



## CASE STUDY

### OPPORTUNITY

Having just lost their marketing personnel, MTI came to us for help in carrying out their marketing operations. We served in the roles of writer, designer, and marketing director, establishing their brand and managing over 300 projects.

### STRATEGY

- Formulation of a new brand, including revised logo, brand guide, and stationery
- New ad design template
- New landing pages for each industry MTI serves: podiatry, EMT, dental, ophthalmology, plastic surgery, dermatology, and wound care
- Digital marketing campaign, including search engine optimization and PPC campaign
- Complete marketing services, including mail templates, trade show displays, electronic signatures

### RESULTS


- Savings of \$120,000 in salaries
- \$250,000 increase in sales over six months

3655 W Ninigret Drive | Salt Lake City, UT | USA | 84104-6572

**SAVE UP TO \$430**


When you purchase an MTI 527, 450 or 450W Podiatry Chair and receive a **FREE** SG Series Stool (with or without a backrest) or a **FREE** Clarus 4™ LED Exam Light with a caster base or floor stand.

Purchase an MTI 526 Podiatry Chair and receive a **FREE** SG Series Stool.



**MTI** Strength in patient care.™

(800) 924-4655  
sales@mti.net  
mti.net/podiatry



**SAVE UP TO \$430**  
ON A MTI 527, 450 OR 450W CHAIR.

**HURRY, ORDER NOW!**  
PROMOTION ENDS JUNE 30TH.

