



# North American Commercial Meeting

May 20XX – Carrie Mautz, Regional Marketing Manager, Americas

# FYXX a year in review

## Regional Marketing

**High-quality enzymes**

Your needs are unique.  
Your solutions should be too.


LGC Biosearch Technologies™ specializes in custom and OEM manufacture of high-quality enzymes and complete sets for an array of diagnostic, development and research applications. We are specialists in making enzyme concentration, formulation, shipping, packaging and labeling—usually primer labels. We provide excellent service and knowledgeable scientific support for your project from start to finish.

- DNA polymerases** • DNA amplification for reactions
- Modified enzymes** • Ligases, kinases and phosphatases
- Restriction endonucleases** • First strand cDNA synthesis
- DNAse I/II/III** • Purify fragile RNA samples
- DNase/DNasease** • Degradation of DNA/RNA
- AMV reverse transcriptase/RTase** • DNase/RNase for single temperature applications
- Other accessories** • Amplification of DNA and RNA for non-PCR applications

Get more tool tips: For more information, visit our website [www.lgc.com](http://www.lgc.com) or contact your local distributor for more or check our email newsletter. Or [biosearch@lgc.com](mailto:biosearch@lgc.com)

**BIOSEARCH TECHNOLOGIES**  
LGC

**Tecnologias para Extração e Purificação de Ácidos Nucleicos**



**OSEARCH TECHNOLOGIES**  
LGC

**Enzymes for MDx Development**

LGC



**BIOSEARCH TECHNOLOGIES**  
LGC

**Achieve predictable performance in unpredictable conditions**

RapiDxFire™ Lyo-Flex 1-Step RT-qPCR 5x Master Mix has a lyo-ready formula that is stable from the lab bench to point-of-care devices, while delivering the sensitivity you need.

[Learn more](#)



## RapiDxFire Lyo-Flex Launch

- Training/Tool Kit

## Overview flyers

- Enzymes and Components for MDx

## Customer facing decks

- Enzymes w/updated Lyo-Flex
- Oligos capabilities
- Extraction
- NGS for MDx

## Translated ES/PT brochures

- Lab Services; Kasp; IQ; Extraction

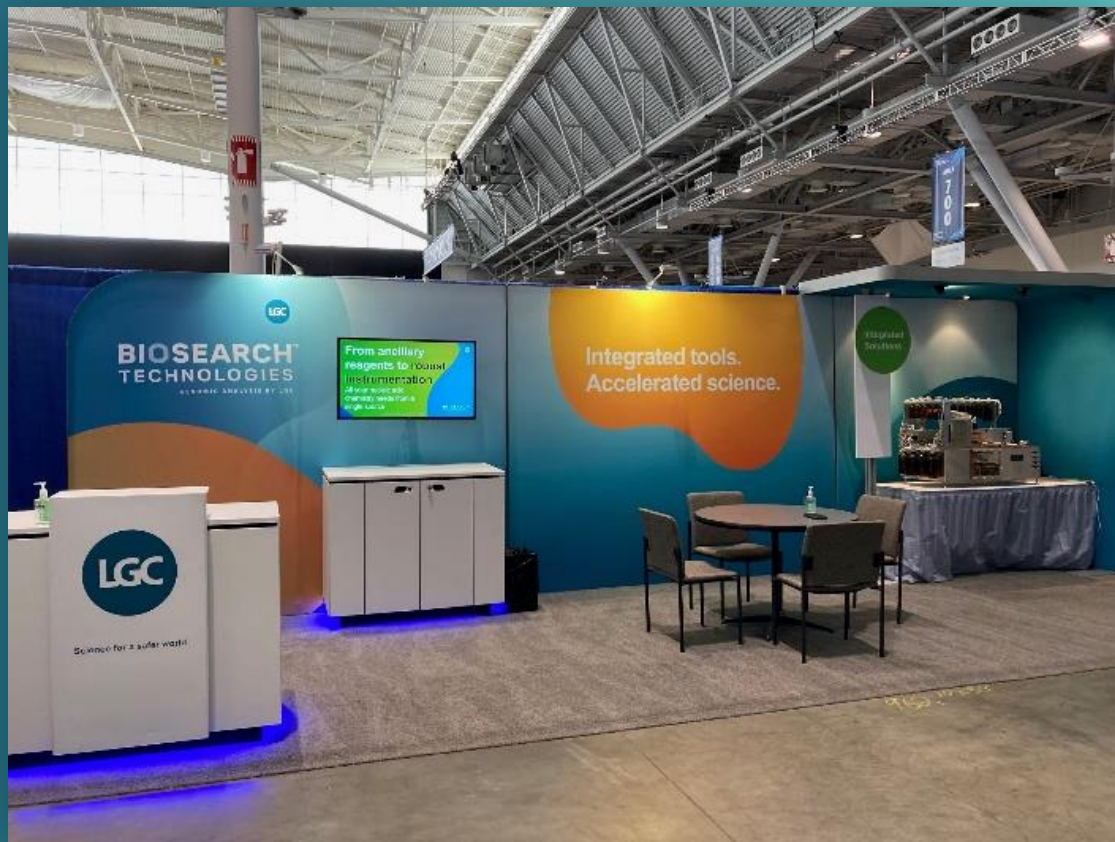
# FYXX Events

TIDES – Boston

AACC - Atlanta

AMP – Philly (cancelled)

PAG – San Diego (cancelled)



# Be in the know

## Marketing Campaign Calendar

- Working Tableau account needed, and to be logged into Cisco AnyConnect (the VPN). For setup or questions on Tableau please raise a MyIT ticket.






## Sales Resource Center

SharePoint  
Search this site

Home External Resources New Starters Products Sales Best Practices CAS Led Training

**LGC** Sales Resource Center  
Private group

### Sector Applications

Applied	Healthcare	NAC
		
<ul style="list-style-type: none"><li>• <a href="#">NGS</a></li><li>• <a href="#">PCR</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">CRISPR</a></li><li>• <a href="#">LAMP (Isothermal Amplification)</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">NAC Techniques</a></li><li>• <a href="#">Antisense</a></li></ul>

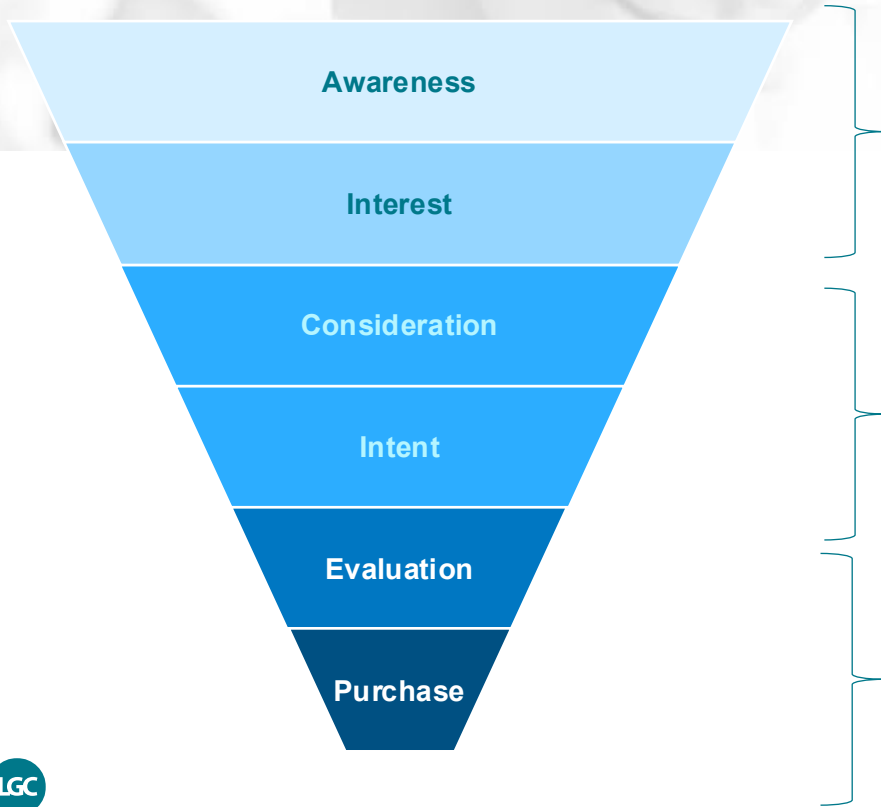
# Regional Plans - Americas

Commercial Channel	Q1 (April/May/June)	Q2 (July/August/September)	Q3 (October/November/December)	Q4 (January/February/March)
NAC	TIDES 2022			
NAC	Install and MerMade OV			
NAC		GalNAC webinar recording/Soc Media promotions		
NAC			Genomeweb Pharma Media	
GKA	DDC 2022			
GKA			DEL Symposium planning	DEL Symp 2022
HHC	AMP Planning		AMP 2022	
HHC	AACC Planning	AACC 2022		
HHC	Lyo-Flex Promotion	App/Tech Note Training	Lyo-Flex Promotion	
HHC		MGB Toolkit Development		
HHC		Pilot Technical Online Seminars	Technical Online Seminars	Technical Webinar MOFU - Telemarketing
HHC		ABM 700 B2B Targets TBD		
Applied	AGBT-AG 2022			
Applied		PAG Planning		PAG 2022
Applied		Instrument/Consumables Telemarketing Campaign		
Applied			Rapid Genomics integrations activities TBD	
LATAM		Pilot LQN Translations TM		
LATAM			Regional Event Support	
Channel Support (Distributors)				
Monthly Insights Reporting (Customer/Competition/Market watch)				
New Product Development (NPD)				
Process Improvement				
Sales Facing Tools (Flyers/Overview decks/Support materials)				

# Regional Plans - HHC

Commercial Channel	Q1 (Apr/May/Jun)	Q2 (Jul/Aug/Sep)	Q3 (Oct/Nov/Dec)	Q4 (Jan/Feb/Mar)
GKA	DDC 2022			
GKA			DEL Symposium planning	DEL Symp 2022
HHC	AMP Planning		AMP 2022	
HHC	AACC Planning	AACC 2022		
HHC	Lyo-Flex Promotion	App/Tech Note Training	Lyo-Flex Promotion	
HHC		MGB Toolkit Development		
HHC		Pilot Technical Online Seminars	Technical Online Seminars	Technical Webinar MOFU - Telemarketing
HHC	ABM 700 B2B Targets TBD			
LATAM		Pilot LQN Translations TM		
LATAM			Regional Event Support	
Channel Support (Distributors)				
Monthly Insights Reporting (Customer/Competition/Market watch)				
New Product Development (NPD) Process Improvement				
Sales Facing Tools (Flyers/Overview decks/Support Materials)				

# Marketing activities along lead funnel



- Broader campaigns – social media, blogs, website
- Email nurture campaigns, newsletters, brochures
- Educational resources, webinars, conferences, product info, case studies
- Demos, customer stories,
- product testing/ walk throughs

# Lead funnel support



How can regional marketing support through to bottom of the funnel further through to purchasing decision?

# Proposed MARCOM Campaigns


Parent campaign	Building our brand in human healthcare
Child campaign	Partnership – exact angle TBD
	Sustainability – exact angle TBD

Parent campaign	Gaining traction in MDx
Child campaign	Grow with confidence (Designed in)
	Infectious disease diagnostics and therapeutics (Covid legacy)
	Oligo market leadership

Parent campaign	Engaging key targets in pharma/biotech/Rsch & Govt
Child campaign	Design with confidence (Designed In)
	Oligo market leadership
	LS1 launch


Parent Campaign	Expanding our footprint in Applied markets
Child campaign	Genotyping/Molecular breeding

# New Retractable




**Together  
we innovate  
agrigenomics**

From sample collection and nucleic acid extraction, through to end-point and real-time PCR, and the latest in NGS techniques, we can support your breeding programme with complete workflow solutions.



**BIOSEARCH<sup>™</sup>  
TECHNOLOGIES**  
GENOMIC ANALYSIS BY LGC



**Think success  
at full scale  
right from  
the start**

**Your partner for molecular  
diagnostic assay development**

- ✓ Oligos and probes
- ✓ Enzymes and Master mixes
- ✓ Sample prep

**Grow with  
confidence**



**BIOSEARCH<sup>™</sup>  
TECHNOLOGIES**  
GENOMIC ANALYSIS BY LGC



**Expertise in  
supporting  
your genomics  
projects**

**Off-the-shelf and customised  
solutions for:**

- ✓ PCR, qPCR, and NGS
- ✓ RUO and GMP oligonucleotides
- ✓ DNA/RNA extraction
- ✓ Genomics services



**BIOSEARCH<sup>™</sup>  
TECHNOLOGIES**  
GENOMIC ANALYSIS BY LGC

# Genomics Resource Centre (GRC)

Main internal source for Marcoms information

**Genomics Resource Center (GRC)** – go to „Marketing Internal“

Genomics Resource Centre Customer Service Distributor management Finance IT Marketing Sales Strategy sharing Training EDIT LINKS

Search this site



## Genomics Resource Centre

**Welcome to the LGC Genomics Resource Centre (GRC)**


*The centralised Sharepoint site for all needs across the entire Genomics division (LGC users only)*

**Know someone who needs access to GRC? Email [genmarketingops@lgcgroup.com](mailto:genmarketingops@lgcgroup.com) for assistance.**

Need business cards?  
Click [here](#) for more information about policy and how to place a request.




**Marketing (Public)**



Up-to-date marketing collateral library and trade show calendar.  
Open to external parties.  
[Click here if you're a distributor.](#)

**Marketing (Internal)**



Internal marketing files accessible by Genomics personnel only. Place requests with the marketing team here.


**About Biosearch Technologies, the Genomics division at LGC**

Biosearch Technologies is the comprehensive genomics portfolio from LGC, providing products and services for genomic analysis that support mission critical applications for global customers in agrigenomics and human healthcare. We offer tools and technologies to accelerate sample preparation, amplification, cloning, expression, next generation sequencing (NGS), oligonucleotide synthesis, and nucleic acid chemistry. We collaborate with our customers by applying our expertise in NGS, genotyping, PCR, and qPCR to enable them to achieve more than they thought possible.

Want to learn more about the new brand? [Click here!](#)

**LGC, Biosearch Technologies Apparel Catalogue**

Now live! Storefront for all employees to purchase branded gear using credit card.



# Business cards ordering

Infos on GRC:

<https://myteams/btg/Genomics/Site>

[Pages/business-cards.aspx](https://myteams/btg/Genomics/Site/Pages/business-cards.aspx)



# Quick Extract Calling Campaign



- **15 Leads Generated**
- **1 Opportunity valued at 17,050 - Applied Ingenuity Dx**
- **239 records, completed 148 (62% completion rate)**
- **Remaining 38% data marked as Work in Progress nearing the 7 attempts threshold**
  - 29.7% of the completed dataset was closed before attempting a call
    - 22.3% marked as Do Not Call (as instructed by you should the contact have an open opportunity in Salesforce)
    - 6.8% being duplicates
- **21.6% were closed after reaching the call threshold with no outcome.**
- **Out of the 49 live conversations, 10.1% resulted in a positive outcome**
- **9 of these 15 leads were hot (need within 6 months)**
- **12 of these were from the Web customers list vs. the SF list**
- **23% of the live conversations were closed off as a negative outcome.**
  - purchasing department (around 10.8%, marked as inappropriate contact)
  - not yet used the kits, no longer had needs for the kits, or were happy with their existing set-up