

# Biotechnology Marketing 101: Your Company

Using the Principles of Marketing to Promote Your Company

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# Marketing Your Company

- Small or large, your company needs to get buy in from many people to succeed
  - Investors
  - Customers
  - Employees
- The principles of Marketing can be used for cost-effective, creative promotion of your company



# Marketing 101: A Good Product

- Elements of a good product
  - Backed up with strong R&D
  - Good positioning
    - Distinguishing feature(s)
  - Well packaged
    - Consistent logo & branding, identifiable
    - Accessible to customers
    - Attractively packaged
    - Value is documented & communicated
  - Well advertised
    - Customer may need to see it advertised several times before really “seeing” it



# The Product is the Company!

- Based on strong research
  - Market, Customer, Competition
- Position company
  - Reason why investors, employees, & customers will be interested
- Package company
  - Logo & Branding
  - Accessibility: Professional Website
  - Attractiveness: Polished Presentations
  - Communicate your value
- Advertise, advertise, advertise
  - Small companies can be creative & save \$\$\$



# Research, Research, Research

- Your scientific background should help!
- A good marketer has a plan, including
  - Market size
  - Customer profile & their pain
    - Your product(s) will 'relieve' it
  - Product description
  - Competitive analysis
  - Sales forecasting
  - Schedule
  - Budget
- Writing a formal Marketing Plan to promote your company will help you understand your path forward



# Positioning Your Company

- What is your value to customers with respect to your competitors?
- What sets your company apart?
  - Expertise
  - Technology/Intellectual Property
  - Access to reagents
- Brainstorm, write down, & communicate your company's *positioning statement*
  - Example: "We are the unique source for stem cell reagents based on our proprietary technology, which speeds research by eliminating several time consuming steps"
- Realize your positioning statement can be more compelling externally than your mission statement



# Essential Packaging

- Logo and branding
- Website
- PowerPoint Presentations
  - Content
  - Branded, Professional Template
- Technology diagrams
- Hiring experts pays off
  - Money spent will be a very small fraction of the money you'll raise
  - (p.s. Comprendia can help ;)



# Essential Packaging: Logo

- A good logo can bring your company together
- Things to Consider
  - Logotype (text/name)
    - Mix with logotype or keep separate?
  - Icon/Symbolism
    - Short text describing your company
  - Colors
  - Uniqueness
  - Logistics
    - Consider the full package with respect to print & online materials, as well as promotional items



# Essential Packaging: Branding

- The unique set of colors, fonts, and guidelines that set your company apart and reinforces your identity
- Consistency is key
- Hiring marketing consultants/designers early will help your company to define itself



# Essential Packaging: Website

- Who are you?
- Why are you here?
- Your website is your single most important marketing tool
- Don't go for anything fancy
  - Flash, etc. not needed for most small co. websites
- Think about Search Engine Optimization (SEO) early...why not?
- Social media strategies should also be incorporated early (e.g., blog)



# Essential Packaging: PowerPoint

- Content: A successful presentation will convey
  - Description of customers and their ‘pain’
    - Ex: Stem cell researchers have inadequate tools to perform research in competitive environment
  - Market size for your product(s)
  - Your company’s unique advantage/positioning
  - Description of your product(s)
  - If speaking with investors, the amount of money you require
  - *Motivation*: always answer the audience’s question “why should we care?”

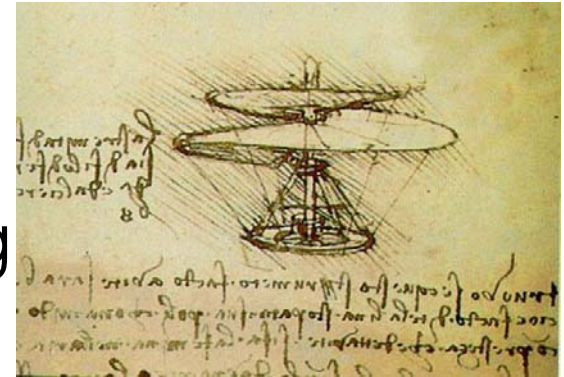
# Essential Packaging: PowerPoint

- Professional Template
  - Image does matter!
  - Don't distract from your presentation's content with a poorly designed template
  - Your PowerPoint template is a good first step towards defining your company's branding, even before your website is finished
  - Let a graphic designer help you create something attractive, functional, and professional



# Essential Packaging: Diagrams

- Chances are, your product is complex
- Are your diagrams explaining them based on napkin sketches?
- Hire an artist to help you convey your technology
- Again, the money you spend will be trivial compared to what you'll raise or make



*People can't get excited about something they don't understand*

# Advertise, Advertise, Advertise

- Spread the word with a mix of media
  - Networking
  - Social Media
  - Print Ads
  - Online Ads
- Developing relationships with the media always helps
  - What can you do for them?
    - Distribute their pubs at a meeting you sponsor?
    - Give them story ideas related to your company?
- Public Relations (PR) campaigns can be very cost effective for small companies

# Advertising: Public Relations

- Contacts with the media are key
  - Work on knowing both the local media and the national biotech media
- Know your audience
  - reach and remain concentrated on them with laser focus
- Craft the Message
  - Your rolodex doesn't matter if your message and story are not well crafted
- Set Real Goals & Take the Long View
  - A PR program is not a short-term solution but a long-term investment to building your brand and growing your company



# Pulling it All Together

- Hire Comprendia to help you get a jump start on Marketing your small company
- We have extensive experience marketing both small and large biotechnology companies
- We have existing contacts with all of the resources you'll need
  - Media
  - Designers
  - Developers
  - Writers
  - PR Specialists
- Our [BioStartup™ Marketing Kits](#) guide you through every step



# Comprendia's Marketing Services

- Marketing Strategies
  - Market Research
  - Competitive Analysis
  - Product Portfolio Analysis
  - Marketing Plans
  - Business Development
- Marketing Tactics
  - Logo, branding
  - Online Materials
  - Website design
  - Social media strategies (blog, e-newsletter)
  - Banner Ads
  - Printed Materials
  - Brochures
  - Ads
  - Events (Workshops, Conferences)



*Learn More*

<http://comprendia.com/capabilities>



# Comprendia & SDBN Resources

- Comprendia
  - [Biotechnology Marketing 101 Series](#)
  - [Schedule a visit, Marketing 101 presentation, and/or a free consultation](#)
- SDBN <http://sdbn.org>
  - Listing of VC companies ([home page](#), right sidebar)
  - Calendar of events, including funding competitions: <http://sdbn.org/calendar>
  - San Diego Biotechnology News: <http://sdbn.org/news>