

SCIENCE MARKETING 2.0

A New Era, a New Toolbox

WE ARE NOT IN KANSAS ANYMORE, AND THIS IS NOT YOUR FATHER'S OLDSMOBILE. SCIENCE MARKETING IS IN A STATE OF CONTINUOUS FLUX—IT'S CHANGED FROM 20 YEARS AGO; IT'S EVEN CHANGED FROM YESTERDAY.

First off, marketing channels are expanding at a seemingly exponential rate. We were once limited to television, radio, print, America Online and CompuServe. Now we have YouTube, Facebook, LinkedIn, Twitter, Instagram, Pinterest and text messaging. Next year there will be even more variety, and existing platforms will already have evolved. For example, as older generations are discovering Facebook, the [platform's demographics are shifting](#), changing the network's dynamic moving forward.

With changing technology comes new tactics. Small marketing shops have become multimedia centers. Copywriters now sit next to mini video studios, share coffee with coders and read up on analytics. Short, pithy slogans have given way to [long-form content marketing](#).

Even the language of marketing is changing. Product, place, price and promotion—the iconic four Ps—are now being replaced with [experience](#), [everyplace](#), [exchange](#) and [evangelism](#). We can no longer allow passivity to creep into marketing strategies; customers expect to be engaged. “You have five seconds – Go.”

How is this affecting the marketing profession? How is it not? Adobe's 2014 [Digital Roadblock](#) survey found some interesting tidbits that follow through into the science realm:

- 64% of marketers expect their roles to change in the coming year and 81% over the next three years
- 90% believe digital tools are changing marketing itself
- 61% believe social media is a critical marketing vehicle
- 30% feel their organizations need to adapt, and that they need more training

As the saying goes: Change is inevitable, growth is optional. For those of us in science marketing, that is doubly true. The scientific landscape is changing even more rapidly than the marketing one, and we have to keep up with both.

What's the best way to stay current? As always, it comes down to attitude. New technologies can be daunting—or exciting. Some may naturally appeal to your interests, but the array of burgeoning fields is so broad that it can quickly become overwhelming. And so below, **we cover our top picks—the three areas of science marketing that you and your company should consider commandeering:**



Content Marketing



Social Media



Data Analytics

FROM OUR DEAR OLD FRIEND THE FAX MACHINE, TO MODERN TECH

We'll outline the impacts Content Marketing, Social Media and Data Analytics have had, and why their influence is set to grow. But first, let's trace back to the roots of these marketing tools...

Twenty years ago, science marketing was a different world...

For those in the office, working in marketing or public relations, the phone and fax machine ruled. Without computers, snail mail was the default messenger platform and presentations were given in person, on giant foam 'mood' boards reminiscent of a school science project. Pitching media was not done passively as media lists were hard to cultivate. Every press release was sent by fax and vigorously followed up with by phone. Your job was as much sales as strategist and resource aggregator.

Those working in media didn't have access to the full extent of information now available online. Similarly, marketers couldn't Google an editor's name and email address. The saving grace was that before caller ID, journalists did pick up!

In this era it was relationships – not technology – that drove business success.

Now, in today's science field, sales reps can feel like their losing their lunch to their own company's website. Scientists can access all the information they need to make a purchasing decision online. Many prefer to interact with a computer, at their own pace and discretion. To stay relevant, sales reps must now offer customized services, troubleshooting support, and product advice that a computer can't deliver.

But sales reps can embrace the changing dynamic in different ways. Who says you need to build relationships in person? Sales teams are now hosting virtual symposia, and presenting scientific tools and technologies to scientists through the computer screen.

Our modes of communication have changed, but the role of the journalist has arguably changed more. Historically, trade publications were funded by their subscription base, which paid for the content in print. Now much of that information is online and free. Media outlets amass readers, not paid consumers, and rely on advertisements and contributed content to complete their business model. This has unearthed an entirely new world for science marketers, who have direct access to consumers and information about their stage in the buyer's journey. The challenge is to stand out amongst the noise.

Telling the Story: Same as it Ever Was

In the last season of Mad Men, ad agency Sterling Cooper embraced technology: a room-sized computer (which had less processing power than today's average smart phone) to crunch their media buys. Creative whiz Don Draper seemed unimpressed, believing agency success comes from one thing—telling a great story.

*This is a key aspect of human nature that marketers can always count on. **Good stories drive engagement, and they're platform agnostic.** As marketers in the life sciences, instrumentation and chemical industries, we have amazing stories to tell. Our companies exist to solve some of the world's most intractable problems: cancer; energy efficiency; better equipment, improved chemical agents—the list goes on.*

People hunger for good, informative news, and we have lots to deliver. What have your researchers discovered? How will it make life better? What's next? Now we can dive in on how to bring these ideas and products to life.





TOOL #1: THE CONTENT MARKETING SOLUTION

There's another thing we can learn from Don Draper: the telling metaphor. By relating science to widely shared experiences, we make it accessible. Is it a hydrophilic micelle delivering hydrophobic agents—or a Trojan horse?

This is where **content marketing** really shines—it gives us the opportunity to tell a compelling story about complex science. Whether that story is transmitted via feature article, video or Vulcan mind meld doesn't matter. We live in a golden age of storytelling platforms, which is probably why—according to a recent Content

Marketing Institute survey—93 percent of B2B marketers have adopted content marketing. You really can't beat it when looking for diversity. Below are some formats it can take, which is by no means a definitive list, and half of it didn't even exist twenty years ago.

There's also been a recent trend towards native advertising: the purchased space (sometimes entire pages) in newspapers and magazines that resemble feature stories. These are yet another opportunity to tell your company's story to a large and well-defined audience.

ARTICLES



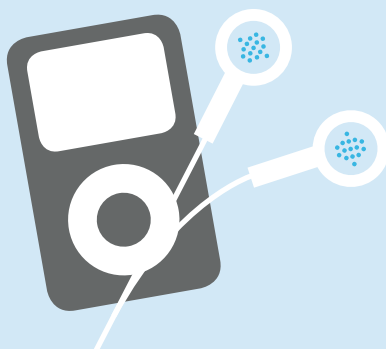
[Click to view Bio-Rad's infographic](#)

INFOGRAPHICS

VIDEOS

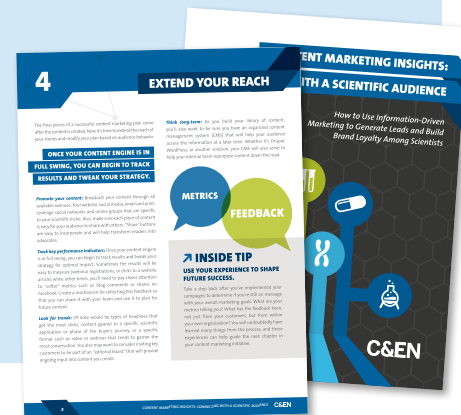


PODCASTS



BLOG POSTS

WHITE PAPERS





TOOL #2: HOOK THEM WITH SOCIAL MEDIA

Social Media Timeline

CompuServe	1969
Online Bulletin Boards	1978
AOL	1985
GeoCities	1994
Yahoo	1994
Friendster	2002
LinkedIn	2003
MySpace	2003
WordPress	2003
Facebook	2004
Flickr	2004
Vimeo	2004
Yelp	2004
YouTube	2005
SlideShare	2006
Twitter	2006
Tumblr	2007
Groupon	2008
Foursquare	2009
Instagram	2010
Pinterest	2010
Google+	2011
Snapchat	2011
Vine	2013
SpaceTag	2014
Meerkat App	2015

Content marketing is a wonderful tool, but like the proverbial tree in the forest, people have to hear it land. That's where you need to leverage your distribution channels. Social media is the modern version of the ticker tape – it just reaches a lot more people.

We're all familiar with Twitter, Facebook and LinkedIn, but social media has had such a profound effect on content marketing it's worth highlighting again. **Content marketing without social media is like having a product without a supply chain.** Together, their powers can be combined to create a formidable marketing pipeline. Leveraging this relationship is critical, as both mediums are set to grow in tandem over the coming years, and may expand in directions we cannot yet anticipate.

Maximizing your marketing requires tapping into a diversity of social platforms to effectively get your message out. In another Content Marketing Institute survey, a majority of marketing professionals believed it's best to distribute content through at least seven social media platforms. Adobe's Digital Roadblock survey provided further insight:

- **73% of marketers believe the expanding number of channels is driving change**
- **63% say their companies are doing more digital marketing**
- **Still, for 78% of respondents, social media is not the marketing tactic that first pops into their heads**

That last fact isn't entirely surprising. Let's face it: social media can seem scary, confusing, fast and cluttered. There are also a slew of regulatory and legal considerations to maneuver, especially for companies in the pharmaceutical industry. And while mistakes are bad in any medium, they seem to have extra resonance in the social sphere. Twitter blunders take seconds to commit, but can live for an eternity.

We can't stay rooted in the past, however, and there are few rewards without risk. In fact, 54 percent of respondents in the Adobe survey felt successful marketers must take more risks. Those in life sciences are forging ahead, too. You can't withdraw from social media, but you can be smart about it. Here's how:

- **Pay to play – paid placements on social media channels can drive immediate website traffic**
- **Don't forget to repost; ICYMI is your friend**
- **You've been told to go viral? Ask for more budget: it's all about shots on goal**
- **Include hashtags – #JustNotTenOfThem**

Your social media channels allow you to be a thought leader. Don't just transmit your proprietary content - open it up to other news outlets and resources you trust. Be personable: even on the B2B level, people want to interact with human beings, not corporate entities.



TOOL #3: MEASURE YOUR IMPACT

Okay, you've told a great story, sent it to the world through various media and received positive feedback, but you're certainly not done. The person in the corner office wants to know whether your efforts moved the needle.

Fortunately, good data is only a click away. This is one of digital media's biggest advantages: we know what the audience is doing. Every click is tracked. We know where users live, how much time they spend on a page, which link sent them to that page and which keywords potential customers are searching. We can use science to market science.

A generation ago, measuring return on investment was more intuitive than data-driven. But now, Google Analytics, Hubspot, HootSuite, and other services can tell us, in real time, whether a campaign is succeeding. These tools provide amazing opportunities for experimentation because we can directly measure campaign outcomes. If an idea doesn't work, we have the data to keep us from going back down that rabbit hole. If it works well, we can refine it and

make it even better. And if it works great, pull out your ROI flag and fly it proudly.

There are abundant tools to refine and direct our messages. Web cookies can isolate individual interests and help you market accordingly. Marketing automation provides additional ways to reach individuals, as well as coordinating campaigns on multiple platforms.

But there's more to it. Researchers are telling us how people use these platforms marketers are investing in: where readers' eyes go; what they respond to; what makes them click. Our number one piece of advice: if you're completely new to the data game, tackle one medium at a time. A marketing automation tool is a big endeavor. Then adding a social media enterprise solution and ten other products to track every piece of data will only overwhelm you, and you won't get the results you're looking for. Taking your time to do it right with each platform will pay off in the long run.

CONCLUSION: SURFING THE NEW MEDIA WAVE

Here's the paradox of marketing in 2015: it's global but it's intimate. We can reach thousands, perhaps millions, of people with a well-conceived video. But we can also respond to a tweet from a single disgruntled customer.

It's easy to get caught up in the mass marketing aspects, but don't forget the fact that marketing can be personal. On social media platforms, when an individual starts following you, they are inviting you into their online living room. In other words, they are asking for your insight and you have a bucketful of tools to oblige them: videos of well-spoken scientists; startling microscopic images; pitch-perfect infographics; even animated gifs.

Yes, media dynamics are evolving rapidly, but you can't win if you don't play. Improvise, adapt and overcome.

There are three ways you can start implementing this methodology today. ▶▶▶

1. PUSH YOUR COMPANY TO EXCEL IN THE DIGITAL SPACE. Within your company you're sure to have some experiential learners: give them time and experience and they'll begin building valuable digital know-how. Because if you're not on the playing field, you need to sign up quickly.

2. LEARN, LEARN, LEARN. The digital environment will only get more fragmented and chaotic. New platforms are opportunities to expand your reach. Becoming the expert on social media, search analytics and the human science behind web browsing makes you a valuable member of the team. Plus, it can make the job a lot more interesting.

3. BUT MOST IMPORTANTLY, BE A STORYTELLING OPPORTUNIST. If two scientists are scribbling notes on a napkin in the company café, there's probably something interesting afoot. You're surrounded by great stories. Tell the world.