

Viamed Marketing – February 2016

Mailshots

Product / Product Area	Mailing Group	Number of Recipients	Type of Mailing
Automotive	Intrastats – Potential Distributors	36	Postal
Flocap	Theatres	56	Email
Flocap	ICU	122	Postal
Posey Products	SCBU Paediatrics	371 229	Postal

Feedback

From the above mailings, and not exclusively because of this marketing, the following results have been achieved:

Samples sent:

West Suffolk Hospital – FLOCAP x 2

Jacomedic – FLOCAP x 2

Royal Sussex County Hospital – FLOCAP x 1

Increase in price requests: 0% - New product launched therefore no sales generated yet.

Ebay Sales

Total sales for January 2016: £621

Total sales for February 2016: £336

Consisted of:

Amazon Sales

Total sales for January 2016: £139

Total sales for February 2016: £64

Consisted of:

Website

The new website has been completed and is now up and running including the facility for Live Chat with customers. The website is split into industry/product area i.e. Medical, Emergency Services, Veterinary, OEM etc.

Updated documents

The following leaflets have been updated this month:

- VM-2400 Hb Monitor
- Maxtec Flocap – Remove quote from NAP4 guidelines
- V1000 Foetal Heart Monitor - patent removed, updated leaflet.
- Product Portfolio – new products have been added, awaiting sign off.

Internal Staff Training Completed

- Goods In Introduction
- Goods Out Introduction
- Pulse Oximeters Introduction
- VST Introduction
- VST Customer Service
- Capnograph Introduction
- Email PDF Invoices
- Infant Resuscitation Cabinet Introduction
- Repair Processing
- AlcoTrue Introduction
- Flocap Clinical Introduction

Planned for Quarter 1

Mailshots

Product / Product Area	Mailing Group	Region	Number of Recipients	Type of Mailing	Completed Date
Infant Resuscitation Catalogue A5	Maternity Delivery Labour	UK	327	Postal	January 2016
Oxygen Monitoring Catalogue A5	EBME	UK	448	Postal	January 2016
Hb Monitor	Blood Donation Centres	UK	70	Postal	January 2016
Automotive	Intrastats – Potential Distributors	UK	36	Postal	February 2016
Flocap	Theatres	UK	56	Email	February 2016
Flocap	ICU	UK	122	Postal	February 2016
Posey Products	SCBU Paediatrics	UK	371 229	Postal	February 2016
Capnograph	Resuscitation	UK	327	Postal	

Catalogue	Respiratory				
Flowsensors	ICU	UK	26	Email	
Flocap	Theatres	UK	641	Postal	
Flowsensors	ICU	UK	122	Postal	