

BECOMING A THOUGHT LEADER IN THE EMS INDUSTRY

How Clarion Events Fire & Rescue Group strengthened Pulmodyne's reputation as an EMS thought leader through EMSAirway.com, a microsite devoted to airway management.



CHALLENGE

As a leader in airway management products, Pulmodyne was looking for ways to break through the clutter and reach its niche audience through quality, innovative content.



GOAL

Position Pulmodyne as a thought leader among EMS professionals.



SOLUTION

As the most trusted source of clinical and educational content in EMS, the Journal of Emergency Medical Services (JEMS) proved to be the ideal partner for Pulmodyne. Together, they developed **EMSAirway.com**, a co-branded microsite that delivers valuable information on airway management. Through content developed by the JEMS editorial team and Pulmodyne's subject matter experts, Pulmodyne has been able to increase its reach and solidify their status as a thought leader.

"Clarion solved Pulmodyne needs by delivering clinical content and creatively branding EMSAirway.com. With the help of Clarion, Pulmodyne has been able to effectively influence key decision-makers and provide them with information surrounding the therapies of our product portfolio. EMSAirway.com has become an essential website for our target market and the Pulmodyne business."

– BRITTANY SMITH,
MARKETING MANAGER,
PULMODYNE

APPROACH



1. CONTENT ROADMAP

JEMS and Pulmodyne’s subject matter experts developed a content roadmap.



2. CONTENT DEVELOPMENT

JEMS and Pulmodyne created content as outlined in the roadmap and each retained ownership of their pieces.

Their 2021 roadmap included:

- 1 article for EMSAirway.com per month
- 1 post for EMS Airway’s Facebook page



4. REPORTING

JEMS provides monthly reporting on the microsite’s performance and promotions, including:

- Accumulative Brand Impressions
- Accumulative Engagements
- Top Performing Articles
- Monthly Traffic (Page Views, Visits, Unique Visitors)
- Video Views
- Facebook ad campaign results and recommendations



3. CONTENT MANAGEMENT

JEMS manages the microsite, its content, and promotions.

DRIVING TRAFFIC

Content is published and shared via:



MULTIPLE POINTS OF ACCESS

Prospects can access the microsite from:

- 1 A widget on JEMS.com’s homepage highlighting the latest content
- 2 The navigation bar on JEMS.com (under Topics)
- 3 The “Patient Care” Topic Center (in the Airway and Respiratory section)

RESULTS



EMSAirway



768K+

Total Accumulative
Brand Impressions in 2021



7.7K+

Total Accumulative
Brand Engagements in 2021

5.5K+

Facebook Followers