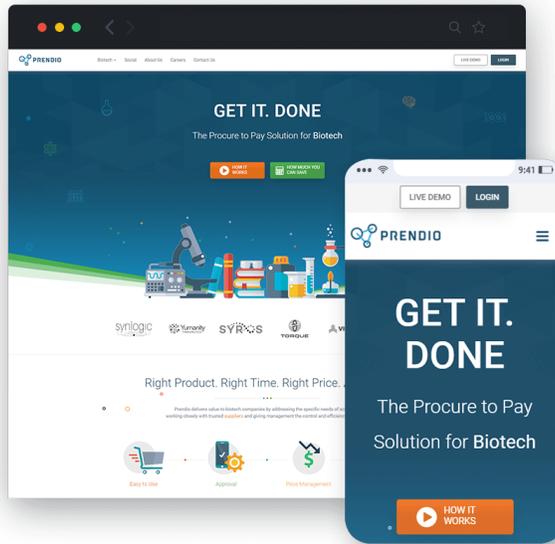




Prendio Website & Social Media Case Study



Procurement Startup Launches New Website

Prendio is a procurement software subscription (SAAS) company focusing on purchasing solutions for scientific organizations in biotech and pharma. Prendio was a startup and a spinoff of BioProcure.

Problem

Prendio needed to generate brand awareness, improve its search rankings, and start using lead generation tools. They also needed to target a specialized audience of startup executives and investors in the biotech and pharma industries.

Our Solution

Tomo360 redesigned a new website with a custom biotech and pharma design theme. We used lots of color and visuals of lab tools to signal to visitors that this is a biotech and pharma industry

solutions provider. We crafted copy and content using SEO keywords that would launch this provider into the top of search rankings.

Finally, we featured an online calculator as a lead generation tool on the homepage, along with a video about Prendio. These two interactive features immediately engage and inform the visitor. The online calculator allows potential customers to calculate savings based on their budgets. We called it “The Heroic Calculator.”

After we completed their website, we also assisted in launching their social media presence. We created all their social media accounts and developed a strategy for them. Tomo360 also provided ongoing SEO services for their website.

Success!

Prendio now has a visually appealing and interactive website that draws in new customers and generates leads. For two years we also used high-quality graphics and strategic messages on social media to drive more traffic to their website. Additionally, within a year of SEO implementation, their site was consistently ranked on the first page of Google and Bing.

Results:

- The new website is beautifully presented across all devices
- Website content is targeted to its two main audiences: investors and startup executives
- Prendio.com is consistently ranked on the first page of search results for 2 years consequently
- Tomo360 grew its social media audience organically, over 2 years

