

# New Media Marketing: Resources, Risks, and Rewards

UCSD Rady School of Management

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Mary Canady

Comprendia LLC

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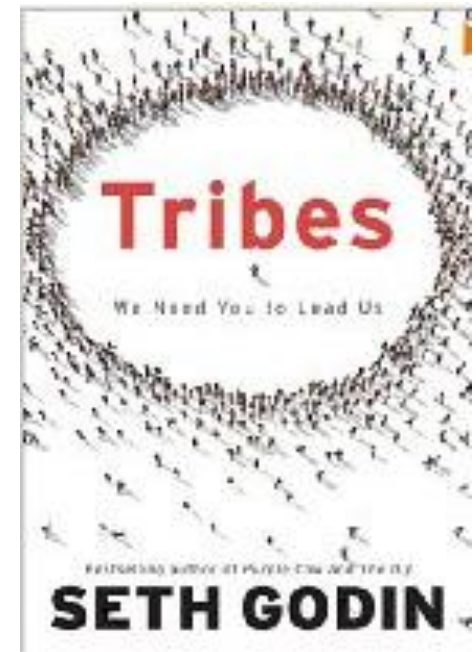
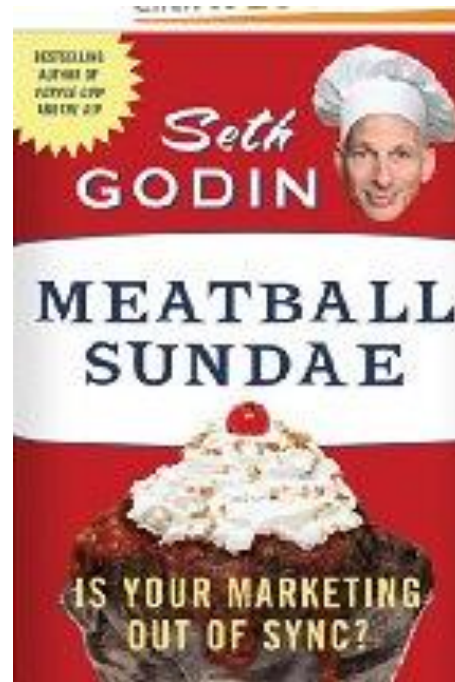
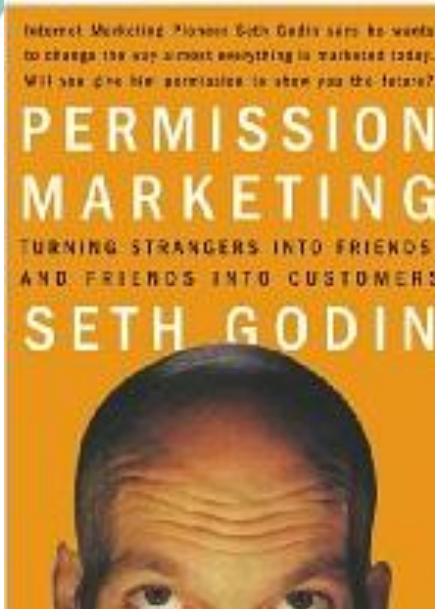
# Comprendia & SDBN, Est. 2008

- 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





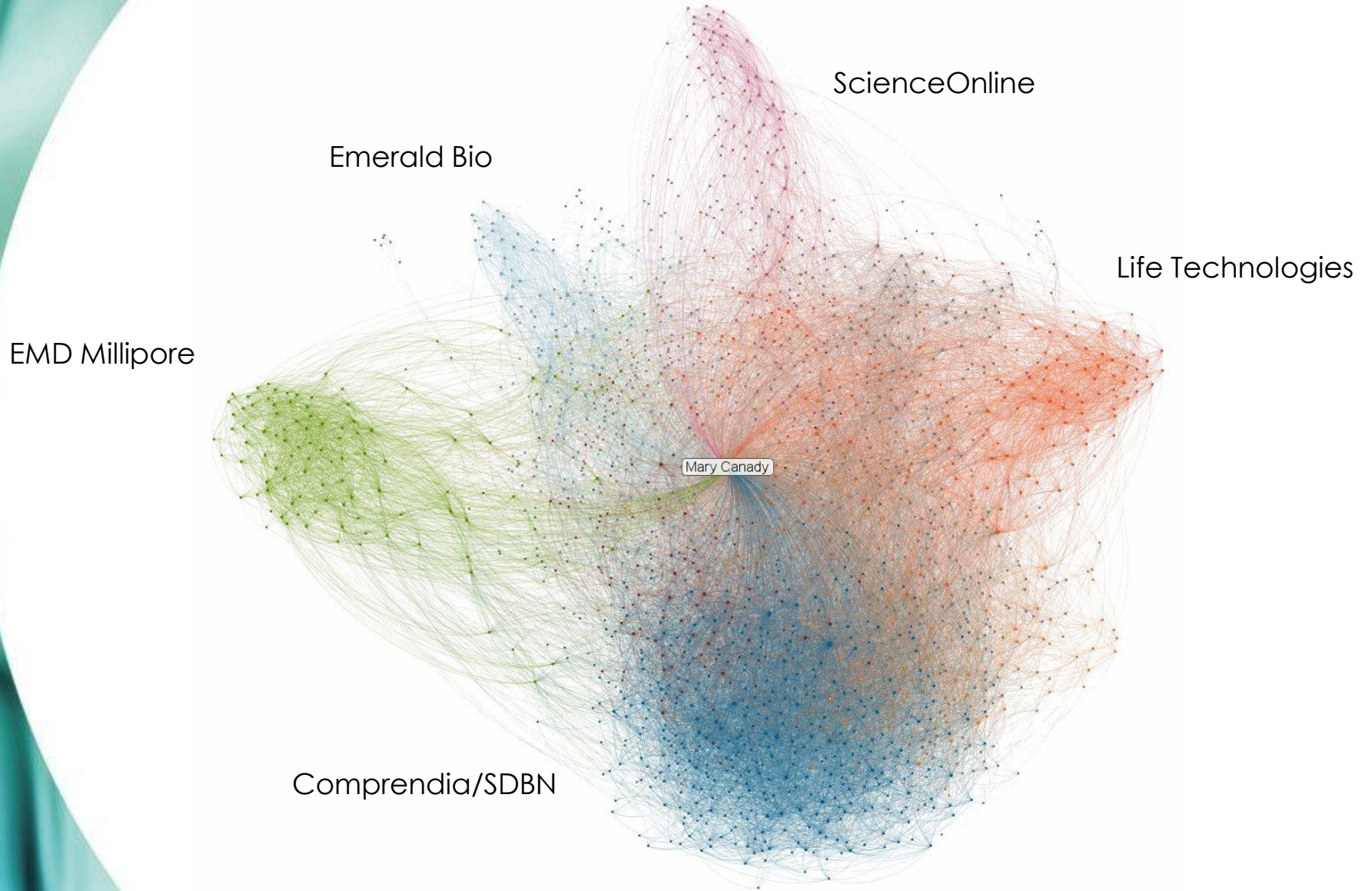
“Seth Godin Trifecta”



# New Media Marketing

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





1756 LinkedIn Connections

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©2011 LinkedIn - Get your network map at [inmaps.linkedinlabs.com](http://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!

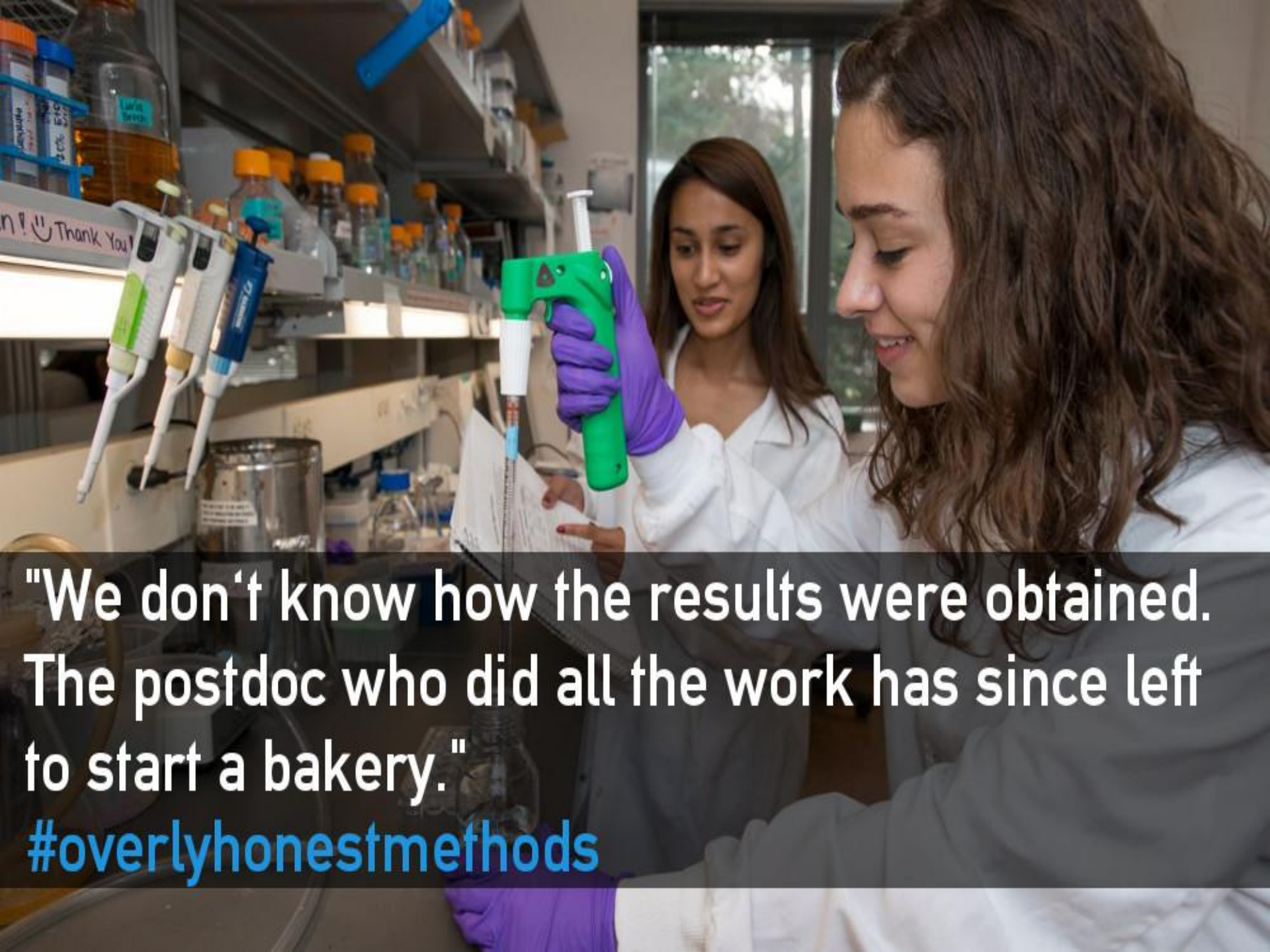


# Resources: LinkedIn Groups

- 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



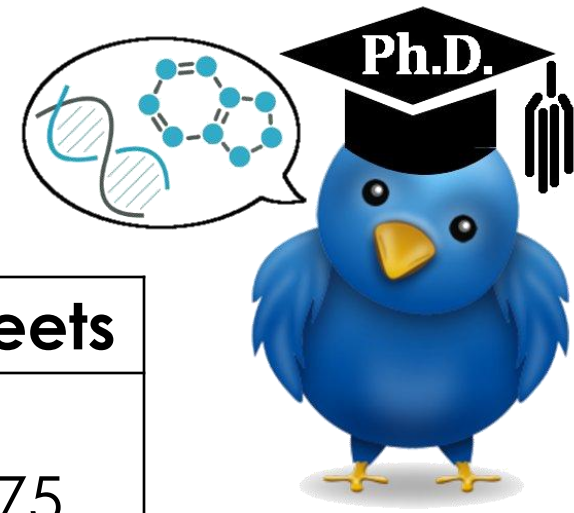




"We don't know how the results were obtained. The postdoc who did all the work has since left to start a bakery."

[#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 2<sup>nd</sup> Watch Party
  - Journalism panel March/April
- February 25<sup>th</sup> 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](http://www.linkedin.com/in/marycanady)
- Facebook
  - [Facebook.com/comprendia](https://facebook.com/comprendia)
- Blog
  - [Sdbn.org](http://Sdbn.org)
  - [Comprendia.com](http://Comprendia.com)
- Slideshare
  - [www.slideshare.net/marycanady](http://www.slideshare.net/marycanady)

# San Diego Professional Societies

Name	Events & Description	Focus	Who
<a href="#"><u>Sino-American Biomedical &amp; Pharmaceutical Professionals Association</u></a>	Great symposia, top speakers.	Drug discovery, development, diagnostics, outsourcing.	Asian life scientists, but all welcome.
<a href="#"><u>American Chemical Society</u></a>	Big name national organization, good speakers.	Focus: Drug discovery, industrial chemistry.	Chemists, all welcome.
<a href="#"><u>San Diego Entrepreneurial Exchange</u></a>	Bimonthly events focused on funding, legislation, startups.	Entrepreneurs, drug discovery, green tech.	Entrepreneurs in any life science area.
<a href="#"><u>Association for Women in Science</u></a>	Events, mentoring, volunteering.	Career growth.	Women in science, mathematics, engineering and technology, all welcome at some events.
<a href="#"><u>Oxbridge Biotech Roundtable</u></a>	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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