



Laerdal
helping save lives

INDUSTRY

Medical Equipment

COMPANY SIZE

1,500 Employees

MARKETING TEAM SIZE

20 Employees



Key Outcomes

After organizing all their marketing projects in CoSchedule, the team simplified + clarified their project management process.

20 marketing team members can now easily plan content in advance, prioritize projects, and redistribute tasks when needed.

The team is empowered to adapt their marketing content for a global audience and ensure content meets company goals.

Laerdal's Global Marketing Team Increased Visibility By Centralizing Their Marketing Efforts In CoSchedule

The Laerdal Medical marketing team lacked a central place to view and manage their marketing content and projects. Multiple marketing tools and communication channels made it difficult to plan and prioritize projects. After centralizing their projects in CoSchedule, the Laerdal team brought **increased visibility and organization to their marketing process**. All while meeting internal company goals.

CHALLENGE

Lack of a central project management hub resulted in decreased visibility

Before CoSchedule, the Laerdal team managed marketing projects using multiple tools like spreadsheets and emails. They lacked a central project management hub. That made it difficult for the team to distribute projects globally and ensure their content was meeting company goals.

OUTCOME

Elevated visibility, advanced project planning, globally adapted content

Laerdal has boosted organization and visibility across their marketing team. They can now plan, prioritize, and create content in advance while ensuring their projects meet overall company goals. Now they can easily adapt their content to meet the needs of a global audience.

"With CoSchedule, we can show that our work as a marketing team matters by tying it into company goals."

ERIN KOSCHEI,
DIGITAL MARKETER

SOLUTION

One centralized hub for clear + proactive marketing project management

After implementing CoSchedule as a single source of truth, Laerdal brought increased clarity to their project management process. All 20 marketers could see all of their teammates' projects in one place. And they could easily plan workflows and redistribute tasks as needed.

Planning + Prioritizing In One Place

Laerdal uses CoSchedule to prepare annual marketing efforts, including:



Strategizing marketing initiatives for the year



Determining how to support company goals



Delivering the right content to the right customers at the right time