

SPINLIFE.COM

SpinLife.com is the largest online supplier of durable medical equipment, building its reputation and customer base through exceptional service and the delivery of reliable, dependable equipment.

BUSINESS CHALLENGE

In early 2013, an online competitor of SpinLife.com was raided by federal authorities amid allegations of Medicare fraud. The incident prompted an onslaught of negative and national publicity regarding the competitor. Despite its stellar reputation and solid brand, SpinLife.com recognized that there was a possibility of potential customers confusing the allegations against its competitor with SpinLife.com. As a result, SpinLife.com turned to Team Fleisher Communications for help in crafting a proactive response.

TEAM FLEISHER COMMUNICATIONS STRATEGY

Our strategy focused on developing compelling messaging to ensure SpinLife.com would not be confused with the competitor and to reassure potential customers who might not be familiar with SpinLife.com that it was dealing with a highly reputable company. The messaging reinforced the SpinLife.com brand, differentiating it from all competitors and positioning it as the most responsible durable medical supplier with the highest standards and integrity. Messaging was incorporated into the home page of the company website, and included a personal letter from SpinLife.com CEO Lisa Stein.

RESULTS

In the days and weeks after the negative and national publicity regarding the competitor, SpinLife.com not only differentiated itself successfully, but it also experienced an increase in sales. Further, potential customers looked to SpinLife.com as a resource capable of helping them in the aftermath of what happened with the competitor.

“Team Fleisher Communications moved quickly, efficiently and effectively to help us respond to a fast-breaking situation that was beyond our control but had the potential of negatively impacting our business. As a result, we were able to turn what could have been a downside for our business into an opportunity that brought us a positive outcome.”

- Lisa Stein, CEO
SpinLife.com