



# Global Brand, Local Outreach

How Terumo Interventional Systems synchronises global and local teams to market effectively on LinkedIn



Industry: Medical Equipment Manufacturing

No. of Employees: 30,000+

Headquarters: Tokyo, Japan

## SETTING THE STAGE

Terumo Interventional Systems (TIS) is a medical device brand that offers devices and solutions for intervention medicine. Through its offerings, the brand strives to help healthcare professionals perform optimally and contribute to better treatment outcomes and quality of life for patients worldwide.

TIS is a division of Terumo Group, a medical technology leader that has been “Contributing to Society through Healthcare” for 100 years.

Headquartered in Tokyo, Japan, TIS is active in 140+ countries around the world, with local offices in many of these locations. To orchestrate its international expansion efforts efficiently and at scale, TIS has a Global Brand &

Communications team whose primary role is brand building, with local marketing activity driven largely by in-market teams.

Whether it is global brand-building or localised lead generation, TIS chooses to market on LinkedIn.

**On LinkedIn, TIS benefits from global reach to over 1 billion professionals and the ability to precisely target and engage its audiences.**

**The company leverages the synergies between organic and paid marketing on LinkedIn, synchronising global and local efforts to achieve its international marketing goals.**

## FINDING A GLOBAL & LOCAL RHYTHM

Based in Tokyo, Japan, the TIS Global Brand & Communications team is responsible for brand-building. They recognise the importance of establishing brand trust and credibility in the 140+ countries that TIS operates in, and in ensuring that their brand is accurately and consistently presented on a global scale.

They do this on TIS' LinkedIn Page with a curated organic and paid marketing strategy. With effective global brand messaging, which are also localised and shared with regional audiences where relevant, 50% of their new followers in FY22 were acquired via paid campaigns. In a nod to the quality of their community on LinkedIn, about half of all their followers and 100% of their leads from lead acquisition campaigns are healthcare professionals.

Through their work, the Global Brand & Communications team is investing in uplifting TIS' brand awareness levels across its international markets. This lays the foundation for local teams to run their sales and marketing outreach more effectively.

In markets like Southeast Asia and Latin America where TIS does not have enough sales force to cover a whole region, they rely heavily on lead generation campaigns for prospecting. It's here that the Global Brand & Communications team plays a more hands-on role by running localised or regionalised lead generation campaigns.

Because TIS, as a medical device brand, is bound by strict regulations in most jurisdictions to market exclusively to healthcare professionals, the team leverages LinkedIn's precise targeting capabilities to define and engage their niche audience with confidence.

## 3 FACTORS FOR SUSTAINABLE GROWTH IN INTERNATIONAL MARKETS

- **Establish brand trust and credibility**  
Build brand awareness among a wide audience and position your brand as a committed local player.
- **Localise marketing & product strategy**  
Go beyond light-lift localisation like language and imagery by tailoring your offerings and outreach to meet local market nuances.
- **Invest in local team**  
Establish a symbiotic relationship between global and local teams.

For more international expansion advice, visit [B2Beyond with LinkedIn](#).

This has the added advantage of allowing the Global Brand & Communications team to develop a deeper understanding of local markets. They also use campaign data to derive market-level insights, which has been helpful in enabling the business to identify new customers and business opportunities.

With a clear global and local operating rhythm, TIS has been able to successfully scale its international marketing on LinkedIn.



Building a strong brand is the key to our business success globally. LinkedIn is an effective and efficient platform for us to reach out to the right target audience. By growing our followers and deepening engagement, we are creating a strong foundation for our local sales and marketing teams to achieve more.



**Fumiko Tanaka**

Senior Director, Global Brand & Communications, Interventional Systems, Terumo Corporation