

# Creating B2B Healthcare Buyer Portfolios



Savvy marketers understand the importance of embracing account-based marketing (ABM) strategies when targeting medical professionals and healthcare organizations. Part of that strategy is developing an ideal customer profile or ICP, which helps in the development of customized marketing plans targeting your key prospects. The first step to creating detailed profiles is taking a subscription to MD Select to help in [healthcare lead generation](#).

## Steps To Growing Your Healthcare Business Leads

Developing successful medical lead generation is critical for B2B companies targeting healthcare and medical professionals. While the sector can be lucrative for salespeople, many of the primary targets working in the industry are hard to reach. Doctors in particular have admin staff to act as firewalls to keep salespeople at bay. To form deeper connections with your targets you first have to construct solid healthcare buyer portfolios which ultimately help you build stronger ABM solutions. Here's where MD Select comes in. Your subscription gives you access to the demographic profiles of over 91,000 medical and healthcare professionals currently working across Canada. That list includes doctors, physicians, medical specialists, nurse practitioners, hospital administrators, clinic directors, and many more key contacts. It's a one-stop-shop for contact information on the people who can green light purchases of your products or services.

Start first by developing your ICP. Knowing what your ideal customer looks like is the key to developing laser-focused ABM strategies. Once you're confident

you've determined what that ICP is, you can start searching through the information found in MD Select. Let's say you're working from Ontario. MD Select allows you to access database directories in every province. It's the ultimate sales lead generation platform, one that allows you to expand your potential customer base across the country. Use it to start wrangling the data you need for your profile. This could include various categories, such as "area of medical specialty" or "surgeons in the Maritimes" or "hospitals that use the equipment you're selling." You can create profiles by geography, whether that's provincial, regional, or municipal. You could consider the type of practices doctors or running, and create profiles based on customer services provided or number of staff working at each practice. The type of profiles you build will be enhanced through your MD Select healthcare lead generation efforts, as you compile data that fits your brand.

### **Create The Best Buyer Profiles Using Healthcare Business Leads**

The ultimate purpose of creating a buyer profile is to get clarity on the type of potential prospects you're marketing to. It's the key to making your marketing message successful. Building your best buyer profile using the information you find in the 91,000 profiles available through your [MD Select](#) subscription is certainly a great start. There are real potential customers and credible research available through MD Select, because the data is accurate, up-to-date, and highly focused. Incorporate other information using data you get from speaking with customers, connecting with email subscribers or social media follower, or through networking with past customers. All of that information helps you craft the most accurate profile, and knowing who you're selling to will definitely help you convert leads into sales.

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