

## Biocompare May Notes

- **Engaging Email Marketing**
- **May Editorial Features: submit info now**
- **The Impact of Reverse Auctions on the Life Science Supplier Market**
- **Google Search Changes**
  - What's happening?
  - Why is it important?
  - What should I do?
- **ACP – LS notes**

**The Definitive Guide to Engaging Email Marketing is getting great reviews... it covers –**

- How to keep email relevant in a multi-channel world
- 5 key ways to make your emails engaging
- How to create conversations and not campaigns
- The latest research and tips on subject lines, mobile optimization, avoiding spam filters, and more
- The new metrics of email marketing

If you'd like the link to download it – just drop me a note: [hturbull@comparenetworks.com](mailto:hturbull@comparenetworks.com)

**There's also a 5 Principles of Engagement Marketing, if you'd like that, too**

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### May Editorial

- 05/05/15 Gene expression analysis
- 07/05/15 High-res MS faceoff:  
Time of flight vs Orbitrap vs FTICR
- 12/05/15 Exome sequencing / targeted sequencing
- 14/05/15 Testing chemical toxicity
- 19/05/15 Developing point-of-care diagnostics
- 21/05/15 Serum testing
- 26/05/15 Genome editing with  
CRISPR vs TALENs vs ZFNs
- 28/05/15 Multimode microplate readers

**Editorial Previews** - Remember, you can send in editorial at any time, email [news@biocompare.com](mailto:news@biocompare.com).

### Negative Impact on Reverse Auctions....

Even though reverse auctions may save money for buyers of life science products and services in the short term, some believe that reverse auctions may have an overall net negative impact because they may have an unintended impact on relationships, have a negative effect on quality, and enable unrealistic hyper-competition, which may drive some suppliers out of business and ultimately increase prices and reduce choices for buyers.

To find out more, please email me and I will be happy to send you the link!



## I'm not sure if you've noticed but there seems to be a bit of a fuss being made at the moment about your website?

If you haven't already heard, Google are making some changes to how they determine the search results you see when you use your mobile phone. The Good news is it's really easy to check whether your website is OK or not, just check out the link at the bottom to Google's official testing page.

Here's the info I've collated together and interpreted for you, I went and checked my own websites, most were OK but one needs a bit of work... (It's one of my older ones!)

### So what's actually happening?

Google have announced on the 21st of April they will start to roll out their next update, this is going to impact the search results it delivers on mobiles. Specifically if a website is mobile friendly, it will have a higher weighting in the search engines than those that are not mobile friendly. I.e. if your website is mobile friendly, and your competitors aren't, yours is more likely to be found! (and vice versa!!)

### Why is this important?

Google's own stats say that over half of all searches are now done on mobile devices. More than **half** of people searching for something do it on a mobile phone or tablet.

### So what should I do?

What you should be doing is hoping over to <http://www.google.com/webmasters/tools/mobile-friendly/> and checking if your site is mobile friendly... (it takes about 60 seconds to run)

It'll do a quick analysis of your website and tell you whether it's mobile friendly or not.

If it comes back as a fail, you should go and have a chat with your web developer!

## Meet us at....

**AAI** – 8th– 12<sup>th</sup> May, New Orleans

**Pivotal** – 24<sup>th</sup> June, Oxford

**CYTO** – 26<sup>th</sup> – 30<sup>th</sup> June, Glasgow

**AACC** – 26<sup>th</sup>-30<sup>th</sup> July, Atlanta

If you wish to meet with a representative from the Biocompare Team, please ping me a note, [hturnbull@comparenetworks.com](mailto:hturnbull@comparenetworks.com).

**2015 ACP-LS Annual Meeting** will September 9 – 11, 2015 at the San Mateo Marriott in San Mateo, California.

Registration details will be available soon at [www.acp-ls.org](http://www.acp-ls.org)

**ACP-LS appoint** Joan Boyce, Biocompare's VP and General Manager to the Editorial Board.