

BIOCOMPARE

The Buyer's Guide for Life Sciences



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April & May Editorials 2016

04/05/2016	Cell signaling tools
04/07/2016	Apoptosis (Caspase analysis)
04/12/2016	PCR Buyers Guide
04/14/2016	3D imaging
04/19/2016	MicroRNA research tools for cancer studies
04/21/2016	Testing chemical toxicity
04/26/2016	Circulating DNA biomarker analysis
04/28/2016	MS in the clinic
05/03/2016	Lentivirus vs adenovirus vs rAAV expression systems
05/05/2016	Super-resolution microscopy
05/10/2016	Tools for targeted mutagenesis
05/12/2016	Flow Cytometry Buyers Guide
05/17/2016	High-res MS face off: Time of flight vs Orbitrap vs FTICR
05/19/2016	Exome sequencing / targeted sequencing
05/24/2016	Antibody therapeutics (recombinant Abs)
05/26/2016	BioProcessing-pilot scale-up
05/31/2016	Sequencing emerging diseases

Thermo Marketing VP on The Changing Customer Base....

I'm a firm believer that our customer base is changing faster than we do as marketers in life science. What I mean by that is we have a new generation of customers entering the marketplace by the thousands. If we want to call them millennials, that's fine, but it's a younger generation of customers that have a different way of, in essence, finding information about a product, finding the product, making a decision of which product they will pick, and making a decision of how we will purchase the product. The fundamentals around the customers' journey, the customers' needs from that perspective has changed tremendously. I think in life science the marketing function itself is pretty much, as I said earlier, evolving at a slower pace. So I find it my responsibility to get my marketing team modernized or evolved in a similar pace as our customers need.

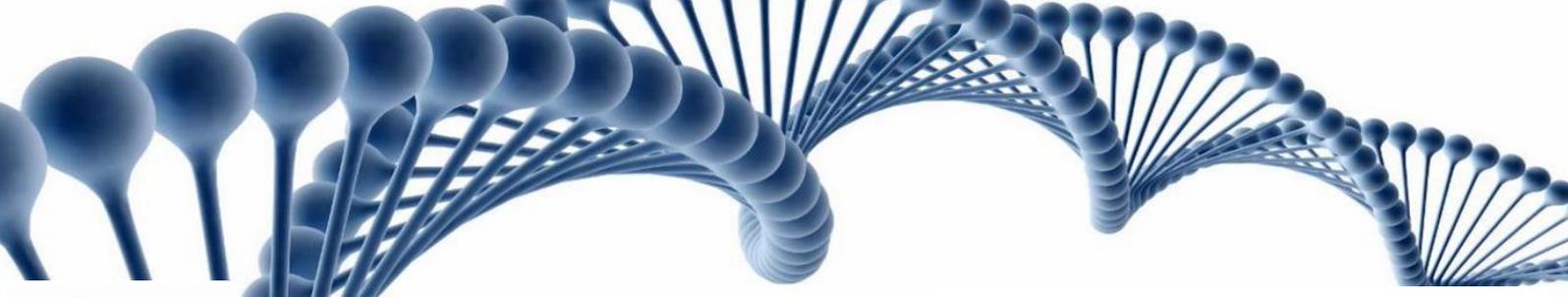
Words2Wow - For a copy of this link email hturnbull@comparenetworks.com / ewatson@comparenetworks.com

Best Practice: White Paper 'How to Get the Most from your Landing Page'

You (and we) work so hard to encourage scientists to click on our calls to action that we sometimes forget that it isn't the end of the journey to conversion. The chances of a successful conversion will be reduced or obliterated if a click is delivered to a destination that is inconsistent with your email.

Adtech Advisor 'How to get the most from your landing page' will help you avoid these pitfalls.

For a copy of this link email hturnbull@comparenetworks.com / ewatson@comparenetworks.com



Special AACR Promotional Opportunities

Looking to maximize your presence before, during and after AACR? Biocompare can help; here's how!

Be a part of the Biocompare AACR Product IQ challenge!

- Biocompare will distribute game cards at our booth that lists product and suppliers
- Recipients will be asked to match products to the right suppliers
- All correct game cards are given a \$5 Starbucks giftcard and are entered into a larger giveaway of an Apple Sport Watch
- Players will be directed to the Featured Products page on Biocompare.com to help them complete the game card correctly



Package Includes:

- Inclusion in a special pre-AACR Featured Product newsletter, sent to 18,000 subscribers involved in Cancer Research
- Product and Company Name Inclusion in one daily AACR Product IQ challenge. We will include your AACR booth number next to your name if your company is exhibiting.
- All the benefits of a Biocompare Featured Product:
 - 3 month placement on Biocompare Feature Product Section on homepage
 - 12 month placement on Biocompare Featured Product Page
 - Placement of Featured Product within one relevant editorial article
 - Inclusion in the pre-AACR Featured Product newsletter sent to 18,000 opt-in subscribers involved in cancer research
 - Inclusion in one relevant Biocompare topic-specific newsletter
 - Product to receive sponsor product status, which includes placement at the top of the product search results page

Price (1-2 products):
\$4,750

Price (3-4 products):
\$4,350

Price (5-6 products):
\$3,950

Featured Product must launch by March 31 for inclusion. Note – space is limited.
No more than 2 products from a single company will be included in a daily game card.

To book or further information call +44(0)1875 825 700 or email
hturnbull@comparenetworks.com / ewatson@comparenetworks.com

Meet us at

AACR: 17 – 21 Apr, New Orleans

Analytica: 10 – 13 May, Munich

Please contact Hilary Turnbull or Emily Watson if you have time to meet at any of the above Exhibitions.

Tradeshaw Videos are designed to walk scientists and researchers through the features and benefits of your Product or service; they utilize the power of the web to bring your product to life for Scientists worldwide. It's quick and easy—we can film your product demonstration, your in-booth presentation, an interview or conference presentation. It's a great way to get an enduring piece of media from an investment already being made in terms of staff time, travel etc. It gets the presentation out to tens of thousands more people in addition to the audience who see it live at the above and below exhibitions:

Experimental Bio: 2 – 6 Apr, San Diego

AAI: 13 – 17 May, Seattle

ASHG: 6 – 10 Oct, Baltimore

SfN: 12 – 16 Nov, San Diego

For more information and available times email
hturnbull@comparenetworks.com /
ewatson@comparenetworks.com

Developing an International Inbound & Content Marketing Strategy

Learn how to create your own digital marketing strategy, tailor-made for your business, and achieve quantifiable results for your marketing budget. If you want to streamline your marketing and branding efforts and provide more valuable ROI.

The UP Marketing Team is holding a seminar focused on Inbound & Content Marketing:
The Nordic Light Hotel in Stockholm, between 07.45 and 09.45 on Thursday April 14th.

www.upthereeverywhere.com

For further information on any of the above features, please contact:
hturnbull@comparenetworks.com / ewatson@comparenetworks.com
+44(0)1875.825.700

