** Branded, engaging written literature, emails, etc.

## The Challenge

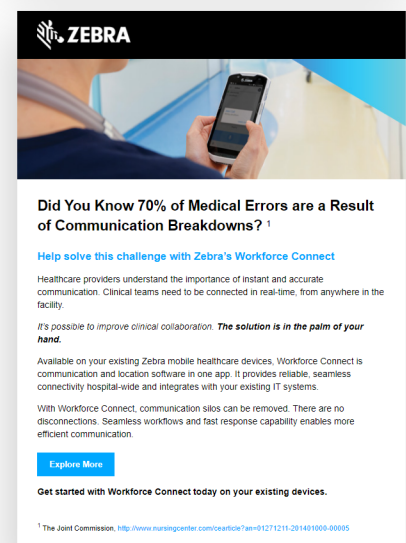
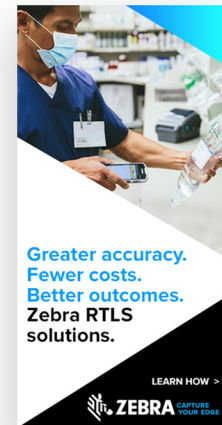
Every aspect of day-to-day life became incredibly difficult under the pandemic, especially running business operations. In an industry where time is of the essence, Zebra needed to communicate their products to hospitals and healthcare networks quickly. So naturally, SkyRocket Group faced the very same issue: they needed to create high-quality marketing materials with speed and efficiency. SkyRocket understood the significance of Zebra's work and how important it was to generate their materials with haste.

## The Solution

SkyRocket Group's approach to communicating Zebra's products was to offer a wide variety of marketing materials. The best way to connect with many customers in a short amount of time was to provide several different methods of communication.

While some hospitals respond better to marketing via email, others are more comfortable interacting with social media graphics. By branching out the different types of materials used, SkyRocket significantly exposed Zebra's products to many hospitals and other healthcare professionals.

In the middle of a pandemic, it was crucial for SkyRocket to consider every option for connecting healthcare workers to Zebra's life-saving products. With everyone having to adjust to a new world under COVID-19, especially for those in the healthcare industry, SkyRocket needed a marketing strategy that could adapt and expand.



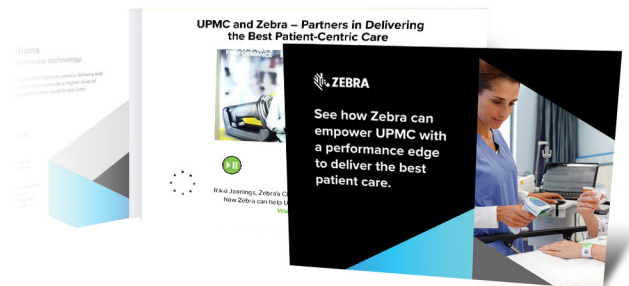
## The Results

The key benefits of Zebra's partnership with SkyRocket include the rapid and effective development of well-designed, well-written material. **The marketing material Zebra received include:**

- Sales Literature
- Data Sheets
- Digital Ads
- Landing Page
- Emails, Direct Mailer, and Video Mail
- Infographics and Social Media Graphics, Direct Mailer

For example, SkyRocket created a 5-inch landscape video mailer catered to UPMC. The video mailer included brief information about Zebra's innovative technology, how their solutions could help, and where to contact them. Plus, the design was clean, easy-to-read, and aesthetically pleasing.

SkyRocket Group also developed a solutions data sheet detailing Zebra's selection of healthcare scanning solutions. With quality writing content and graphic design, SkyRocket Group was able to bring out the best in Zebra's products to hospitals and healthcare workers across the industry. Not only was SkyRocket able to deliver excellence, but they were also able to deliver all their material on time.



## The Results (continued)

Satisfied with SkyRocket Group's performance, here's what Lana Leone, Senior Manager for Solutions Marketing at Zebra Technologies Corporation, had to say:

“We’ve worked with Skyrocket for several years on multiple large and small projects, and it’s been a strong partnership. Their process includes understanding our campaign goals, messaging and budget needs, as well as introducing new creative options to reach our customers. They’ve supported multiple, innovative ABM projects to help us distinguish ourselves from competitors and reach our ROI goals.

Overall, the partnership between Zebra and SkyRocket proved to be a success. Thanks to SkyRocket's quality content and design, along with their speed and efficiency, Zebra was able to provide essential services to brave healthcare workers so that they could save lives and protect the country from this destructive pandemic.

