

An aerial photograph of a coastal area. In the foreground, there's a sandy beach with people and turquoise water with white waves. Behind the beach is a steep, green cliff with a wooden staircase leading down. In the background, there are rolling hills and mountains under a clear blue sky.

LUCID STRATEGIES

Sales Accelerator Plus Program

Laguna Beach

SHONEY CASE STUDY



Lucid Strategies and Shoney Scientific

Shoney Scientific Inc. is a prominent player in the medical device manufacturing sector, adeptly managing offshore production from inception to distribution. Their mission is straightforward: deliver exceptional overseas products with utmost convenience.

This mission's journey, however, wasn't without its challenges. The pivotal moment came with the collaboration with Lucid Strategies in 2020. Drawing upon her in-depth marketing knowledge, Lena provided the solutions Shoney Scientific needed to enhance their B2B lead acquisition, further solidifying their industry position.

Meet Our Founder: Lena Frenzel

Bachelor of Science
Business Administration - Marketing Management

Master Of Arts
Mass Communications - Research & Theory

Companies She Has Worked For





FROM CONCEPT TO CREATION... AND BEYOND
"Delivering the resources you need to your doorstep."

LUCID STRATEGIES



OUR CLIENTS



EmergentLeadershipPathways



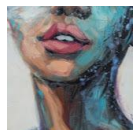
PC-WARRIORS
MULTI-PURPOSE COMMUNITY



monitors.com



FLYING PIG DESIGNS, LLC



Problem Statement

1. No lead generation system.
2. Receiving referrals but cannot tap into new markets outside of referrals.
3. No organized marketing and sales processes and SOPs.

Campaign Overview and Strategy

- Customized Marketing Strategies

Collaborate with Shoney Scientific's team to create tailored marketing strategies that highlight their strengths and differentiate them from competitors.

- Insightful Analysis

Dive deep into Shoney Scientific's manufacturing processes to identify unique selling propositions. Emphasize offshore benefits and exceptional quality assurance.

- Revolutionary Lead Generation

Implement Lucid Strategies' advanced lead generation techniques to attract potential partners and clients, negating the need for high-cost advertisements.

Target Audience

- Decision Makers in Manufacturing Companies

Shoney Scientific Inc. aids decision makers in medical device companies by managing product development, optimizing costs, and ensuring quality and innovation.

- Companies with Limited Teams and Resources

Shoney Scientific Inc. amplifies the capabilities of companies with limited resources by managing end-to-end product development. This helps to ensure cost-effectiveness and quality, as well as a sharper focus on core business strategies and market competitiveness.

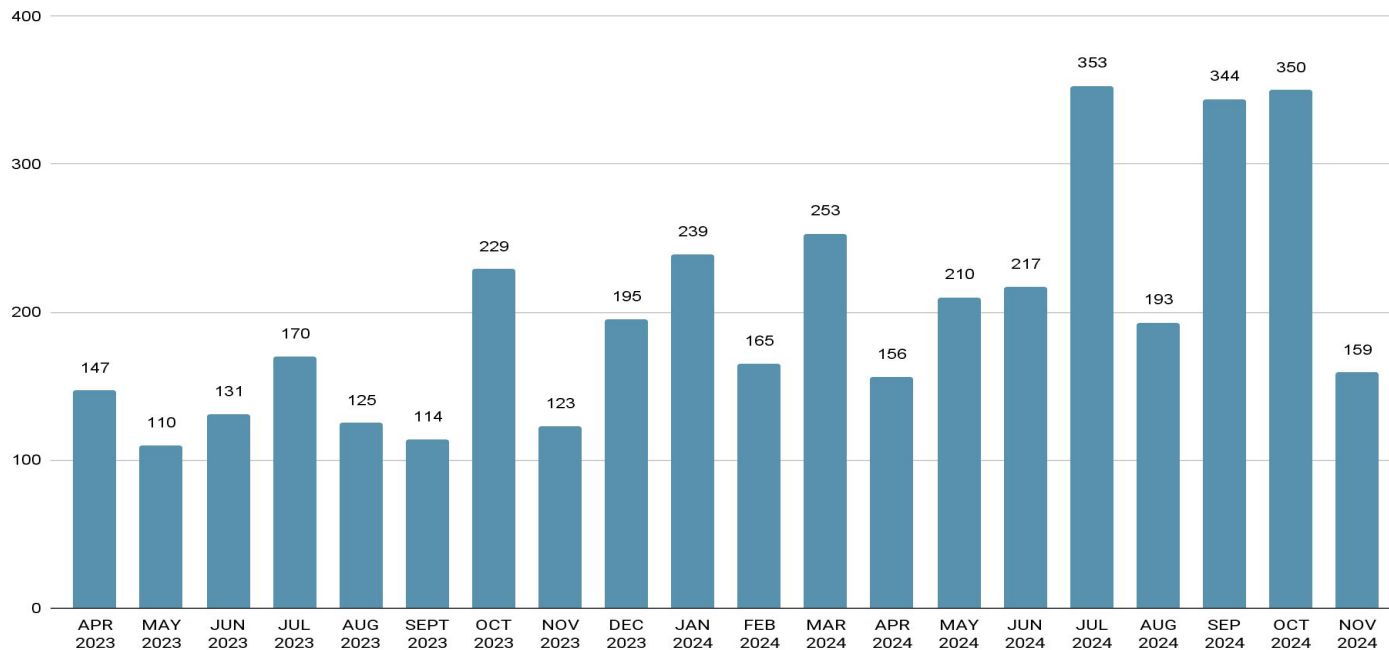
- Startups and Entrepreneurs in the Medical Device Industry

Shoney Scientific Inc. propels start-ups and entrepreneurs in the medical device industry by managing product development and manufacturing complexities. Their expertise facilitates cost optimization, quality assurance, and market readiness, thus enabling focused strategic growth and competitive positioning in the industry.



LEADS GENERATED

Leads Generated



Deal Disclaimer

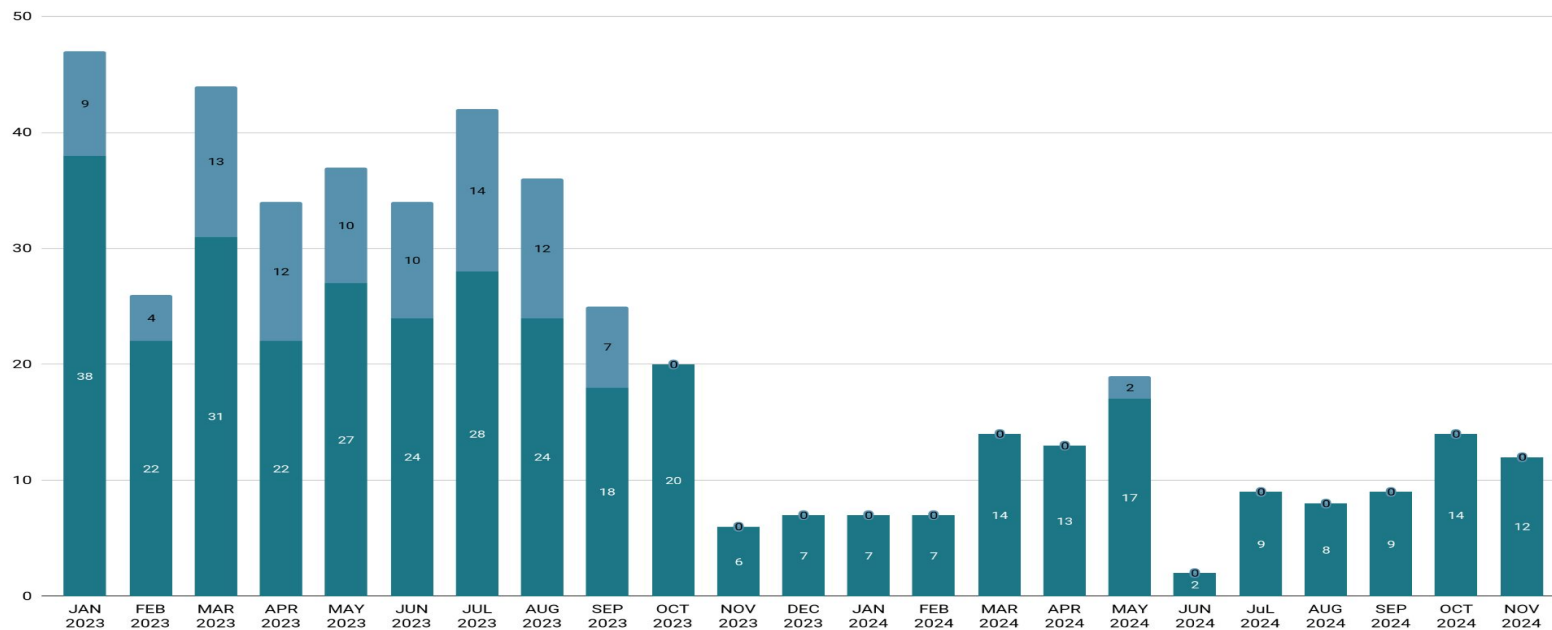
Case Study: Lucid Strategies' Targeted Growth Strategy – November 2023

In November 2023, Lucid Strategies refined its lead generation approach, shifting from broad outreach to a targeted focus on mid-market companies with substantial project needs. By prioritizing these higher-potential clients, we optimized our strategy to attract decision-ready prospects.

Key Outcomes:

- Improved Lead Quality: A notable rise in ready-to-buy leads shortened sales cycles.
- Larger Opportunities: Projects from these clients aligned with our expertise in high-impact work.
- Greater Efficiency: Conversion rates strengthened, enhancing revenue from a focused pipeline.

Deals Generated





Interpretation of Data

Lucid Strategies contributed to building a cumulative growth trajectory, emphasizing long-term value and sustained financial enhancement. This progressive accumulation of revenue underscores the program's effectiveness in fostering enduring business prosperity.

The integration of Lucid Strategies marketing program into Shoney Scientific's operational framework has proven to be a powerful catalyst for business excellence. It has demonstrated a measurable impact, driving enhanced performance across various facets of the business—from lead generation and conversion to revenue realization and cumulative growth. The program stands as a beacon of strategic innovation, fostering a conducive environment for continuous improvement and sustained business success.



TESTIMONIALS

Testimonial Videos

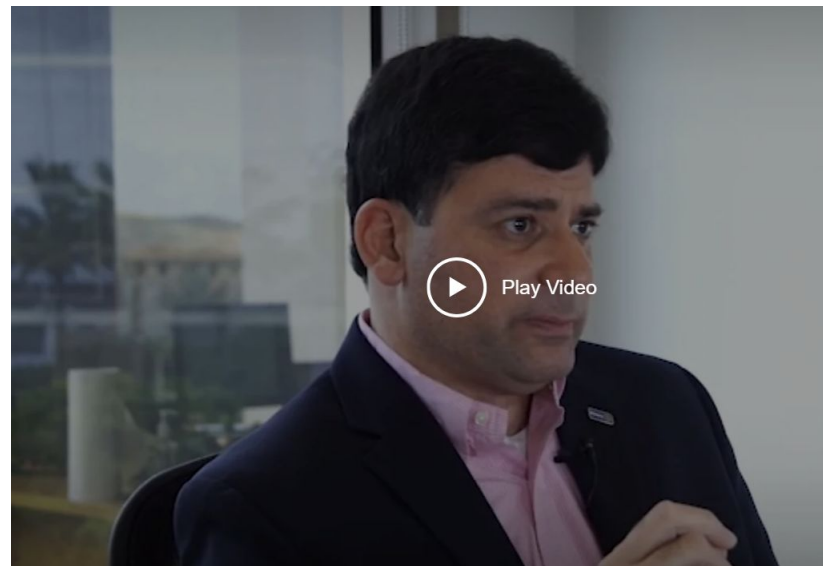


SURY SHONEY

CEO & Founder of Shoney Scientific - Medical Device
Manufacturing

Testimonial Videos

OTHER CLIENT TESTIMONIALS



B2B Lead Generation Tips By Lucid Strategies

WATCH: youtu.be/x9ltTAHLbTO?si=v4fZJxnvBS99I7U-

WATCH: youtu.be/x9ltTAHLbTO?si=v4fZJxnvBS99I7U-

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Medical Device FAQs

1. What is the Sales Accelerator Program?

The Sales Accelerator Program by Lucid Strategies is a dynamic initiative designed to help businesses in the medical device industry book 1 to 6 high-value clients per week. This program leverages a proven sales and marketing process, tailored specifically for companies in the medical device sector, including OEM manufacturers, suppliers, contract manufacturers, engineering firms, clinical research organizations, and consulting service companies.

2. How does this program benefit my business?

This program is effective in overcoming business bottlenecks, creating irresistible offers, targeting ideal clients, and using advanced marketing techniques to expand reach beyond organic networks, all without relying on ad expenses. It's particularly efficient for reaching decision-makers in the medical device industry.

3. What strategies does the Sales Accelerator employ?

The program integrates advanced copywriting strategies, direct response B2B marketing techniques, and a robust process for vetting and prequalifying clients. It focuses on natural and effective sales techniques, making it well-suited for the medical device industry.

4. Who is behind the Sales Accelerator Program?

Lena Viktoria Frenzel, with over a decade of experience in executive marketing roles at major corporations, is the mastermind of this program. Her expertise in the field of sales and marketing has been instrumental in shaping this initiative, particularly in the context of the medical device industry.

5. What unique value does Lena bring to the program?

Lena's role as a dedicated CMO in shaping this program brings immense value. She specializes in training teams and implementing sales accelerator marketing and sales funnels that are highly effective for companies in the medical device field.

6. What are the main components of the service?

The service includes high-conversion copywriting, the creation of compelling offers, marketing automation, and strategic appointment booking, all designed to meet the specific needs of the medical device industry.

7. Is there a consultation available?

Yes, a free consultation session is available, offering companies an opportunity to understand how this program can be custom-tailored to their specific needs in the medical device sector.

8. How can I contact Lucid Strategies for more information?

For further information and inquiries, particularly related to the medical device industry, contact Lucid Strategies at (949)-312-4988 or email support@lucid-strategy.com.



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DIGITAL MARKETING
AT ITS BEST

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