

MARKETING WORKSHOP

What is your goal?

TURN LEAD INTO CUSTOMER

INVESTOR
TESTER

3 MARKETING MISTAKES you should avoid in a startup

1. Don't spend too much time building out your product without marketing it.
2. Don't market to everyone.
3. Spending too much time building a brand and not focusing on acquiring customers.

EXECUTIVE SUMMARY

ANALYSIS

Corporate objectives and strategy

Marketing audit

- External analysis
- Industry analysis
- Market analysis
- Competitor analysis
- Customer analysis
- SWOT

Tools

- PLC analysis
- Portfolio analysis
- Porter's 5 forces

STRATEGY

Assumptions

Marketing objectives

Marketing strategy

Tools

- Ansoff matrix
- Segmentation analysis
- Market positioning analysis
- Innovation NPD process
- Relationship marketing

IMPLEMENTATION

Marketing programme

- The marketing mix
- 7Ps

7Ps

- Product
- Place
- Promotion
- Price
- People
- Process
- Physical evidence

EVALUATION

- Budget
- Control
- Contingency
- Evaluation & measurement

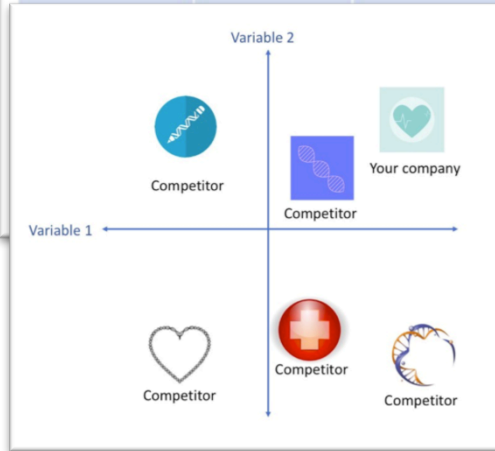
ANALYSIS

COMPETITOR ANALYSIS

Direct - Indirect competitors

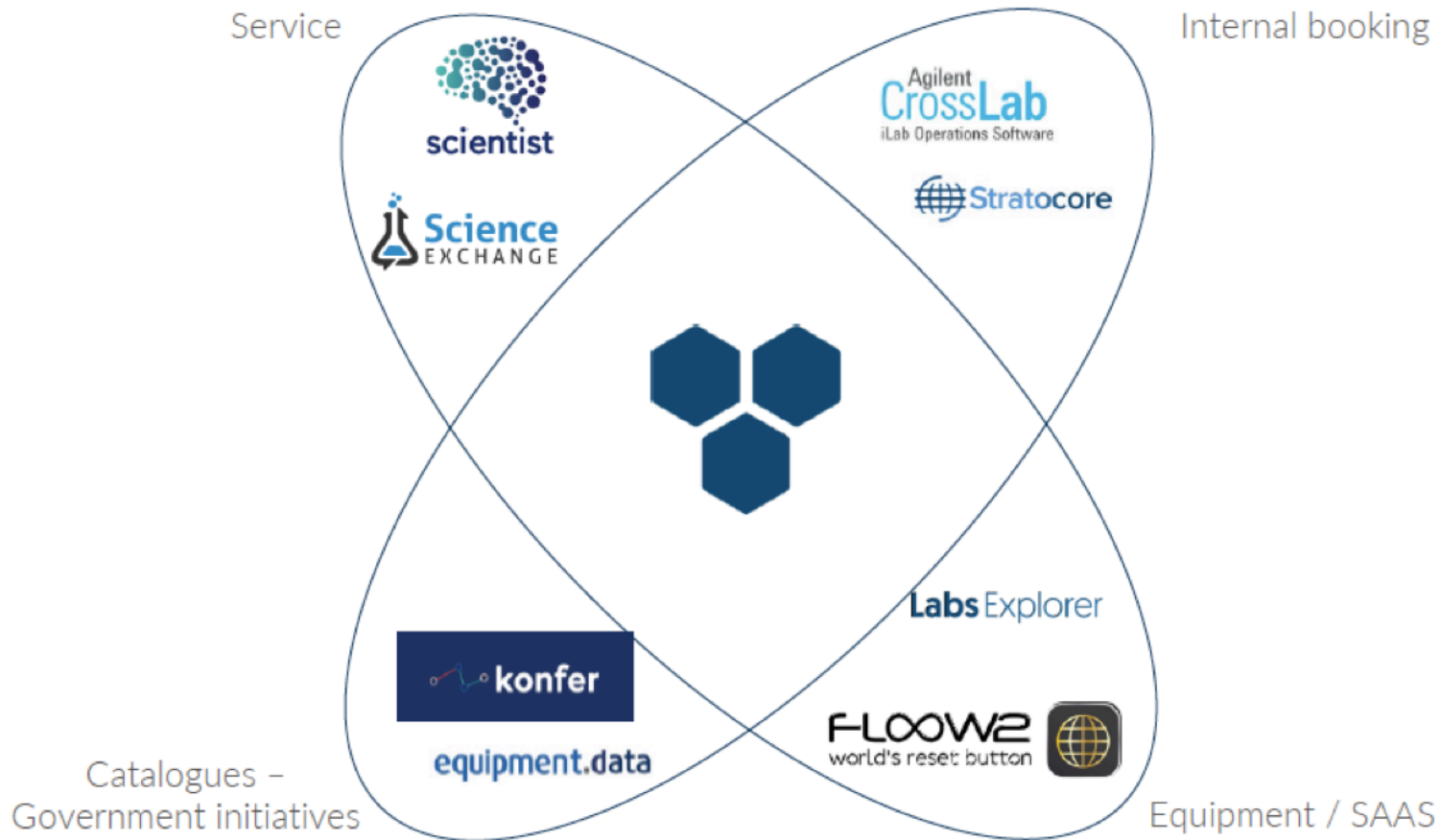
First-in-class
Best-in-class
Price advantage

Competitor	Product	Mechanism of Action	Price	Strengths	Weaknesses



	Your company	Competitor logos	Competitor logos	Competitor logos
Oral delivery	✓	✓	✗	✗
Wide therapeutic index	✓	✗	✓	✗
Targets all known mutations	✓	✗	✓	✗
Cost	\$	\$\$	\$\$\$	\$

COMPETITOR ANALYSIS



TARGET GROUPS - BUYERS PERSONA

Rachel

**Small Business
Owner**



- Social Media Marketing
- Key decision-maker

Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

Values and Fears

Values dependability, clarity,
good UI, fast support

Objects to pricing and poor
value proposition during
sales process

Marketing Message

Ultimate social media
scheduling tool

Elevator Pitch

Use Buffer to schedule posts to your favorite social profiles. We'll even show you the best content to share, and you can add with one click.

BUYERS PERSONA

The young entrepreneur in science startup

ACCESS IS KEY

Book scientific and engineering equipment in nearby institutions and find the best service providers.

GET STARTED

ONLY A FEW CLICKS AWAY FROM WHAT YOU NEED

Register for free and rent scientific/engineering equipment from nearby institutions and find the best service providers. Leading universities and businesses give you access to their equipment (combined with training, consumables and more) and offer their technical services. Clustermarket assists you with a safe and streamlined process regarding communication, payment and contracting.

BUYERS PERSONA

The middle aged lab manager

THE WAY TO MANAGE RESOURCES

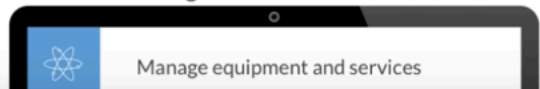
Manage equipment and technical services in the most convenient and flexible way.

GET STARTED

ONLINE MARKETPLACE MEETS BOOKING SYSTEM

Clustermarket provides an all in one solution combining an online marketplace with an equipment database and a free internal booking system.

Internal booking



BUYERS PERSONA

The SME business developer

PROMOTE. MANAGE. BENEFIT.

Promote your services to a larger audience for free.

GET STARTED

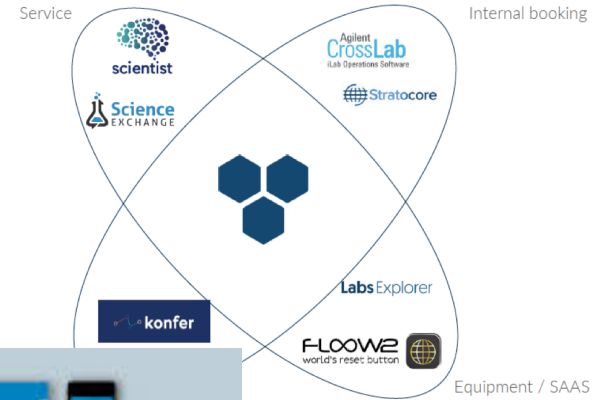
MORE CUSTOMERS. FULL FLEXIBILITY. MINIMISED ADMIN WORK.

Promote your services to a larger audience and find new customers for free. Get existing customers on board and use one tool for everything: Promotion, contracts and payments.

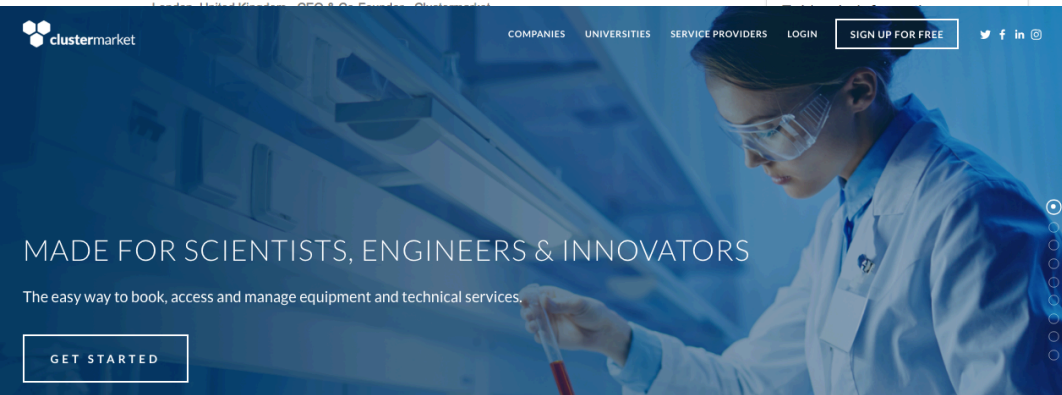
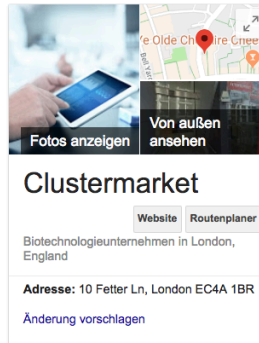
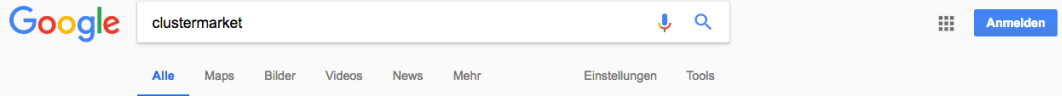
STRATEGY

BUILDING A REMARKABLE BRAND IDENTITY

1. Formalise Brand Positioning / Value proposition
2. Components of Branding
3. Design your visual identity and Logo
4. Putting your brand into play





4. Putting your brand into play







4. Putting your brand into play

Accepting MBA Candidates - Apply for a top-ranked Jack Welch MBA, 100% Online - Class





Hugo Villanueva • 1st
Scientific Liaison at Clustermarket
Edinburgh, City of Edinburgh, United Kingdom


[Message](#) [More...](#)

-  Clustermarket
-  Birkbeck, University of London
-  See contact info
-  See connections (437)

PhD student with strong interest in Biotech, Synthetic Biology and Start-ups. Experience in SynBio, bacteriophages, recombinant protein expression and crystallography.




 **Consulting C.V.**

 **Hugo Villanueva - Scientific CV**



Frank Dr. Wingbermühle • 1st
Praxisinhaber bei Zahnarztpraxis
Freiburg Area, Germany

[Message](#) [More...](#)

-  Zahnarztpraxis
-  See contact info
-  See connections (14)

Highlights

4 Mutual Connections
You and Frank both know Thomas Singer PhD, PD, DABT, Lisa Sophie Horn, and 2 others

DO IT YOURSELF

- Research the Competition (Analysis)
 - Develop Personas (Analysis)
 - Putting your brand into play (Branding)
1. Clustermarket
 2. Valanx bio
 3. Chronomics

IMPLEMENTATION

7PS

1. **Products/Services:** How can you develop your products or services?
2. **Prices/Fees:** How can we change our pricing model?
3. **Place/Access:** What new distribution options are there for customers to experience our product, e.g. online, in-store, mobile etc.
4. **Promotion:** How can we add to or substitute the combination within paid, owned and earned media channels?
5. **Physical Evidence:** How we reassure our customers, e.g. impressive buildings, well-trained staff, great website?
6. **People:** Who are our people and are there skills gaps?
7. **Partners:** Are we seeking new partners and managing existing partners well?

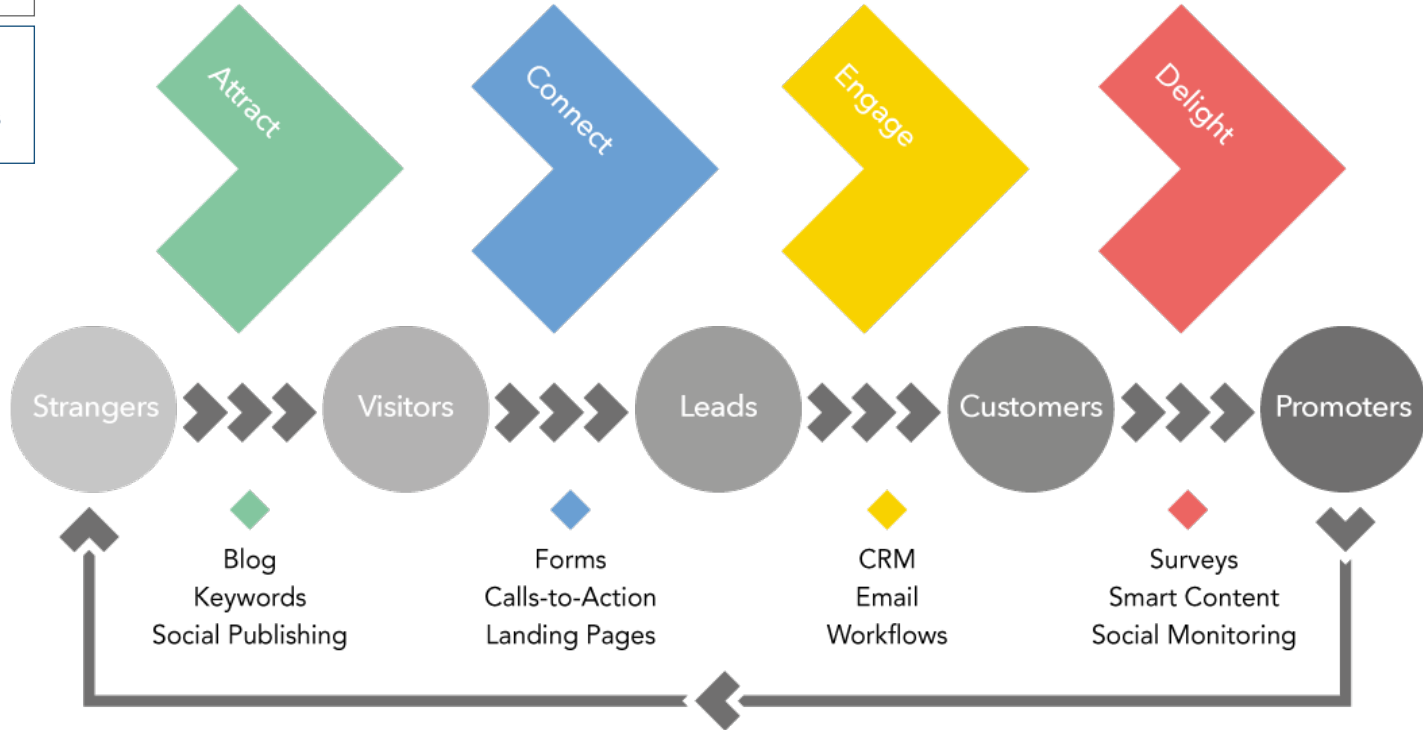


DISTRIBUTION - GO AND GET THEM

Sales

- Cold emails
- Introductions
- LinkedIn Push

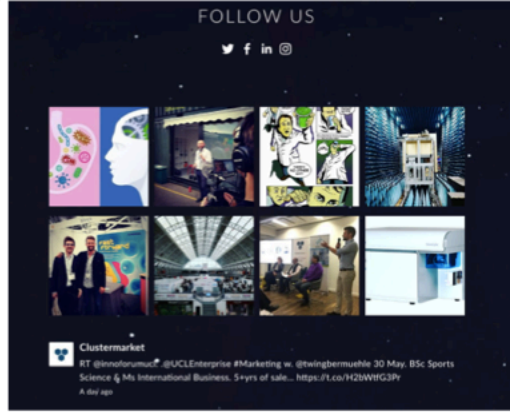
- **Events**
- **PR**
- **Partnerships**



Attract

BUILD YOUR NETWORK

Through the Science Entrepreneur Club events we provide a platform to share experiences, find collaboration partners and promote entrepreneurship amongst scientists.



UPCOMING

PREVIOUS

01.03.2018 - 4th Meetup

How to build next generation life science companies

28.02.2017 - 3rd Meetup

Open Innovation: Building bridges for cutting edge science

28.02.2017 - 2nd Meetup

Neuroscience and Enterprise

28.02.2017 - 1st Meetup

So you want to be a life-science entrepreneur?
Opportunities and Challenges as a Science Entrepreneur

Attend and organise events publicising your product.

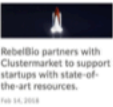
#CONNECT WITH LIKE MINDED INDIVIDUALS

Create content! Populate webpage.

NEWS

Read the latest news about Clustermarket, SEC, innovations, technologies, newest equipment and much more!

OUR BLOG



LATEST TWEETS

- Clustermarket
 RT @innovformuch: @UCLEnterprise #Marketing w. @twingbermuethle 30 May, BSc Sports Science & Ms International Business, 5+yrs of sale... <https://t.co/H2W9HG3Pv>
 23 hours ago
- Clustermarket
 Our third #TechTuesday features @deepxventures startup #RapEggs. Ever been misdiagnosed & given antibiotics for... <https://t.co/KB04BG0mWz>
 23 hours ago
- Clustermarket
 In case of #endometrial #cancer, microbes found in the vaginal environment of women with endometrial cancer were di... <https://t.co/H4P9dR7Dz>
 3 days ago

OUR SPOTLIGHT

In our SPOTLIGHT you can discover the most exciting innovations from early stage startups up to the best technologies and products of larger enterprises.



Innovation Spotlight

Bio mimetic solutions develops high-performance scaffolds for regenerative medicine. Find out more about their innovative technology!
 More information here.



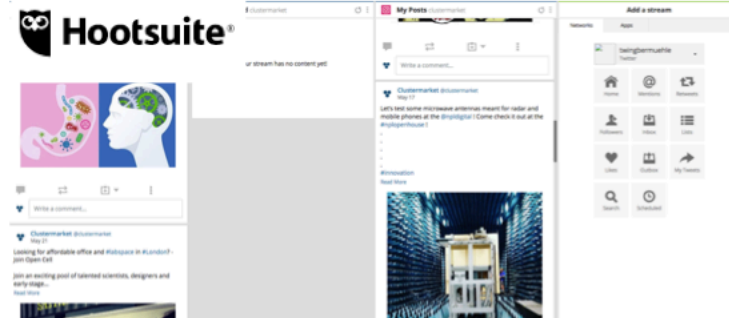
Provider Spotlight

The Bio-Analysis Center is unique in offering analysis consultancy services or bespoke training for ICP and mass spectrometry.
 More information here.



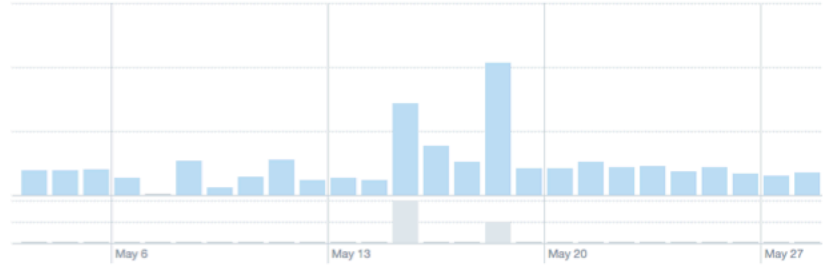


Use social media planners:

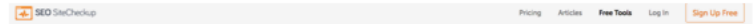


Use twitter analytics:

Your Tweets earned **1.3K impressions** over this **28 day** period



Search engine optimisation tools:



SeoSiteCheckup Score:

<http://clustermarket.com>



COMMON SEO ISSUES	
Meta Title	✓ The meta title of your page has a length of 13 characters. Most search engines will truncate meta titles to 70 characters. → Clustermarket
Meta Description	✓ The meta description of your page has a length of 322 characters. Most search engines will truncate meta descriptions to 160 characters.

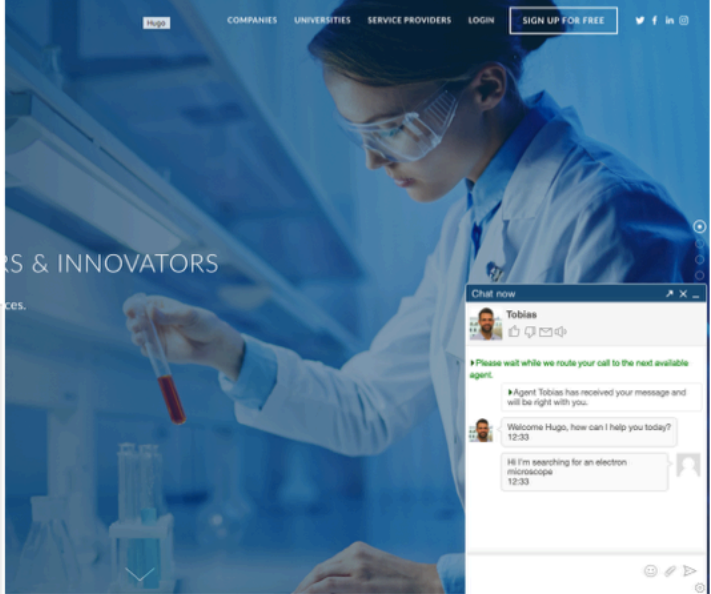
Keywords Cloud access address antibiotics attend best bioisam blog book business cancer case club clustermarket coffee community companiesuniversitieservice company Concierge contact course deepscavtures discovery diseases di... drop drug easy email endometrial engineers entrepreneur environment equipment event events exciting explore faqs featured features for... free generateimperial given happy health helping hours Industry innovation innovators institutions international intro just larger latest legal login london meet microbes midagnosed nearby news overview policy press privacy promote providers quite rapifage rare research reserved rights sale... science scienceentrepreneurclub scientists scroll service services sign social sports started startup technical technology techuesday thank twingbermuhie Universities users vaginal women works



Use mylivechat to see where your customers come from and help them out:

The screenshot shows the mylivechat dashboard with several sections:

- Departments/Agents:** Lists agents like Tobias, Hugo, and Johannes.
- Current Visitors:** A table showing active visitors with columns for Location, Contact ID, Status, Duration, Visits, Platform, and DNS. The selected visitor is Hugo from London, London, City of United Kingdom.
- Request Queue:** Shows a message: "Request Queue is Empty."
- Conversations:** A chat window for Hugo showing messages from Tobias and Hugo.
- Details Panel:** Provides technical information about the visitor's session, including Name, IP, City, Question, DNS, URL, #1, #2, Platform, and Browser.

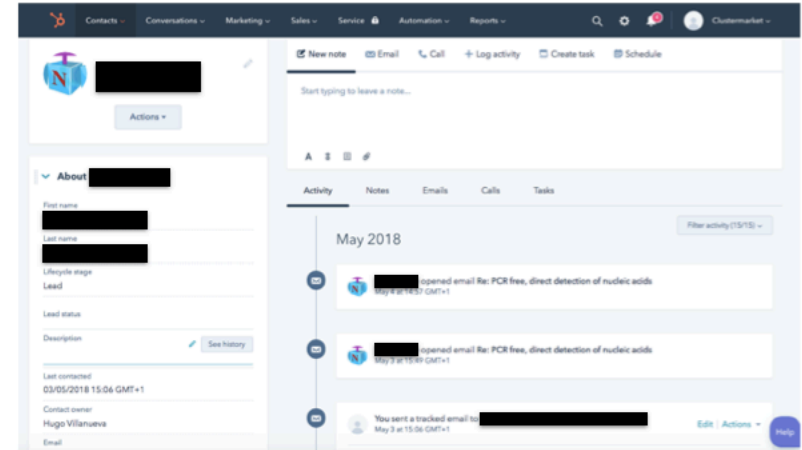
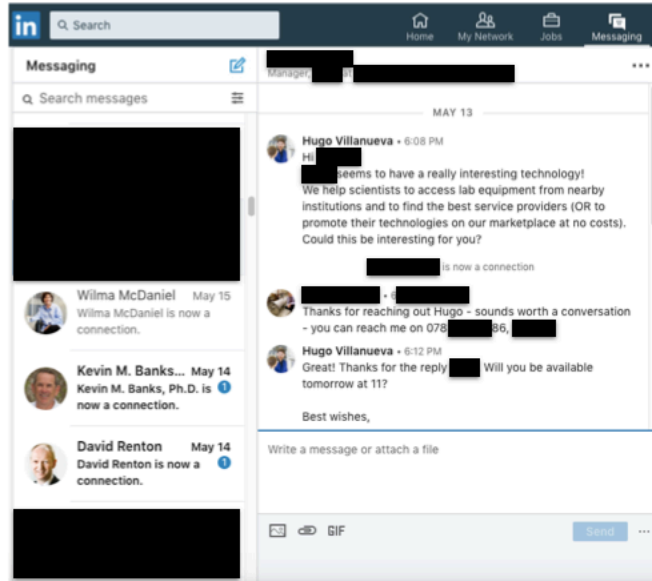




Customer Relationship Management (CRM)

Use program like hubspot to see if your emails have been opened by customer

Connect cold LinkedIn approaches into leads



TRACK – MEASURE - EVALUATE

1. Key Performance Indicator - KPI
2. Return on Investment - ROI
3. Customer Acquisition Costs - CAC
4. Life Time Value - LTV

3 KEY TAKE AWAYS

1. Do your research and keep your eyes and ears open
2. Try, fail, evaluate and try again
3. Always keep your goal in mind



Contact us



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Helpful links:

1. Marketing overall
 - <https://www.marketingdonut.co.uk/>
 - <https://www.hubspot.com/marketing-plan-template-generator>
 - <https://www.linkedin.com/pulse/life-science-marketing-creating-inbound-sales-strategy-clwyd-probert/>
2. Market research
 - <https://www.entrepreneur.com/article/217345>
3. Creating Personas
 - <https://blog.bufferapp.com/marketing-personas-beginners-guide>
 - <https://blog.hubspot.com/marketing/buyer-persona-research>
 - <https://blog.hubspot.com/marketing/buyer-persona-questions>
4. Competitor Analysis
 - <https://blog.hubspot.com/marketing/competitor-analysis-guide>
5. Branding
 - https://cdn2.hubspot.net/hubfs/53/ebook-How%20to%20Build%20a%20Brand.pdf?t=1527621828059&_hstc=20629287.ca53ac9889de99713d44020d9bbef519.1525293735661.1527620769103.1527621525040.56&_hssc=20629287.5.1527621525040&_hsfp=4269824971
6. Tools
 - To create a website 1) Squarespace 2) Weebly 3) Wix
 - To monitor the website data 1) Google Search Console 2) Google Analytics
 - To organize your contacts and communication (CRM) 1) Hubspot
 - To organize your social media 1) planable.io 2) buffer 3) Hootsuite
7. Interesting articles
 - <https://medium.com/life-science-startups/how-to-start-a-life-science-company-2401f2889339>
 - <https://medium.com/swlh/the-quick-and-dirty-guide-to-creating-a-winning-pitch-deck-b4f88e106f5b>
 - <http://www.marketingteacher.com/johnson-and-johnson-marketing-mix/>
 - <https://www.supremeopti.com/top-5-life-science-marketing-trends-2017/>