

2015 Social/Digital Media Campaign Workshop

Mary Canady

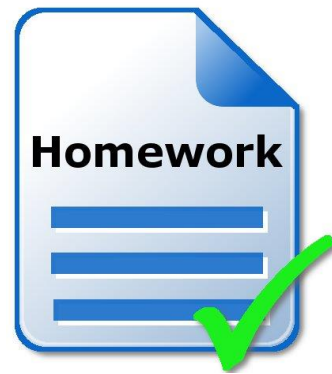
October 22, 2014

eBioscience/Affymetrix, San Diego CA

comprendia.com/affy

Password: metrix

Homework & Next Steps



- Homework
 - Fill out [Custom RSS Form](#) for email feed
 - Review existing metrics & campaigns, find what's working (discuss now)
 - Join Twitter and participate in #ASHG14 discussions
- Next steps: ASHG workshop
 - Determine Online Value Proposition
 - Develop 2015 campaign

NEB Epigenetics Campaign

1st Party



Publications



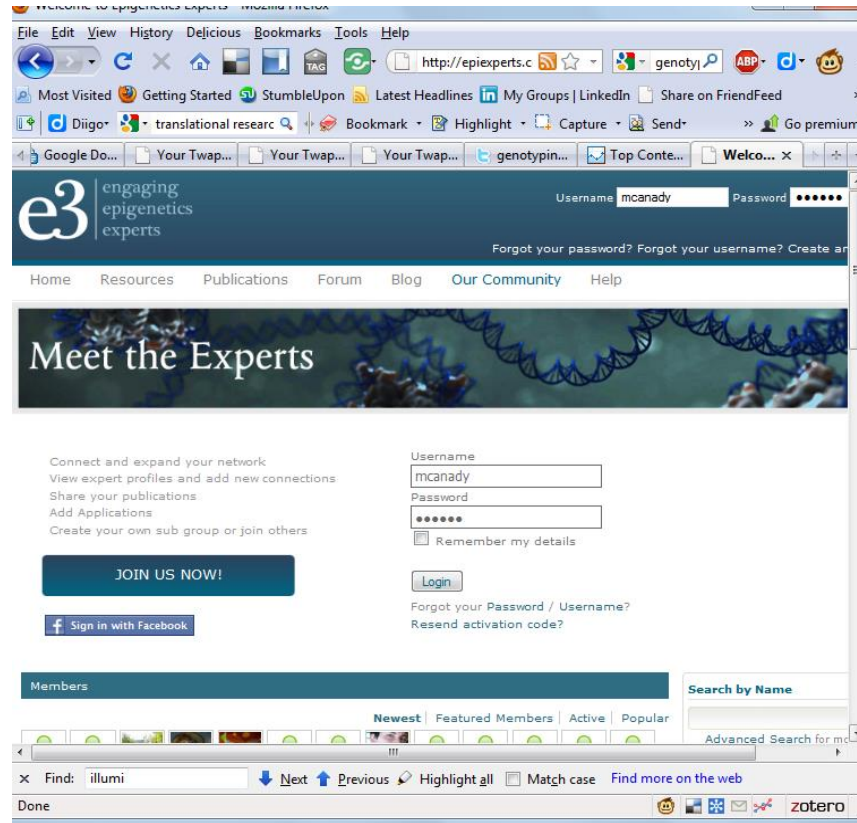
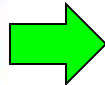
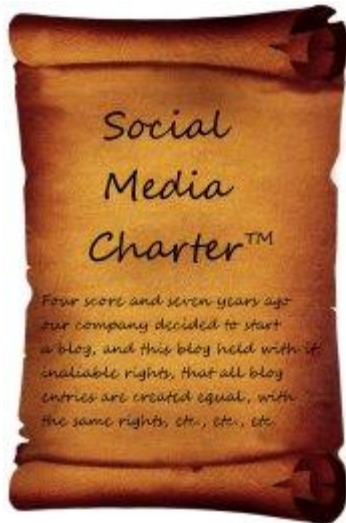
Forum



Blog



Community



3rd Party



[Facebook](#)



[Twitter](#)

epiexperts.com

NEB's Online Value Proposition:
Epigenetics Researcher Hub

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RSS Feeds

- We've created 2 feeds:
 - feeds.feedblitz.com/GenomicsFeed
 - feeds.feedblitz.com/AntibodyandFlowCytometry
- Sign up for daily email alerts
 - Companies: Competitors, Partners
 - Alerts: Brand, general info
 - Blogs, Forums
- Summary
 - Much activity in genomics space
 - Still many opportunities
- Use for competitive review AND content



Agenda

- Brainstorming
- Split into groups
- Worksheet #1: Social Media Persona
 - Group presents
- Worksheet #2: Online Value Proposition
 - Group presents
- Worksheet #3: Set milestones
- Lunch/discuss

Social Media Persona

My customer is a	(age)
year old	(job description)
whose major "pain" is	(major pain)
and who is most likely to use and share	(content items)
using the applications and online resources	(social media applications, online resources).

Social Media Persona

My customer is a	25-40
year old	Epigenetics researcher
whose major "pain" is	Getting access to other epigenetics researchers
and who is most likely to use and share	publications, protocols
using the applications and online resources	Epigenie, Twitter

Online Value Proposition

In the past, we have best reached our customers using	(content items)
which we know are working because of	(metrics data).
Our 2015 online campaign value proposition will be	(online value proposition)
and we will reach customers using	(content items)
shared via the applications and resources	(social media applications and online resources)
which will <i>better</i> alleviate their pain of	(major pain).

Online Value Proposition

In the past, we have best reached our customers using	researcher profiles
which we know are working because of	Google analytics data.
Our 2015 online campaign value proposition will be	an epigenetics researcher hub
and we will reach customers using	publication reviews
shared via the applications and resources	Blog, Twitter, Community
which will <i>better</i> alleviate customers' pain of	getting access to other epigenetics researchers.

Brainstorming (All)

- Brands, product lines
- Job description
- Major Pain
- Content Items
 - Internal, External, Shareable
- Social media applications, online resources
- Metrics data
- Online value proposition



2015 Affymetrix Campaign “Seeds”

- Local networking events
 - Conferences
 - DIY BIO
- 1st Party Applications
 - Open Genomics?
 - Consortia, Communities, IGB
 - Blog
 - Publication database
 - Repurposing: white papers, videos
- 3rd Party: Twitter, Facebook
 - Review and define online value proposition



Comprendia's Value



Strategies For Traditional and New Media Marketing



Channels and Technologies for **Tactical** Implementation

Focused on Meeting Your Objectives

