



# JULY/AUGUST UPDATES

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## Interactive content is here! But what is it? And why is it worth doing?

Everyone is doing content marketing. Few are doing it measurably. Even fewer are doing it differently. Most content marketing looks and smells like most other content marketing.

### So what is interactive content?

**You're already using it, even if you're not aware of it.**

Interactive content is content that helps people get their **specific** things done. We're all a bit spoiled by the elegance and utility in the palm of our mobile devices. Those apps that we love for the weather, chat, banking, travel, etc. — all help us get very **specific** and **personal** things done. We don't check the global weather. We check our weather. That's relevance and it's directly related to usefulness. The marketers leading the way with interactive content see a number of benefits beyond higher engagement and conversion rates.

In fact, it's what **Biocompare** has always delivered — the clicks to cart and sales leads are powered by a service that researchers use to find the products and services they need for their research. **All in one place** (One study discovered that a general Google search only turned up 22% of the known specialist sites that it should have). Additional content such as citations and product reviews which **Biocompare** is adding are increasing activity to product listings. A product with reviews is garnering up to 3x more views and 2x more clicks. To find out how we can get reviews for you, contact [hturnbull@comparenetworks.com](mailto:hturnbull@comparenetworks.com) or call +44(0)1875.825.700.

At no cost to the company whose products are listed **we do all the work, so you don't have to.**

## Summer Offers.....

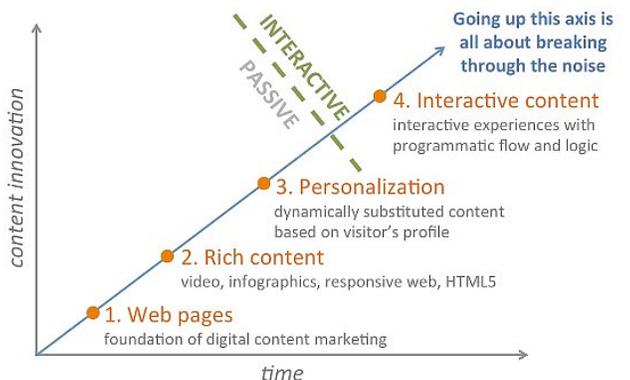
Looking at close out Q2 as strongly as possible, or set the stage for Q3 and beyond? Special Pricing on Biocompare's eblast list rental could do the job for you -

Access to our highly targeted lists at special rate \$350/M - 30% Saving

Generated open rates between 17%-34%

PLUS Summer offers on web banners and eNewsletters - book by June 30th, take up to 30th September

To get a full list of our special offers and list categories, please give us a call on +44(0)1875.825.700



## The latest update to the Google algorithm content is still king but quality has to be paramount.

Google tells us that the best way to get to the top of it's results is to publish useful, quality content. It seems in the last month changes have been taking place that aim to take the ability of Google to recognise good content further forward.

### The Phantom

It began early in the month when people complained of big ranking changes. It seemed that some content was starting to drop in the results, while others content was gaining position. Google remained tight lipped about it and wouldn't say if anything was going on. This gave rise to the moniker "Phantom". Eventually, Google gave in and admitted they had changed the core ranking algorithm, so it now processes quality signals differently. For a copy of this **full article**, email [hturnbull@comparenetworks.com](mailto:hturnbull@comparenetworks.com)



It's no secret that CEOs and boards don't care about the open rate of your last email campaign or your last press release's number of views. See how to leverage the metrics that matter most. Check out the Definitive Guide to Marketing Metrics & Analytics.

For a copy of the link, please contact [hturnbull@comparenetworks.com](mailto:hturnbull@comparenetworks.com)

### Meet us at.....

Pivotal – 24th June, Oxford

CYTO – 26th – 30th June, Glasgow

AACC – 26th-30th July, Atlanta

Drop me a note, if you are attending and have time to meet, [hturnbull@comparenetworks.com](mailto:hturnbull@comparenetworks.com)

## July/August Editorial

### July

- 2nd Molecular cytogenetics
- 7th Whole body small-animal imaging
- 9th Liquid handling
- 14th Emerging immunology tools
- 16th RNA prep kits
- 21st Western blotting documentation systems
- 23rd Fluorometers
- 28th Molecular diagnostics
- 30th Clinical NGS

### August

- 4th Tools for determining copy number variants
- 6th Tools for protein clean-up
- 11th Imaging flow cytometry
- 13th Cell culture equipment
- 18th Culture-free microbiology
- 18th Protein tag purification
- 25th DNA purification
- 27th Antibody screening/engineering

Send in your Editorial to [editorial@biocompare.com](mailto:editorial@biocompare.com)