

Gearing up for Autumn Sales Push?

Preparing for H2

- **Getting citations in the literature automatically onto your website**
- **Two interesting presentations at ACP-Life Sciences**
- **New on Biocompare this autumn - full company profiles**
- **August and September's editorial features – Get your company included!**
- **Upcoming Conferences**

Aggregate. Associate. Curate. Publish

Are you already aggregating product citations on your website? How much of a manual effort is it? If you could have it automated that would enhance the content of your website by providing visitors with links to highly relevant articles that reference your specific products.

This makes visitors stay longer on your site and, by connecting them to examples of how and who uses your products already, moves them closer to purchasing your instruments and products. It also drives new potential customers to your site and improves sales conversion.

Biocompare now licences the technology to be able to do this.

If you'd like to have a brief, fact-finding conversation around this, get in touch.

ACP-LS – Association of Communications Professionals – Life Sciences

2 presentations to watch out for at the meeting in September!!

The Best Sales and Marketing Practices – A Comparison of Small and Large Service Organizations:

The Return of the Company Website

In the Life Sciences, "content marketing" is becoming synonymous with marketing itself. Most life science companies have already implemented marketing automation technologies and are in the midst of developing processes to optimize their results. While marketing automation technology is a powerful tool.....

COMING SOON.....

Next month to Biocompare is information on how to get a Corporate Profile added to your listing! For more information, get in contact.

Aug & Sep Editorial Preview

Aug 5 th :	High-throughput protein- protein interactions
Aug 7 th :	Microplate Washers
Aug 12 th :	Transfection 2
Aug 14 th :	HPLC/FPLC Instrumentation
Aug 19 th :	Cell counting
Aug 21 st :	Cell Culture Matrices (coated plates etc)
Aug 21 st :	Genome editing
Aug 26 th :	Cell viability analysis
Aug 28 th :	MS ionization sources
Sep 2 nd :	DNA methylation analysis
Sep 4 th :	3d cell culture
Sep 9 th :	Protein labeling
Sep 11 th :	NGS 4: Whole-genome sequencing
Sep 16 th :	Flow cytometry (personal cell analyzers)
Sep 18 th :	Cell proliferation
Sep 23 rd :	Quantitative mass spectrometry
Sep 25 th :	Affinity purification
Sep 30 th :	Cell migration assays

Remember, you can send in editorial at any time:

You can send in editorial at any time to Editor Jeff Perkel. There's no charge to submit these and, if they're selected for inclusion, they're a very effective branding tool with no associated cost. Please submit any press releases or editorial content to news@biocompare.com.

Featured Products

For increased exposure and traffic, tie a Featured Product to a specific editorial article and jump to the top of your product category

- Built to be spotlighted with relevant editorial, to draw targeted attention
- Sponsored status (highlighted at the top of a category page) for 4 months
- 12 months duration
- For a single product or a suite of products
- Image gallery including up to 5 images or video
- Promoted for 3 months in multiple key areas / including
 - in one relevant Biocompare eNewsletter
 - in the Featured Products eNewsletter
- New - add a button for Request a Demo and well as Request a Quote or Supplier Page link.

<http://www.biocompare.com/Biocompare-Featured-Products/>

Upcoming Conferences

Drug Discovery / Elrig: Manchester, 2 & 3 September

Pivotal Scientific: Oxford, 17 September


MipTec: Basel, 23 – 25 September

If you'd like to meet up with us, just drop us a line.

If you have any specific questions or would like information on any of the items we've mentioned in the newsletter, please contact us:

Hilary Turnbull hturnbull@comparenetworks.com
Emily Watson ewatson@comparenetworks.com

Or Via Twitter:

 @EUBiocompare