

March 2015

A few snippets that might be useful and March editorial features.

Best Wishes, Hilary Turnbull

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Sales & Marketing Alignment in the Life Sciences

Chris Conner recently ran a casual survey of sales professionals in the Life Sciences to 'capture a glimpse of what they wanted from their marketing communications teams'..... The results make for some very interesting reading on –

Sales and marketing alignment
Lead Quality
Qualification / customer intelligence
Capturing leads early in the buying process

You can get a copy of the survey & results by heading to www.words2wow.com and clicking on Blog

What's a Good Email Open Rate & Click Rate?

It's only natural for people to want to compare themselves to others. Benchmarks give you a reference for how well you're doing -- and some indication of how to improve.

In marketing, some benchmarks are easier to find than others. If you want to see how many social media followers another company has, you can just visit their profiles. If you want to see how their overall marketing is performing, you can plug in their URL into [Marketing Grader](#) and compare their score to yours. If you want to see their most popular blog posts, you can quickly and easily find the information using [BuzzSumo](#).

But other benchmarks feel nearly impossible to find. Take email marketing metrics, for example -- most companies don't divulge their open and click rates. And if you're just starting to invest in email marketing, you have no frame of reference of how well your emails should be performing.

Email marketing benchmark data from HubSpot's 11,500+ customers produced some interesting results for B2B marketers:

Email hturnbull@comparenetworks.com for the link to the results to these 2 big questions from the Hubspot study -

1. How Many Email Campaigns Should you Send Per Month?
2. How do open and click rates compare across different company sizes?

March Editorial / Articles that will post on Biocompare

- 3rd March: Microscopy
- 5th March: Western blotting
- 10th March: Lentivirus vs adenovirus vs rAAV expression systems
- 12th March: Stereomicroscopes
- 17th March: Antibody therapeutics
- 19th March: Characterizing the microbiome
- 24th March: Assessing the health of your cell culture
- 26th March: Statistics packages & repositories
- 31st March: Sequencing emerging diseases

Editorial Previews - Remember, you can send in editorial at any time and you can target your Featured Products and Web Banners to appear with these articles, email news@biocompare.com.

Biocompare welcomes Peter Fung who joins the editorial team at Biocompare as Managing Editor on February 23rd. Peter's remit centres around strategic content development of the editorial base of Biocompare and, with his background in both R&D and marketing in leading companies in our industry he will also lead tactical initiatives that will both raise awareness and garner more traffic and interest in Biocompare in the Life Sciences industry and for our industry partners.

Meet us at.....

AACR: 18th – 22nd April, Philadelphia – Watch out for the invitation to the Biocompare party! Come and meet Managing Editor, Peter Fung and the rest of the content team:

PIVOTAL: 24th June, Oxford

ISSCR: 24th – 27th June, Stockholm

Cyto: 26th – 30th June, Glasgow

If you'd like to fix up to meet, please email Hilary Turnbull – hturnbull@comparenetworks.com – to arrange, or call +44 (0)1875.825700

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