

Customer Success | Prepared

# Generating demand among a hard-to-reach audience

## The ask:

**"Help us win the Maryland 911 Account"**

An end-to-end assistive AI platform, Prepared empowers 911 personnel and field responders at every stage of an emergency call, using tools like transcription, translation, location data and live media.

Prepared was driving for growth, having recently raised Series B funding. Their focus was on uncovering new opportunities and accelerating pipeline.

They partnered with Marketing Fusion to meet an immediate need – to attract difficult-to-reach decision makers in selected counties in Maryland, drive engagement and help the sales team close deals in the state, with hopes of a statewide deal.

## Key stats

10 target accounts

142 engaged decision makers

7 in person meetings

Closed seven figure deal

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## Services

Content creation

New creative theme

LinkedIn ads

HubSpot theme setup

HubSpot landing page

"We chose Marketing Fusion for this ABM campaign because of their deep expertise in aligning strategy with execution.

From content development to campaign orchestration and digital advertising, they supported every aspect with precision and creativity.

Their partnership helped us elevate our outreach and drive real engagement with our target accounts that we previously were unable to engage with."

Shea Gerula, Field Marketing Lead, Prepared

## The solution: A targeted ABM approach



### A niche audience

Reaching those responsible for digital transformation in emergency services teams is not easy. Job titles vary widely across different organisations. Many decision makers are not habitually online and their language is not technology-or software-oriented.



### Laser-focused demand generation

Through targeted LinkedIn ads, customised messaging and personalised buyer journeys, Marketing Fusion helped Prepared reach and engage potential buyers in named accounts, leveraging targeted and optimised LinkedIn ads and standout creative to stop the scroll and pique interest.



### Account-specific landing pages and content

To increase engagement and relevance, we created and built personalised landing pages with a bespoke message for each target organisation. A new templated brochure was created and personalised for each account in the new Prepared brand style.



### Tracking and measurement

In addition, we built and activated the campaign in HubSpot, ensuring leads were tracked from initial engagement through to pipeline. Analysing responses enabled us to identify high-intent prospects who were then successfully engaged in a sales process.



## Result: A closed deal in record time

Prepared successfully closed a state-wide, larger-than-expected deal in record time. Working closely with the Prepared team, Marketing Fusion was able to track engagement across the buyer journey, identify potential opportunities for in-person and online meetings and delivered a solid pipeline in a prospect base that is resistant to traditional sales-led approaches.

## About Prepared

Prepared is an end to end assistive AP platform that equips 911 centres with real-time video, multimedia sharing, translation and AI tools to improve emergency response. Their platform enhances situational awareness, accelerates decision-making and supports better outcomes for communities. Trusted by agencies nationwide, Prepared is redefining public safety through intuitive, secure and compliant technology built to save lives.

## Talk to us | Marketing Fusion

If you'd like any further help, get in touch with us today.  
Email us [info@marketing-fusion.co.uk](mailto:info@marketing-fusion.co.uk), call us **0333 242 0257**  
or visit our website [www.marketing-fusion.co.uk](http://www.marketing-fusion.co.uk)