

New Media Marketing: Resources, Risks, and Rewards

UCSD Rady School of Management

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Mary Canady

Comprendia LLC

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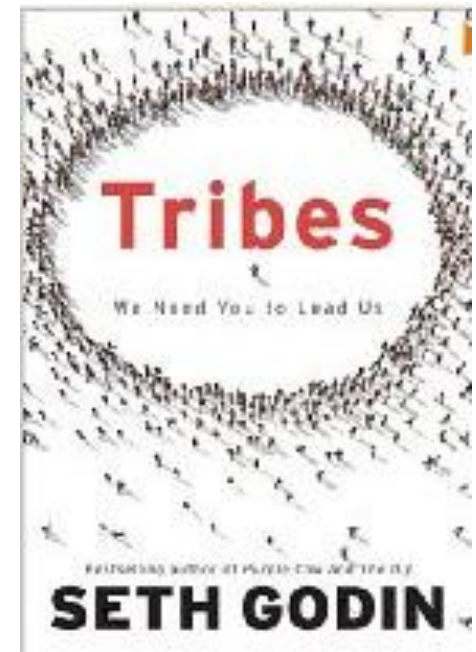
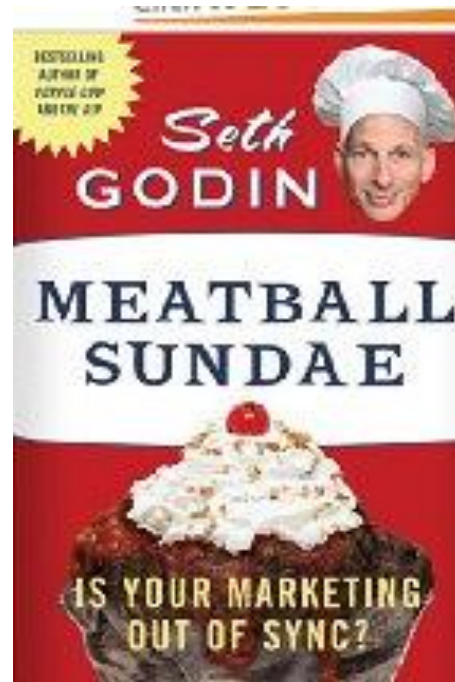
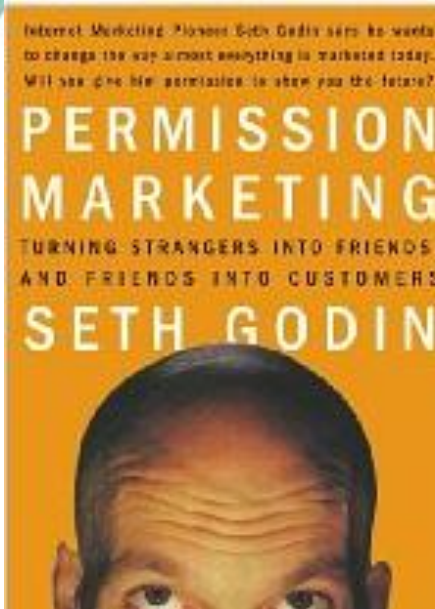
Comprendia & SDBN, Est. 2008

- Founder: [Mary Canady, Ph.D.](#)
 - 10 yrs at bench & computer
 - 10 yrs marketing & business development
 - Large (Life Technologies, EMD Millipore) & small biotech/life science
 - 4 yrs Social media
 - Established biotech & science thought leader
 - Quoted in GEN, C&EN, BIO
 - Campaigns with 9 companies
- What We Do
 - Life science strategic & tactical marketing
 - Leverage network of 20,000
 - Help companies & individuals build networks



Mary Canady





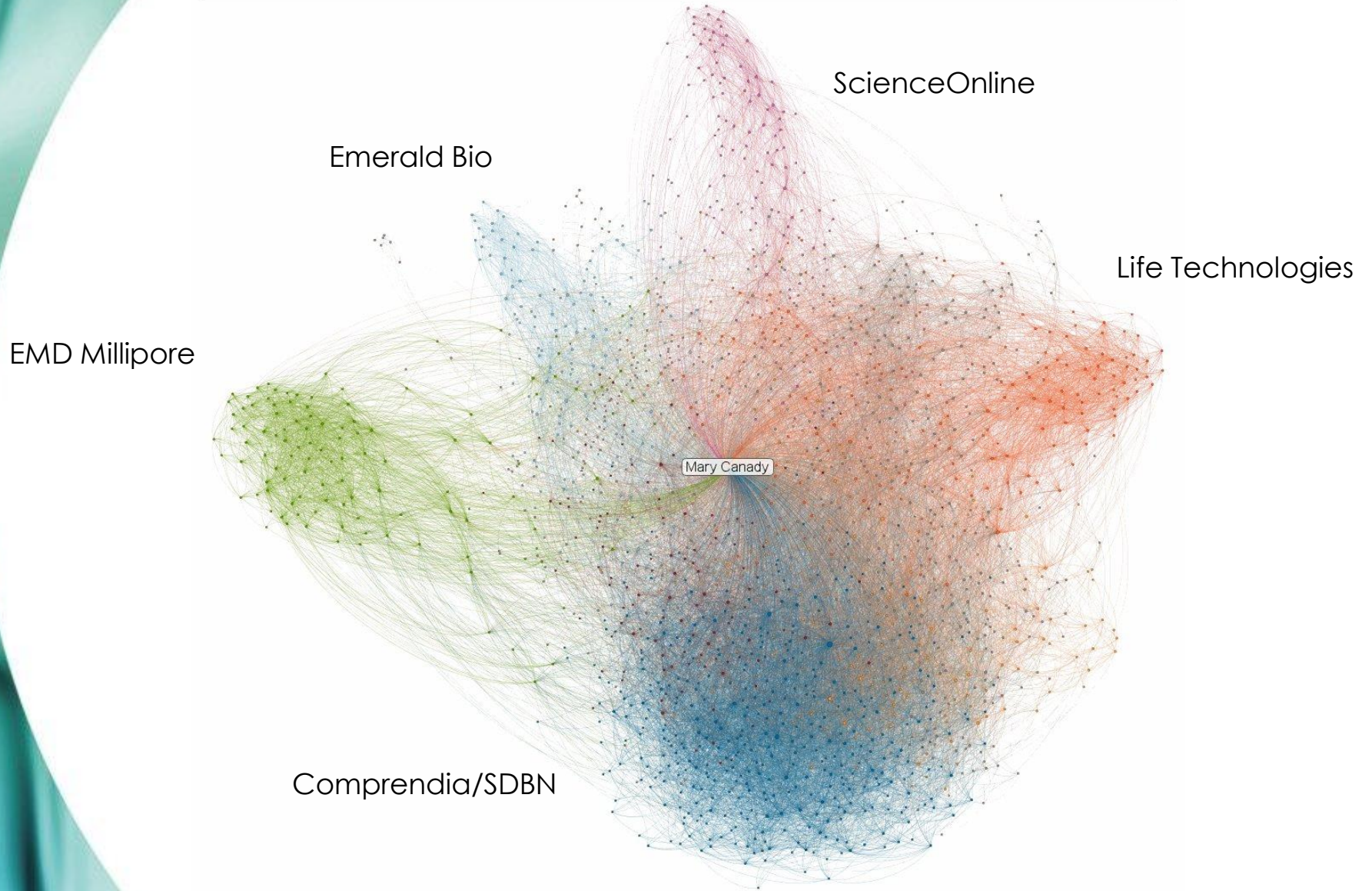
“Seth Godin Trifecta”



New Media Marketing

- Resources
 - Networking
 - LinkedIn
 - Twitter
 - Blogs/ScienceOnline
- Risks
 - Poor ROI
 - Poor etiquette
 - Campaigns gone wrong
- Rewards
 - Corporate
 - Personal





©2011 LinkedIn - Get your network map at inmaps.linkedinlabs.com

Local Networking

- Website: Learn about region & opportunities
 - [News](#): who has \$ to spend?
 - [Directory](#) of 400+ companies
 - New [jobs](#) posted daily
- Monthly Events
 - Volunteer
 - Attend
 - Sponsor
 - Connect
- [LinkedIn group](#): 7600+ members
 - Search & contact (see [Video](#) or demo)
 - Post news
- [Facebook page](#)
 - Get community updates

See appendix for more local networking resources

Resources: Your LinkedIn Profile

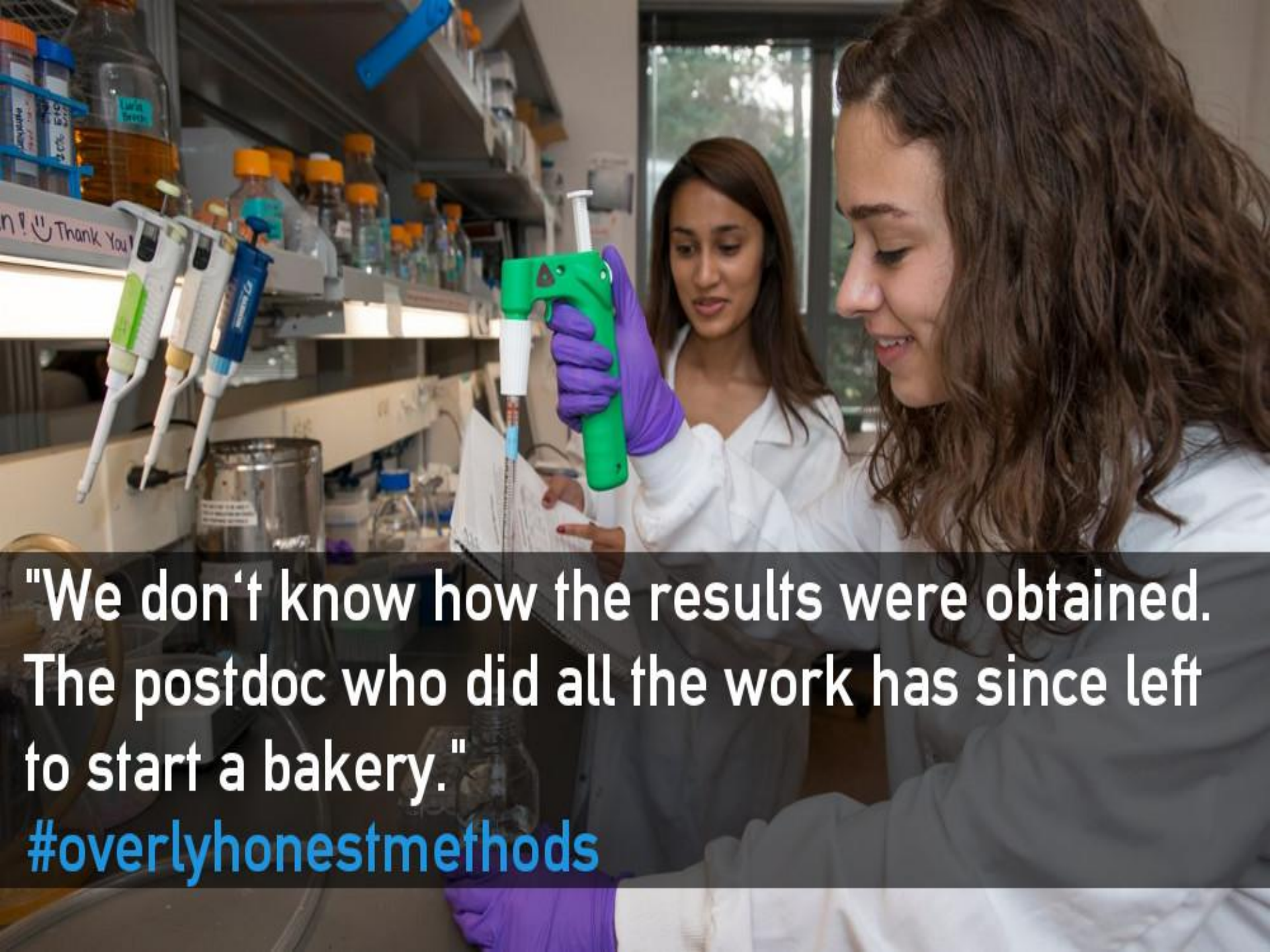
- Should be as complete as resume
 - Headline: relate to personal brand
 - Use action words and bullets
 - Add past relevant positions with information for each, helps others find you (leave out the Olive Garden)
- Add a head shot
- Check for spelling errors!
- Link to your company or sites of interest
- Include complete contact information
- Get recommended
- Grow your network!



Resources: LinkedIn Groups

- Benefits
 - Directly email any group member (check out our [howto](#))
 - Can post questions to group
 - Searches give more results
- Join up to 50 groups
- Choose large, relevant, active groups
 - Or start one!
- Lots of great discussions going on
 - Antibodies, recombinant proteins, medicinal chemistry...
 - See our [tips and list](#) to start

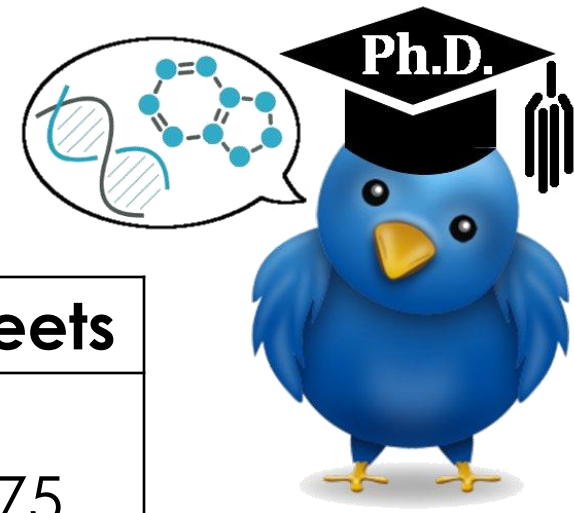




"We don't know how the results were obtained. The postdoc who did all the work has since left to start a bakery."

[#overlyhonestmethods](#)

Scientists on Twitter?



Term	# Tweets
American Society for Human Genetics 2012	8,675
American Society for Microbiology 2012	3,269
Society for Neuroscience 2012	7,671
ScienceOnline 2012	39,552
#Bioinformatics	50/day
#TweetYrPhD	1,056
Genomics	100/day
Kinase	50/day

Basics



- Overview
 - Provide 140 character updates, AKA ‘microblogging’
 - @[user] to send a public message (reply)
 - D [user] to send private message (DM)
 - #[text] is a ‘hashtag’ to follow events or chats
- Follow based on content, don’t need to know
 - Hint: this is huge for meeting people
- Provide information based on your brand
- Should be a conversation if you’re doing it right!

Resources



- Media shift affects science publications, advertising, funding
- Bloggers=new influencers
- Write, read, support blogs
 - [ScienceSeeker](#)
 - [Researchblogging](#)
 - Subscribe to RSS feeds/bundle & get email
- January [ScienceOnline](#) conference North Carolina
 - Comprendia session
 - [Local watch party Feb. 2!](#)

Risks



- Poor Return on Investment (ROI)
 - [2012 survey of life science marketers](#) confirms
 - Many companies don't understand new media
 - Need to more market research, experimenting
 - Concentrate on strategy, not tactics
 - ~~“Let's make a viral video!”~~
- Poor etiquette
 - Engage, don't broadcast
 - Immerse yourself, learn to do well
- Campaigns gone wrong
 - Beware of interns

Image courtesy Flickr user [The Fayj](#)

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Successes

- Companies/Organizations
 - Life Tech
 - ~100K Facebook fans
 - MO BIO
 - Fantastic blog, engagement
 - ScienceOnline
 - 100 online conversations per attendee
 - SciFund
 - \$250K raised for research through crowdfunding
- Individuals
 - Miriam Goldstein's blog brings revenue for Scripps Institute for Oceanography



Benefits All Around



- Companies
 - Lead generation
 - Exposure
 - Unique Distribution Channels
 - Control information flow
 - Understand customer needs better
- Individuals
 - Learn more
 - Build a personal brand
 - Help and leverage network
 - More connections=all benefit

Do Good

The NIH budget will be slashed by \$2.5 billion, unless we act now.



- Life Technologies sequestration campaign
- ScienceOnline
 - February 2nd Watch Party
 - Journalism panel March/April
- February 25th SDBN Event
 - San Diego Zoo/Found Animals Foundation

Questions?

- Twitter
 - [@Comprendia](https://twitter.com/Comprendia)
 - [@SDBN](https://twitter.com/SDBN)
- LinkedIn
 - www.linkedin.com/in/marycanady
- Facebook
 - [Facebook.com/comprendia](https://facebook.com/comprendia)
- Blog
 - Sdbn.org
 - Comprendia.com
- Slideshare
 - www.slideshare.net/marycanady

San Diego Professional Societies

Name	Events & Description	Focus	Who
<u>Sino-American Biomedical & Pharmaceutical Professionals Association</u>	Great symposia, top speakers.	Drug discovery, development, diagnostics, outsourcing.	Asian life scientists, but all welcome.
<u>American Chemical Society</u>	Big name national organization, good speakers.	Focus: Drug discovery, industrial chemistry.	Chemists, all welcome.
<u>San Diego Entrepreneurial Exchange</u>	Bimonthly events focused on funding, legislation, startups.	Entrepreneurs, drug discovery, green tech.	Entrepreneurs in any life science area.
<u>Association for Women in Science</u>	Events, mentoring, volunteering.	Career growth.	Women in science, mathematics, engineering and technology, all welcome at some events.
<u>Oxbridge Biotech Roundtable</u>	Newly founded (see next slide)	Academic-industrial connections.	Academic entrepreneurs.
ScienceOnline San Diego	Quarterly events in 2013	Online science, science communication, open science, social media.	Bloggers, writers, educators, scientists.

List on right sidebar of <http://sdbn.org>

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