

Biocompare Info Nov/Dec 2014

- ACP Life Sciences sessions – what everyone was talking about
- Society for Neuroscience and Medica
- 2015 Checklist
- November & December Editorial Previews
- Salesforce Integration

Editorial Previews

Remember, you can send in editorial at any time
Editor Jeff Perkel. news@biocompare.com

November Editorial

04/11/2014	Viral Expression Systems
06/11/2014	Working with human clinical samples
11/11/2014	Next Gen Sequencing
13/11/2014	Long non-coding RNA analysis
18/11/2014	Neuroscience Imaging
20/11/2014	Neuronal cell culture
25/11/2014	Ion channel screening
27/11/2014	Phosphoprotein analysis

December Editorial

02/12/2014	Gel documentation systems
04/12/2014	Kinase assays
09/12/2014	Super-resolution microscopy
09/12/2014	Cell Culture Matrices
11/12/2014	Stem cell differentiation
16/12/2014	Immunohistochemistry hardware
18/12/2014	Centrifuges
23/12/2014	Single-cell transcriptomics
25/12/2014	DNA sample prep
30/12/2014	Food Testing

ACP Life Sciences meeting – here's what everyone was talking about

ACP Life Sciences is going to post full summaries of all the sessions from the meeting last month, but in the meantime here's a note of what happened –

- [Qiagen's Andreas Hochberger – on applying the best B2C practices to the Life Sciences market](#)
- Your Handbook of Digital Marketing for Today and Tomorrow
- [If Your Business is not a Brand, it's a Commodity](#)
- Templates for Customer Segmentation, Persona Creation and Competitor Analysis
- [New Ways to Engage KOLs](#)
- The DNA of Demand Generation

And much, much more.

Keep an eye out for the full summaries when they post at

<http://www.acp-ls.org/blog>

Society for Neuroscience

If you are at SfN and want to meet Biocompare's editor-in-chief, Mike Okimoto, or any of the Biocompare team to answer any questions you have then please send a meeting request to:

hturnbull@comparenetworks.com

Medica

Similarly, Hilary Turnbull will be at Medica, and able to meet.

hturnbull@comparenetworks.com

Salesforce Integration

If you use Salesforce, then you might find it useful to know that we are going to be able to offer Salesforce integration of

Biocompare leads from early 2015

2015 Checklist

To help you get the info you need to plan your Biocompare marketing schedule for next year, please check off and send back the list of options you want information on: (email to hturnbull@comparenetworks.com or use the old-fashioned fax +44 (0)1875.825701)

- Editorial Calendar - [get your company / products included in relevant editorial articles \(there's no cost, it's a no-brainer\)](#)
- The latest audience data - [including Audience Spend by product group](#)
- Media Solutions Summary - [channels for branding and for lead-generation](#)
- ✓ Lead-Gen Channels
 - Product Listings - [the core platform that everybody uses to get sales](#)
 - Featured Products - [to put you front and centre, in with the right editorial and top of the listings](#)
 - Sponsored Products - [bump your products to the top of their categories](#)
 - Email blasts - [the most popular channel after product listings](#)
 - White Paper / App Note Hosting - [gated, to get sales leads](#)
 - Webinars - [yep, sales leads again, but also demonstrating your technical expertise](#)
 - Product Launch Packages - [dead handy option](#)
 - Additional Clickstreams from our Network Partners - [JoVE, Quartzzy, LabGuru and GeneCards](#)
- ✓ Branding Channels
 - eNewsletters - [12 different kinds, for perfect targeting](#)
 - Corporate Profiles - [you can be big, or really big!](#)
- ✓ Content Marketing
 - Bench Tips - [technical showcase - can be article, video or webinar](#)
 - White Paper hosting - [also gets sales leads](#)
 - Video hosting - [let scientists see what your products really do; video demos are engaging](#)
 - Microsites - [you have tons of content, but need to get it out to a wider audience](#)
- ✓ Research, Apps & Video origination
 - Custom Sales App - [whizzy tool that helps your salespeople deliver all your content to your clients and prospects, and helps you track what marketing pieces are working](#)
 - Custom Marketing App - [speak directly to your customers with incredible granularity](#)
 - Surveys - [do as they name says - they survey, and give you lots of data](#)
 - Custom Reports - [we have tons of data and can give you specifics on any sector of the market](#)
 - Antibody Search Report - [what are the most popular searches, what is the size of the market](#)
 - Video origination - [Poster Video \(at SLAS, AACR, ASHG, SfN\). Customer Testimonial Video, Product Brochure Videos, Product Demos and Training Videos](#)