

# Campaign Snapshot



## Organization

Carolina Biological Supply Company

## Business Unit

Biotechnology

## Goals

- Overarching revenue goal: \$8.5 million (Genetics, Forensics, Biotechnology)
- Brand awareness of CBSC's Biotech sector
- Sales of new and existing Biotech kits

## Metrics/KPI's

- Leads generated (MQLs and SQLs)
- Sales of SKUs
- New customer acquisition
- Growth of current customer spend
- Email open and click-through rates

## Team

### Stakeholders

- CBSC product team
- CBSC marketing team
- North Star Marketing

### Meeting Cadence

- Marketing team has bi-weekly meetings
- Quarterly team huddle for all stakeholders

## Audience

**Primary Audience:** Educators at high school (5+ years) with a background in chemistry and/or biology that tend to teach advanced science (AP Bio, Biotech, Biotech CTE, Genetics, Molecular Biology). They are usually the top teachers in the school and have advanced/college-bound students. *As of June 2019, the high school market is approximately 60-70% of Carolina's business; the balance is college.*

**Secondary Audience:** Educators at 2-year or 4-year colleges; they have an advanced degree (Ph.D). Two-year college market has significant connections to career pathway training; some high schoolers are taking classes at community colleges: dual enrollment and early college.

**Other Influencers:** Department Chairs, CTE Instructors, Lab Managers

### Purchasing Behavior:

In late March/April, they're evaluating what did and didn't work, learning about what's new in the market, determining what they need, asking for quotes; they get money in the summer; not likely to make a purchase on the fly during the school year because biotech concepts build; they have the freedom to choose the labs they want to use.

## Channels

### Current Channels

- Phone calls - *Customer calls and outbound sales calls*
- Online
  - Paid display/search
  - Web content - *Product details and promotional/educational content*
  - User-generated content
  - Landing pages
  - Webinars
  - Emails
  - Social Media
  - Video
- Catalog
- Trade events, workshops
- Direct mail
- Trade advertising (print)
- Brochures, product sheets
- Package inserts
- Corporate partner demonstrations
- Word of mouth
- Coverage in industry publications

## Offering

### Biotech Solutions

- The kits, consumables, and equipment teachers need for biotechnology labs; kits include: manuals, digital resources, and pedagogy.
- Help for teachers to address their challenges: using their time effectively to prepare, teaching complex concepts, working with tight budgets, and choosing the right tools.

### Differentiators & Advantages

- Carolina brand recognition and expertise
- Education and customer service
- Supportive product team that is knowledgeable
- Unique, exclusive content with exclusive partners only they can write
- Strong partnerships (DNA Learning Center, Hudson Alpha)
- High-quality materials with thoughtful, well written instructions

## Messaging

**Audience's Problem:** My biotech students need to grasp abstract concepts through reliable, real-world lab experiences. Labs are easy to mess up, and I don't want to waste time or money.

### Insights

- Biotech has real-world applications for my students.
- Labs are essential for teaching key insights, but a lot can go wrong.
- Carolina's labs will make my job easier.
- Carolina's labs will help my students grasp abstract concepts.
- I can trust Carolina to help me stay current and relevant in my biotech labs.

**Action:** Expand their awareness of Carolina's biotech, consider fit, and make a purchase.

## Timing

### Key Customer Seasons

- Back to school - July/Aug
  - Budgets turn over July 1; purchasing begins during this time
  - College: Re-evaluating labs - June/Dec
- Second semester back to school - Jan
- Messaging for best customer - Aug, Nov, Apr
  - April/May - teachers working on wish lists (replenishments, new materials)

### Key Carolina Seasons

- Largest billing months: July and Jan
- Highest volume out the door: July - Sept

### Conferences

- National show in April
- Lots of trade shows in Oct-Dec
- 40 events/year

### Prep Time Required

- 6-8 months: conference workshops
- 3-4 months: smaller shows
- 4 weeks: email
- 30-60 days: digital messaging

## Creative Themes

