

iegut

Aim High.

Growth is unending.
Higher aims always reveal more...

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Who We Are

— Profound Difference
Through meaningful Change.

iegut is a full-service marketing agency based in Morocco. Since 2020, we have been adding value to medical equipment distributors worldwide by understanding doctors, dentists, and clinic administrators and effectively communicating with them.

Our touch is evident all over the country. We have helped over 50 medical equipment distributors reach the right customers, increasing exposure, surpassing competitors, driving sales, and growing revenue year-over-year.



Footprint, Clients, Brands, & Locations



A Success Story From Every Corner.



An Agency On A Mission

—— Distinguished Service
Through Concrete Values.

Our mission is to offer a distinguished marketing service for medical equipment companies worldwide. We believe that knowledge, integrity, and honesty make the core of this distinction. These qualities are manifested through the composition of our team and culture.

An Agency With A Vision

—— A Leader Through Knowledge,
Technology and Culture.

Our vision is to become the best marketing partner for medical equipment distributors all around the world, through industry knowledge and expertise. We pride ourselves on not only providing an exemplary all-around marketing service, but also bringing in high-quality leads, and driving sales backed by real data and revenue growth.

Why Choose Us?

Not Just An Ad Agency

The B2B healthcare buyer's journey is highly complex and usually includes influences from many sources, including physicians, the internet, medical publications, and digital medical advertising.

Full Service Agency

We are a full-service agency, providing Market Research, Lead Generation, Media Buying, Digital Marketing, Brand Development and Management, Account-based Marketing, as well as Automation Marketing.

We Invest In Expertise

We pride ourselves in our expertise and specializing in the medical equipment distribution industry. Our approach is nurtured by extensive research before any action is taken.

How We Do It

■ The iegut marketing way is honesty in delivering assessments, setting goals, executing tasks, monitoring performance, evaluating progress, and learning for experience.

Research & Knowledge Based

We analyze past experiences and extract the lessons we learned. Therefore, our clients benefit from a knowledge base perfected over the years. We always study before we tackle the task. We know where to look and what to look for. We save our clients the headache of trial and error.

Plans, Timeframes & Measurables

Whether single requests or year-long campaigns, our clients are presented with clear action plans. They'll have solid timeframes and measurables to track the progress.

Quality Control

Our internal auditing mechanism ensures several filtration layers. This way, the result amounts to delivering only the crème de la crème of leads to the client.

Involvement & Follow-ups

Our clients are involved in every step along the way. Because we are wired for long-term contracts and retained customers, we assign an Account Manager to cater to our clients' needs. In addition, they will receive regular status reports, supported by figures and visuals.

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Our Services



iegut Marketing features nearly half a decade of consultations, strategies, tools, and solutions that enable numerous businesses to achieve goals and exceed expectations.

Research Services

5 years of supporting
informed decision-making.

Market Analysis

- Market size & Share
- Competitive analysis
- Customer analysis
- Dynamics & growth drivers
- PESTEL analysis
- SWOT analysis

Brand Audit

- Customer satisfaction
- Net Promoter Score
- Brand awareness

Monitoring & Evaluation

Media Consumption

Customer Behavior

- Communication appeal
- Behavior analysis
- Satisfaction & loyalty drivers
- Customer journey analysis

Product Development

- Needs assessment
- A/B testing
- User experience optimization

Motion & Graphic Design

— Visuals for your business needs, from digital use to IRL use, we got it all.

iegut Marketing combines art and science to elevate graphic design to the next level. The importance of visuals in communication is skyrocketing. Colors, shapes, and techniques are major influencers on how convincing your business looks to buyers, investors, and stakeholders.

Entrust your business visuals to the communication veterans at iegut Marketing. From identity themes and still images to edited and animated videos, we create unique, professional and consistent graphics.



Lead Generation

— Generate the right leads Through a multi-channel approach.

At iegut, we understand the specific needs of medical equipment distributors and offer a comprehensive suite of Lead Generation strategies designed to increase generate leads, and ultimately drive sales.

We use data and analytics to ensure we're using the right channels that maximize your budget and deliver the results you want.



Account-Based Marketing

Targeted, high-impact strategies are essential to reaching key customers.

ABM is a long-term strategy, but you can expect to see initial engagement and improved brand awareness within a few months. Building strong relationships and securing lucrative contracts typically takes 6-12 months or more depending on the complexity of your target accounts.

We meticulously identify the most valuable hospitals, clinics, and healthcare systems perfectly aligned with your equipment and services. We delve deep to understand your target accounts' unique needs, challenges, buying processes, and key decision-makers.

Advertising Services

Reach the Right Audiences, and present yourself in their spaces.

Effective advertising services for medical equipment companies. Our team has extensive experience in the medical equipment and supplies industry.

We'll conduct in-depth research to understand the specific needs of healthcare professionals who require your specialized equipment. This knowledge allows us to craft targeted campaigns that resonate with this niche audience.

CRM for Medical Equipment

A robust CRM system can be your secret weapon for maximizing efficiency, boosting sales, and achieving sustainable growth.

Media Buying

We handle all aspects of Media Buying and PR efforts. From target definitions, and all the way to research, sourcing, implementing, and monitoring, we will do it on your behalf and keep you updated via status reports.

SEO for Medical Equipment

At iegut, we're experts in providing comprehensive SEO services for medical equipment companies. We'll help you attract qualified leads, drive organic traffic to your website, and ultimately increase sales.

Website & App Development

70% of B2B buyers are search-first and research-based.

A professional website with a captivating UI is a free lead-generation machine.

Your website is often the first impression you make on potential customers, so it needs to be informative, user-friendly, and optimized for conversion.

Attract More Healthcare Professionals with a clean design and an efficient website.

Brand Development

Brand identity determines how your medical equipment company will appear and function both internally and to the outside world. How will it look and feel? What will it tell? What will the first impression be?

The identity package starts with a logo design and extends all the way to business cards, letterheads, signatures, uniforms, and decorations. These are the small details that paint the bigger picture, and it's important that they are consistent and professional.

Brand Management

From start-ups all the way to mergers & acquisitions, any brand has a lifecycle. During each of these phases, professional brand management is needed to deliver the right message, make the most effective communication, and keep consistent goals.

We strategize, implement, and evaluate brand management. From reputation management, risque management, and crisis aversion, we have had the pleasure of guiding multiple brands through it all.

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