

From Local to Global: Ertip's B2B Expansion Story

Ertip Hair Transplant Solutions is a company engaged in the production and supply of medical products and hair transplant materials, operating with a B2B sales model in the medical sector since 2005.



The Opportunity

Ertip was seeking to expand its market from local to global by strengthening their digital presence. They aimed maximizing global brand awareness, growing the number of international leads while ensuring sectoral leadership in Turkey.

"They are always solution-orientated. They're very fast, reliable, and have a punctual business understanding."

-International Sales and Marketing Chief

Introducing Holistic Approach Towards B2B Marketing & Leads

Daphne Consulting embraced the challenge of targeting a niche B2B market of Medical Instrument buyers and introduced a global growth strategy that encompass

- Ertip's brand positioning
- The dynamics of the local markets
- Online penetration styles

while ensuring the efficient use of resources and the given budget.

300%
YoY **online**
lead growth

100+
countries
reached

Online Network Created:

