

## December/January News

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### Q4 eBlast Offer

Pre-selected lists, so 30% off the normal cost... great for getting sales for 2015

Lists available:

- Antibodies
- Bioprocessing
- Cancer Research
- Cell and Tissue Culture
- Drug Discovery
- Immunology
- Lab Equipment/Automation
- Molecular Biology
- PCR
- Proteomics

To reserve a date please call us on  
**+44(0)1875.825.700**

## How Perkin Elmer Used Marketing Automation to Evaluate Event ROI



Marilyn Cox of the Oracle Marketing Cloud shares a case study of how PerkinElmer used marketing automation in conjunction with their events to provide a better customer experience before, during and after an event.

PerkinElmer also took advantage of extensive analytics to make decisions about events that weren't providing the best return and replace them with new opportunities.

A link to this article -

<http://words2wow.com/podcast/integrating-events-with-marketing-automation/>

Article from ACP-LS - [www.acp-ls.org](http://www.acp-ls.org)

## Editorial Calendars

### DECEMBER

- 1<sup>st</sup> Posttranslational modifications
- 3<sup>rd</sup> DNA gel documentation systems
- 8<sup>th</sup> ADME/Tox
- 10<sup>th</sup> Chromatin immunoprecipitation
- 17<sup>th</sup> Genotyping
- 15<sup>th</sup> Stem cell differentiation
- 22<sup>nd</sup> Assay development
- 29<sup>th</sup> Get started coding

### JANUARY

- 7<sup>th</sup> Genotyping
- 14<sup>th</sup> Liquid handling
- 19<sup>th</sup> Identifying/quantifying circulating tumor cells
- 21<sup>st</sup> Antibody tools
- 26<sup>th</sup> Genome editing services
- 28<sup>th</sup> Reporter selection: fluorescence vs. luminescence

You can send in your Editorial to [pfung@biocompare.com](mailto:pfung@biocompare.com)

For the full 2016 Editorial Calendar, please contact [hturnbull@comparenetworks.com](mailto:hturnbull@comparenetworks.com) / [ewatson@comparenetworks.com](mailto:ewatson@comparenetworks.com)

## Are you doing Content Marketing?

Businesses invest in content marketing without having a clue whether it's effective or not. No matter what your goals are, you need some way of quantifying the results of your efforts.

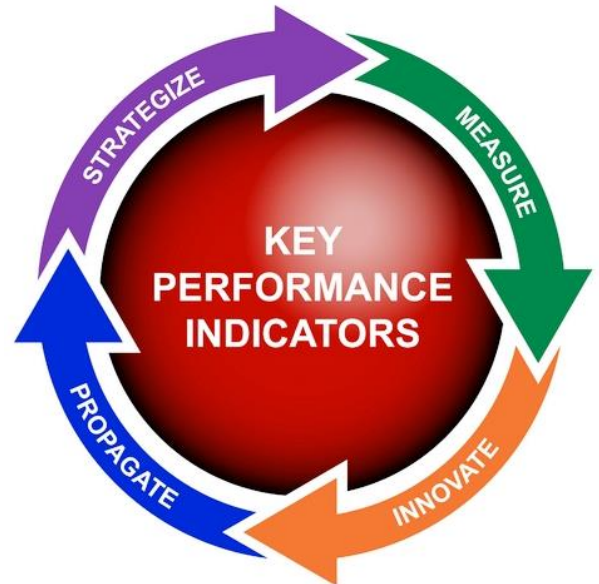
To determine how successful you've been, you need to track *metrics (also called key performance indicators (KPIs))*. The key factor that indicates a metric is that you can measure it. You track metrics to find out whether the numbers are headed in the right direction and make your decisions based on that data.

If your metrics tell you that content marketing is bringing you a better ROI than paid advertising, you'll probably want to increase your content marketing budget.

Conversely, if your metrics don't look so good, you'll need to improve your system or try a different option.

To take a look at the **22 metrics that will tell you**, please email us for a copy of the link:  
[hturnbull@comparenetworks.com](mailto:hturnbull@comparenetworks.com) /  
[ewatson@comparenetworks.com](mailto:ewatson@comparenetworks.com)

Article from QuickSprout - [www.quicksprout.com](http://www.quicksprout.com)



## Season's Greetings!!

From all of us at Biocompare, we wish you a wonderful Holiday Season . It has been a pleasure working with you and we look forward to working with you again in 2016.

Each year rather than purchasing Christmas Cards we donate money to our chosen charities to help impact the work they do all year round.

- **Sands Lothian** – [www.sands-lothians.org](http://www.sands-lothians.org)
- **Alzheimer Scotland** – [www.alzscot.org](http://www.alzscot.org)
- **Childrens's Hospice Association Scotland** – [www.chas.org.uk](http://www.chas.org.uk)
- **St Columbas Hospice** - [www.stcolumbashospice.org.uk](http://www.stcolumbashospice.org.uk)

