



# The Importance of Personalizing the Buyer's Journey in the Medical Device Industry

Personalizing the buyer's journey is essential for both sales and marketing teams in the medical device industry.

With a host of different people reps need to cater to, materials must be created in a way that addresses each of their unique needs. Distributing the same message to all buyers won't work in a competitive and crowded market. Today's buyers are more educated, have more choices, and value personalized interactions with sellers. Effectively delivering the right message to the right person at the right time in a compliant manner promotes customer engagement and provides medical device companies with a competitive advantage.

## Promote Customer Engagement

When marketers and sellers provide a tailored experience for their buyer it facilitates a two-way conversation. This ensures that buyers' needs are being met and their voice is being heard rather than the seller having a one-sided conversation and using a generic one size fits all approach.

## Develop a Competitive Advantage

With so many options in today's market, medical device companies can differentiate themselves by customizing content for their buyers. Buyers are more likely to review specific products and take time away from patients to speak with reps that address their pain points.



# Getting Started With Personalizing the Buyer's Journey

Understanding the importance of compliant personalization is the first step, but how do sales and marketing teams get started? Here's a couple suggestions.



## MAP EXISTING CONTENT TO BUYER PERSONAS

A great way to start personalizing the buyer's journey is to review what content your team has already created and map it to unique buyer personas and stages in the buying process. This exercise will allow for more efficient and effective use of materials that have already been created.



## ANALYZE CONTENT METRICS

It is important to analyze how content is performing in relation to each unique buyer. Having a strong understanding of what assets are performing well, and at what point during the buying process, allows for sales and marketing teams to adjust and iterate as necessary.

Sales enablement solutions are another important piece to personalizing the buyer's journey. For more information on how sales enablement can help with content automation and personalization for the medical device industry, [check out this brief one-pager.](#)

Or learn more at  
[www.seismic.com](http://www.seismic.com)

