

Marketing & Outreach Overview



by Dawn Rowe, ICSC Marketing

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Components of Marketing

The marketing mix is comprised of several activities to communicate MMRRC messaging to the scientific research community.

These activities include:

Marketing
Marketing is the process of identifying, selecting, and promoting a product or service to a target market.

Branding

Branding is the process of creating a unique name and image for a product or service to identify it and distinguish it from competitors.

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What is Marketing ?

The strategic process of creating VALUE in:

the services provided ...

on being a resource to the scientific community.

Public & Media Relations

- Publications – tracking published research using ordered models
- Encouraging customers to reference MMPC when services are rendered
- News releases – providing updated information about the program
- Media Relations – identify key issues and or projects that are newsworthy for pitching to scientific journals or trade publications.

MMRRC Marketing Mission


The goal of our marketing activities is to increase awareness, access and use within the

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MMRRC Marketing Mission

The goal of our marketing activities is to increase awareness, access and use within the scientific community of the services provided by MMRRC.

Components of Marketing

The marketing mix is comprised of several activities to communicate MMRRC messaging to the scientific research community.

These activities include:

- Branding
- Marcom (marketing communications)
- Public Relations
- Media Relations
- Outreach

Branding

Branding is created by consistent, clear and coordinated marketing efforts...

And branding is maintained by consistent, clear and coordinated marketing efforts

Branding

Branding is fundamental.
Branding is basic.
Branding is essential.
Having a strong brand builds both value and credibility for an organization.

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MarCom

- Graphic Standards ID Package
 - cohesive look and feel
- Brochures
- Collateral Items (giveaways)
- Magnets
- Social Media (Facebook, LinkedIn, twitter)
- Website
- Ambassador training – training key staff on various program marketing related talking points for Trade Shows and Meetings.

Social Media

Great advantage to social media in a marketing plan is that there is no cost associated with it.

Facebook, LinkedIn and twitter, organizations can keep their customers up to date on the latest developments.

Advertising

Print advertising is extremely expensive running \$3000 - \$10,000 per month per ad.

However, online buyers and resource guides are a very cost effective alternative ranging from free for members to a minimal charge of \$500 per year.

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The great advantage to social media within a marketing plan is that there is no real cost associated with it.

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Public & Media Relations

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Outreach

Given the nature of the scientific research community, trade shows represent the most effective way to reach prospective customers.

We have exhibited at trade shows like: (Immunology, Human Genetics, Cell Biology, Neuroscience, Lab Science, Experiential Biology) where we have promoted the services, of MBP, MMRRC, KOMP and MMPC.

Lead Generation

In addition to promoting services provided at the trade shows, we also work on generating new leads.

Pre show, we send out to show attendees, an invitation email to come and visit our booth.

Target Email

Pre show pushes to drive traffic to trade show booths. Online delivery of content messaging using MESH tags with built in tracking mechanisms.

Post show-follow up email – with targeted messaging and built in tracking mechanisms



The Mutant Mouse Regional Resource Center (MMRRC) will be attending the Society of Neuroscience Meeting in San Diego November 9-13 (booth 3831). The MMRRC is a worldwide distributor and repository of mutant mice and ES cell lines. Among the thousands of model systems within the MMRRC repository, the MMRRC has 440 neuroscience models in 700 major Medical Subject Heading (MeSH) categories.

The MMRRC is supported by the DPCPSI at NIH and is a national consortium of four regional facilities that archive and distribute mouse models with coordinated customer service support. You can access the entire MMRRC catalog online and can rapidly search for and request other mutant mouse lines and/or valuable strains not commercially available by visiting www.mmrrc.org or by visiting our booth (#3831) and speaking directly with one of our knowledgeable customer service staff members.



north america: (800) 910-2291
international: (530) 757-5710
mmrrc.org

Lead Tracking & Follow up

Lead tracking is done on site at the booth and captures data on booth visitors. Once the show is over we seek to match up and categorize leads for appropriate followup.

- Prospective customers
- Pre show email responders that visited booth
- Current customers
- Former customers

Co-Marketing

Co-marketing is the opportunity for two organizations to leverage their customer base, resources and work together on promotional efforts.

In a co-marketing partnership, both organizations promote their services at the same time and share results of that promotion.

MMPC Co- Marketing

MMPC is in a unique position to leverage it's marketing and outreach efforts by co-marketing with MBP, and MMRRC activities.

Current opportunities

- Presentation of information at trade shows
- Placement in free buyers and resource guides
- Social media
- Branding guidance

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