

Case Study: Integrated Marketing

“ There is no doubt that the increased traffic and video views on our site and the uptick in requests is a result of our work with Biocompare, says Christian Loch, Director of R&D for AVMBioMed. ”



While operating under non-compete agreements the first 12 months of business, AVMBioMed had to be “very quiet and careful” about promoting its proteomics technology, says Christian Loch, Director of R&D for the biological startup, which uses a proprietary Snapshot Proteomics® microchip system to access cellular information in the proteome.

Today, AVMBioMed is taking an integrated marketing approach through Biocompare. The company’s science requires education, Loch says. AVMBioMed turned to Biocompare: to help a scientific audience understand the technology, therefore shortening the sales cycle.

Driving Sales through Education

“What we do is a niche,” Loch explains, adding that there is no direct competition for the technology because it’s essentially a market disruption. “We have to educate consumers about what we do and why our solution may be a better alternative—that’s a hurdle.”

Loch says AVMBioMed reached out to Biocompare because, like anyone searching for a solution online, the marketing specialist’s results kept coming up on top. “If you’re searching for ‘antibody,’ Biocompare’s site gets listed high up in the ranks,” he says. Loch and team learned the benefits of integrated marketing through Biocompare and began with a featured product listing, and then a webinar that explains Snapshot Proteomics®. “The webinar provided an opportunity to explain our science in a detailed presentation—A) what we do; and B) why our scientific audience should be doing it,” he says.

Biocompare suggested the webinar, and Loch says he instantly grabbed on to the idea. The process was seamless. “The whole recording took about 30 minutes, and we had an opportunity to review it before it went live,” he says, adding that it was distributed via an email list.

“Biocompare has included us in quite a few newsletters and email blasts,” Loch adds.

Tracking Progress: Viewing Success

The numbers tell the real story of how marketing through Biocompare is working to drive prospects to AVMBioMed’s website. Loch has been measuring how many times a scientific movie on its home page is loaded to a new computer, along with new views. (Only unique views count.)

Before, AVMBioMed saw 10 movie loads per day and about one new view. “Now we get about 100 loads a day and 10 views, so that’s a 10-fold increase,” Loch says.

Loch believes that the educational marketing efforts through Biocompare are shortening the buying cycle for AVMBioMed’s products and services and bringing more qualified customers to the door.

Already, the AVMBioMed has a few strong leads that Loch believes found the company online because of its integrated marketing program through Biocompare. Loch says, “There’s no doubt that the increased traffic and video views on our site and the uptick in requests is a result of our work with Biocompare.”