

## Biocompare Preview October 2014

- Why Email Marketing Is 40 Times as Effective as Social Media
- Why Videos go Viral: A TED talk by Kevin Allocca, YouTube Trends Analyst
- How Can an Email cost you \$1 million?
- Pilot Programs on Biocompare

### October Editorial Preview

- 7<sup>th</sup> October: Animals models other than mice
- 9<sup>th</sup> October: RNA 3/NGS 5: RNA-seq
- 14<sup>th</sup> October: PCR 3: Instrumentation update
- 16<sup>th</sup> October: IPS cells
- 21<sup>st</sup> October: In Vivo Imaging (eg deep tissue, 2-photon)
- 23<sup>rd</sup> October: RNAi 2: RNAi tools
- 28<sup>th</sup> October: Laboratory apps for scientists
- 30<sup>th</sup> October: HPLC columns

#### 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](mailto:news@biocompare.com).

### Why Email Marketing is 40 x as Effective as Social Media

Coming back to the office after an extended break usually involves spending at least a few hours sifting through your email inbox, deleting spam and responding to urgent queries. In amongst those emails are no doubt a large number of emails from companies trying to sell you something.

If you've ever wondered why marketers seem intent on filling up your in-box, there is one simple reason—it works.

Research conducted by McKinsey & Co. has shown that email is 40 times more effective at acquiring new customers than Twitter or Facebook. What's more, the research also shows the rate at which emails prompt purchases is around three times that of social media and the average order value is 17% higher.

The full article has a horrendously long URL, so you'll find a link to it on our website:

<http://www.impressmedia.com/news.html>

Reference:

Aufreiter N, Boudet J, Weng V. *Why Marketers Should Keep Sending You e-mails*. McKinsey & Co. January 2014. Available at - [http://www.mckinsey.com/Insights/Marketing\\_Sales/Why\\_marketers\\_should\\_keep\\_sending\\_you\\_emails](http://www.mckinsey.com/Insights/Marketing_Sales/Why_marketers_should_keep_sending_you_emails).

Accessed August 12, 2014.

Reproduced with thanks to Matt Wilkinson, Pinnacle Marketing.

## Why Videos Go Viral

In this great TED talk, Kevin Allocca talks about what makes a video appeal to all those who would pass it on to their supporters, and Kevin would know as he works with YouTube trends, so sees the data on viral videos every single day.

For marketing professionals that want to gain that traction for brand videos, great quality content is the key. Keep in mind your end user but also 'be more dog' as the well-established O2 message tells us. Try things that you internally would never dream of.

The digital world changes so fast that even a message that worked last year, would fall far from the same traction numbers currently. "Writer and analyst Kevin Allocca works with YouTube Trends, a spot for tracking the latest viral videos — and connecting to the communities that make the parodies, tributes and reply videos that circle the giant viral planets of the YouTube-verse." – TED <http://on.ted.com/Allocca>

## How can an email cost you \$1 million?

Well, if you aren't up to speed on the latest legislation, it could be pretty expensive....if you are sending emails to Canadian email addresses. The world's toughest anti-spam laws came into effect in Canada on 1<sup>st</sup> July 2014 (coincidentally Canada's national day).

What's more, for a company that figure could rise to \$10million. That's the maximum penalty allowed under the new anti-spam email legislation.

Biocompare's strict 2 soft bounces / 1 hard bounce unsubscribe with our eSubscriber lists is well within the new, more stringent limits, but if you if you do actively promote to prospective customers in Canada, you might want to get further advice. A MailChimp blog provides a helpful quick overview but there is no substitute for taking qualified legal advice - <http://blog.mailchimp.com/what-the-canadian-anti-spam-legislation-means-for-you/>

## Pilot Program – Biocompare for Beginners

If you'd like to try Biocompare, there are 3 different pilot programs available, all of which will give you -

- sales leads
- either an eBlast to your target group **or**
- a (front and centre) Featured Product (for up to 5 products)
- **or**
- all 3
- with option to add on a Corporate Profile
- See example at: <http://www.biocompare.com/100631-BioLegend/>
- Costs as little as \$3600

### Meet us at:

- Elrig, Sep 2<sup>nd</sup>
- Assoc.of Communications Professionals, Life Sciences, Sep 18<sup>th</sup> – 19<sup>th</sup>
- MipTec, Sep 23<sup>rd</sup> -25<sup>th</sup>

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