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## Marketing Fundamentals for Core Facilities

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- Brand
  - People need to know you exist
  - People need to know what you stand for – “why should I care?”
- Marketing is about figuring out what matters and therefore creating something of value to a customer group
  - Observations about your environment
    - Who are my customers?
    - Why do they value my product/service?



How?

Customer SURVEYS

The foundations of good marketing is in doing good research

- Extra Benefits of customer surveys
  - Track & ID future needs (ways to add additional value for your customers)
  - Insight into pricing (charging too much, or too little)
  - Market trends
- Recommendation:
  - Make your customer survey part of every customer experience
    - Survey both new & repeat customers (can do different survey for each)
    - Structure survey to rate satisfaction as well as gathering market intelligence (ie other services that you can provide)
    - Establish a monthly review to ID quick wins or gaps
  - At least annually collate all input and take the time to synthesize, compare over time to ID new trends

Customer Surveys are an easy way to ensure marketing efforts pay off

# WHAT DOES ANNUAL MARKET SYNTHESIS LOOK LIKE?

## CORE LAB TRENDS

### TRENDS:

- PI' s demanding more easy-to-use, more accessible technology
- Users of core expanding beyond traditional user base, new customers looking for more value-added services
- Universities looking for core facilities to reduce cost centers while increasing benefits to their users
- Funding challenges squeezing PI userbase to focus on impact/return from core facility usage

### IMPLICATIONS:

- Core Facility leaders need to go beyond current customers to find others who need your services

**OUTBOUND**

- Core facilities need to offer value-added services that users can' t find elsewhere or can' t do themselves

**INBOUND**

If you skip INBOUND, \$\$ spent on OUTBOUND is SHOT in the DARK

- Traditional marketing (print ads, TV commercials) was always largely shotgun
  - Hard to get customer data from surveys (focus groups (n=20) = proxy for entire market)
- Web has transformed Marketing from an ART to a SCIENCE
  - Web allows vendors to go direct customers and customers to go direct to the vendor
  - Makes your marketing efforts directly measurable
  - Made it cheaper!!
- Customers ability to go direct to vendors means the job of marketing has changed from less convincing and more to finding:
  - Customers themselves ID they have a need
  - Customers begin their search by going to the web
  - Vendors **MUST MAKE SURE** customers FIND THEM

# 3 IMPORTANT LESSONS FOR GREAT OUTBOUND MARKETING

## 1. Key to OUTBOUND marketing is your 'message' :

- NAME: Who you are?
- VALUE PROPOSITION: What unique customer benefit you provide? - not list of services, but the problem you solve for your customers
  - 'offer easy access to x,y z, solutions', 'offer technical support for x analysis'
- CALL TO ACTION: What do you want to customer/prospect to do next?
  - phone number, website, address

## 2. Resource allocation for marketing budget (\$\$ Spent should NOT align to Effort)

- 80% Effort into digital channels – emails, banner ads, website (50% spend)
- 20% Effort into traditional – print, events (50% spend)
- **Effort does not = \$\$, traditional will cost more than digital but with links back to digital you will get better return for those traditional \$\$ than before**
  - Print ads with call to action to website
  - Events:
    - drive participation with pre-show email to customer base
    - Giveaways with website address (& phone)

## 3. Consistency – name, colours, layout & designs

- Once you come up with a standard stick with it >> VALUE = Recognition

1. Start with INBOUND Research to understand your customers, and their needs
  
2. CORE MESSAGE (VALUE PROPOSITION)
  - Not what you do, but “what unique value do you deliver to customers?” (why should I care?)
  - what problems can you solve that no one else can? (unique)
  
3. OUTBOUND marketing effort should be focused and centered around the web

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# QUESTIONS?

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# TIPS & TRICKS FOR CUSTOMER SURVEYS

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- One size does not fit all
- Customize for each audience
- Survey design should be a balance of static and dynamic questions
  - Static – standard core of questions always ask little to no changes – provides your ability to trend the data
  - Dynamic – questions that can be changed per audience, explore new trends, way to answer current burning questions