



Marketing Case Study:

CLB

How a Promising Biotech Startup
Got Out of Obscurity and Gained a
Seat at the Table with Big Pharma,
Major Universities and Prominent
Government Organizations



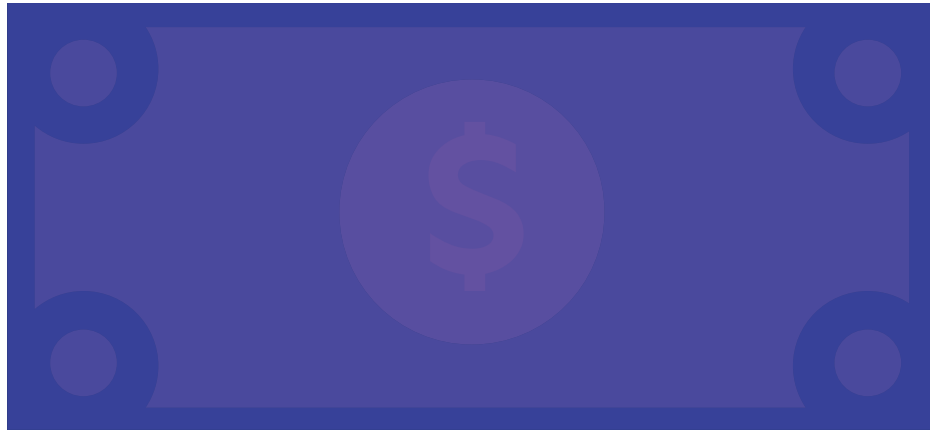
Client

CLB is an early-stage biotech startup with a famous founder, highly credible scientific staff, multiple highly-regarded published scientific papers, solid IP, and early investors.



Objectives

The JUG team was brought on in August 2019. When we started working with CLB, they had a technical seed of awesome potential, however technologically inferior rivals were grabbing all the attention online and gaining much more traction and buzz in the marketplace.



Investment Funding

CLB was in an all-out race to get their next round of investment money in order to secure their survival. While focusing on scientific accomplishments early on, CLB had neglected its website, marketing and customer acquisition channels. Investors needed to know that CLB wasn't just technically brilliant, but also had the business savvy to make it in the real world.

How Can You Sell Something That No One Knows About?

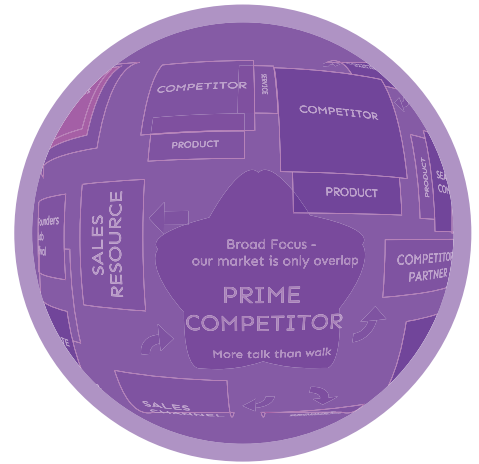
We recognized that CLB was a challenging case in terms of marketing because their technology is truly unique in terms of the overall market, and furthermore it was lightyears beyond what most people in this tiny, technical and predominantly cautious marketplace were even aware of. The market was not aware of it and not looking for it.



We needed to educate the scientific community about CLB's technology, and build brand awareness in the process.

Understanding the Marketplace

We began with multiple extensive interviews with the leadership team in order to understand as much as possible about CLB, their technology and the marketplace. From there we did a deep dive into competitors and players within the market space. We created a visual market map that represented the business landscape to the best of our understanding, then took that back to the leadership team to verify our understanding and make adjustments based on their feedback.



Defining the Service Offering

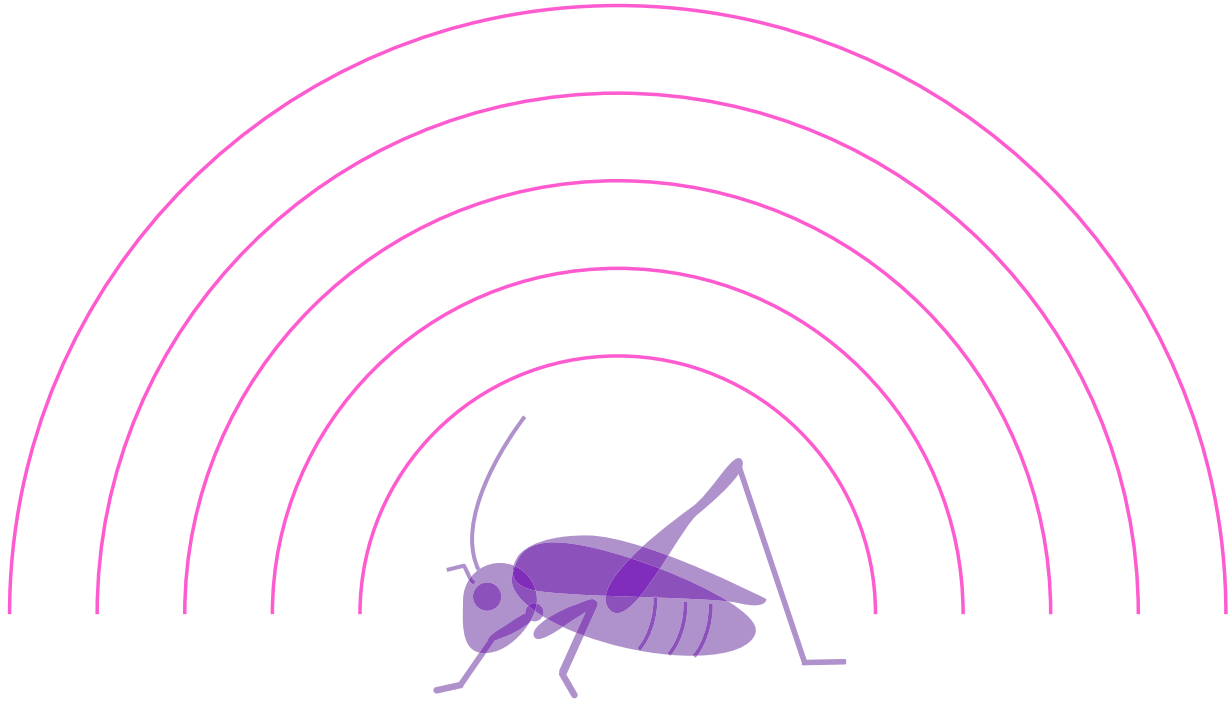
On top of these challenges, CLB's client-facing service offering was not clearly defined. We worked with them to develop the language we would use to market their services. They came up with a pricing structure. With this we were able to start a digital marketing campaign.

A Rocky Start

Since most scientists were not familiar with the technology, we wanted to make it as easy as possible for researchers to use our services. We figured that scientists would be curious once they heard about CLB's technology, and that they would want to try it out.

We thought if we made it very low cost to get started, we could peak some interest, and that would drive larger orders. We created a Services page with our "Single Sample Service" as the low cost introduction offer, in addition to a medium tier and a high end offering.





Crickets...

We started running Google Search ads to the Services page, as well as a small Google Display Network campaign, but the results were dismal! Not only did we get no orders at all, no one even filled out the contact form.

The bounce rate was extremely high. No one was sticking around on the website long enough to learn about CLB's technology, let alone get curious enough to submit an order.

With this rocky start, some leaders within the company did not believe it was even possible to market CLB's services online. They felt that peer to peer networking was the only way to go, because that's the only way they had ever gotten business in the past.

Back to the Drawing Board

We had several key champions within CLB, however, who greenlighted our budget to move forward with improvements to the company website and ad campaigns to drive traffic and promote brand awareness.

The Solution

Deep Diving to Understand the Customer

We realized we would need to tackle this problem on multiple levels. First of all we needed to learn more about the customers--the scientists who would ideally be using CLB's services. We did more interviews with the senior science staff at CLB to learn about who exactly CLB's services would be useful for and in what context.

We came to learn that senior research scientists in major institutions (our ideal customer) may have scientific curiosity, but they are a deeply cautious and skeptical group of people. They don't like taking risks. They especially don't like taking risks that might expose them to ridicule in a professional setting.

As a new technology offering, CLB's services would be seen as inherently risky and outside the box for all but the most open-minded scientists.

Re-thinking the Sales Process

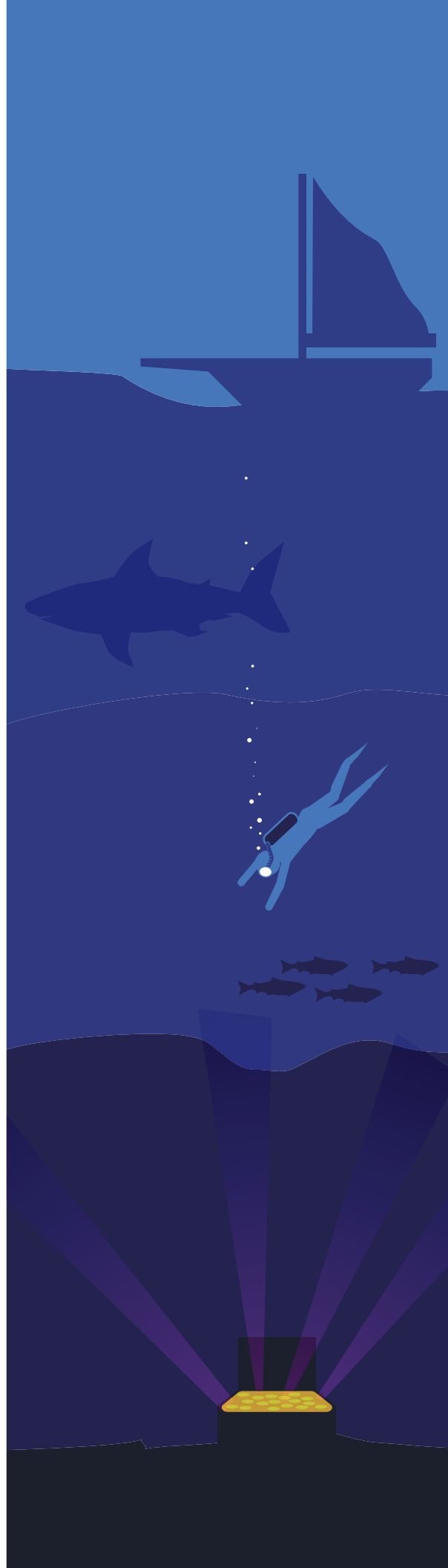
Instead of focusing on getting orders directly from the website, we changed our tactics to focus on making the website stickier and getting any kind of contact from a potential customer. First we simplified the contact forms on the website to make it as easy as possible for visitors to reach out. We also added the PureChat widget so website visitors could chat directly in real time with a CLB staff member.

Adding Content and Keywords

Next, we knew we needed to add content to the website in order to make it more interesting and relevant to CLB's potential customers. However we also knew we needed to be strategic, and create content around specific keywords we wanted to rank for and use in our advertising.

When we first started working with CLB, their website did not rank for any of their relevant keywords. In brainstorming keywords with CLB staff, we looked at dozens and even hundreds of keywords relevant to their technology, but none of them really got much traffic. It was frustrating, because since no one knew about our technology, no one was searching for it.

Even though we only had a small ad budget, there were many days that our ads didn't even get enough clicks to spend the day budget. We shouted to a crowd that didn't exist



The Pivot

We realized we had to step sideways in order to move forward. We needed to get in a bigger pond--a pond where prospective customers could find us.

Discovering the Key(word)

We looked through the lists of keywords again. Only one keyword, IHC or immunohistochemistry, got enough traffic to really be interesting. In some ways IHC did not seem that relevant to what CLB did. CLB's scientists talked about IHC like it was just a necessary and perfunctory part of their process--not really that exciting.

However what we realized is that immunohistochemistry IS a key part of CLB's overall service, and in the long run, CLB's technology will supersede the common forms of IHC currently available.



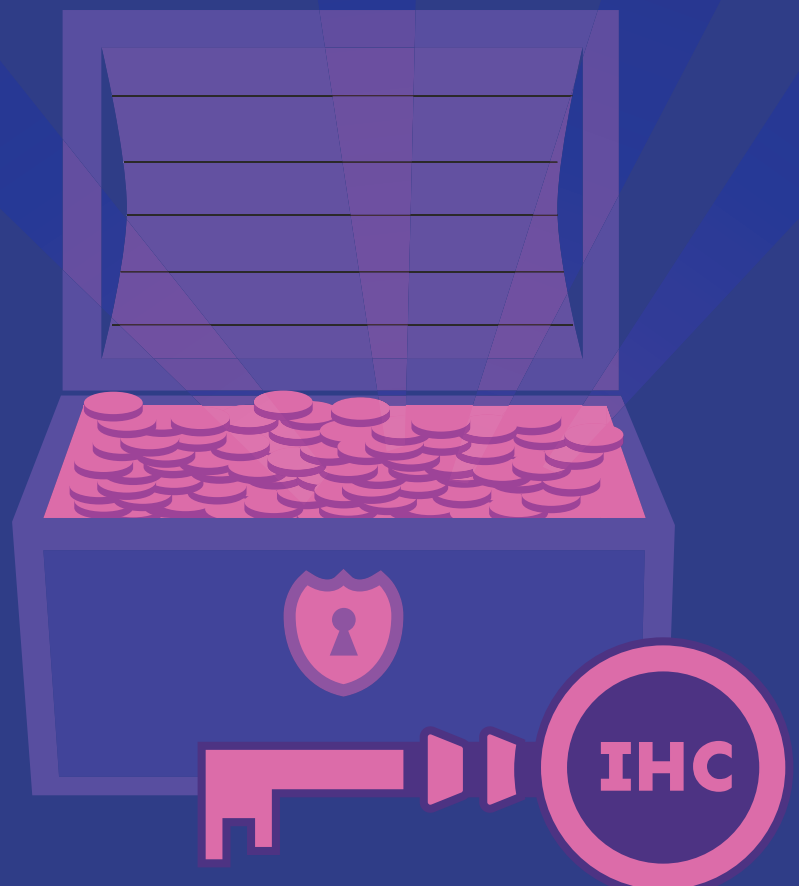
'Scientists doing google searches about IHC' was a group that we wanted to reach and educate about our service offering.

We realized that we needed to emphasize the IHC that was already a part of CLB's process and write about it in depth on the website.

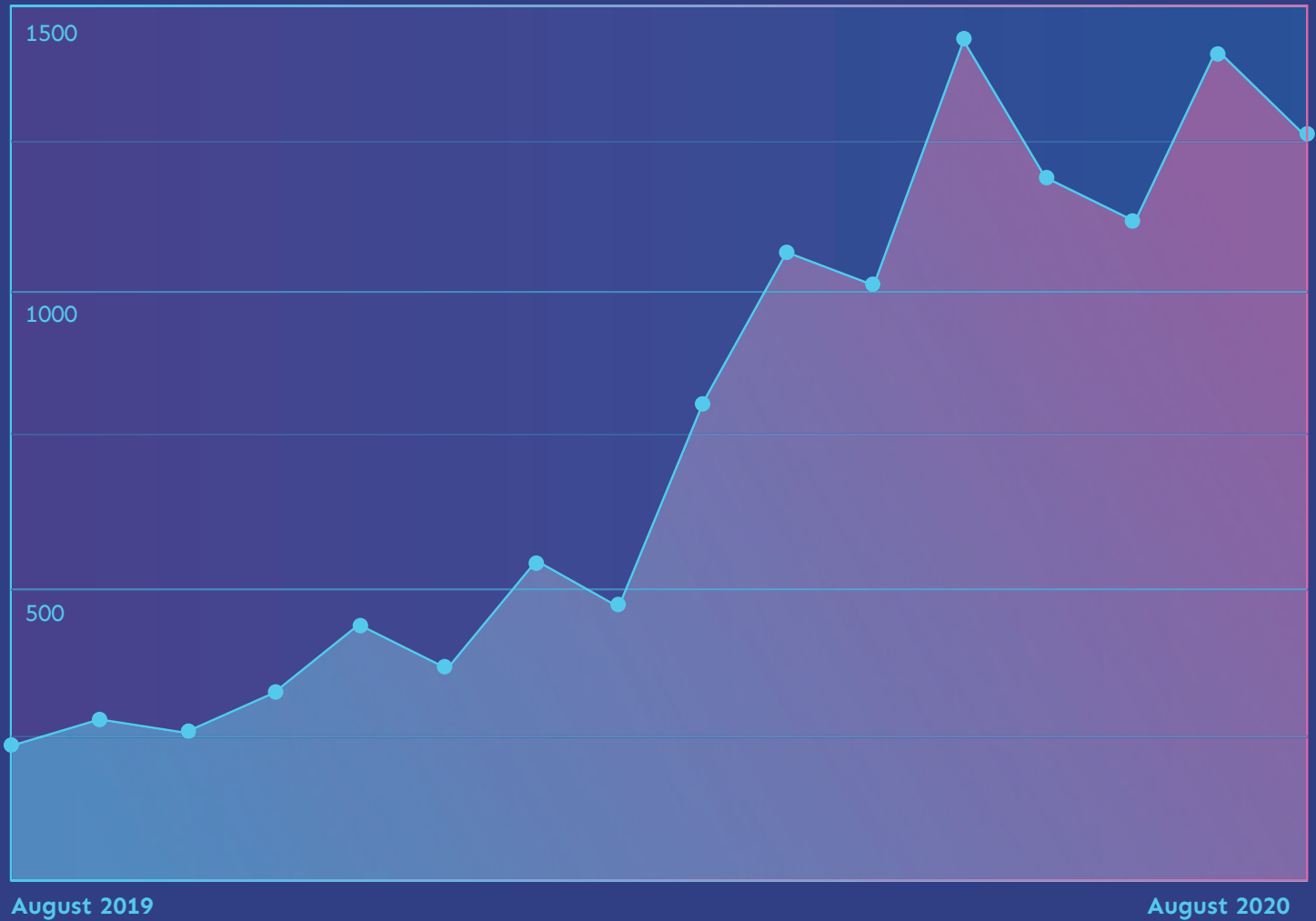
Our ideal customers

- already knew about IHC
- were already comfortable with IHC
- were already doing Google searches about IHC

IHC was not risky. IHC would be our key to start getting noticed in the scientific landscape.



● New Users / Month



Success!

We expanded on what we learned from the IHC insight by adding additional content based on additional keywords. As we added keyword-tuned content to our website and coordinated the language with our search ads, we started seeing results. First a few contacts that led to meetings, and then contracts with new clients.

We improved the coherence between keywords - ad language - landing page content. Prospects saw their needs and themselves. Prospects engaged. Prospects became Customers.

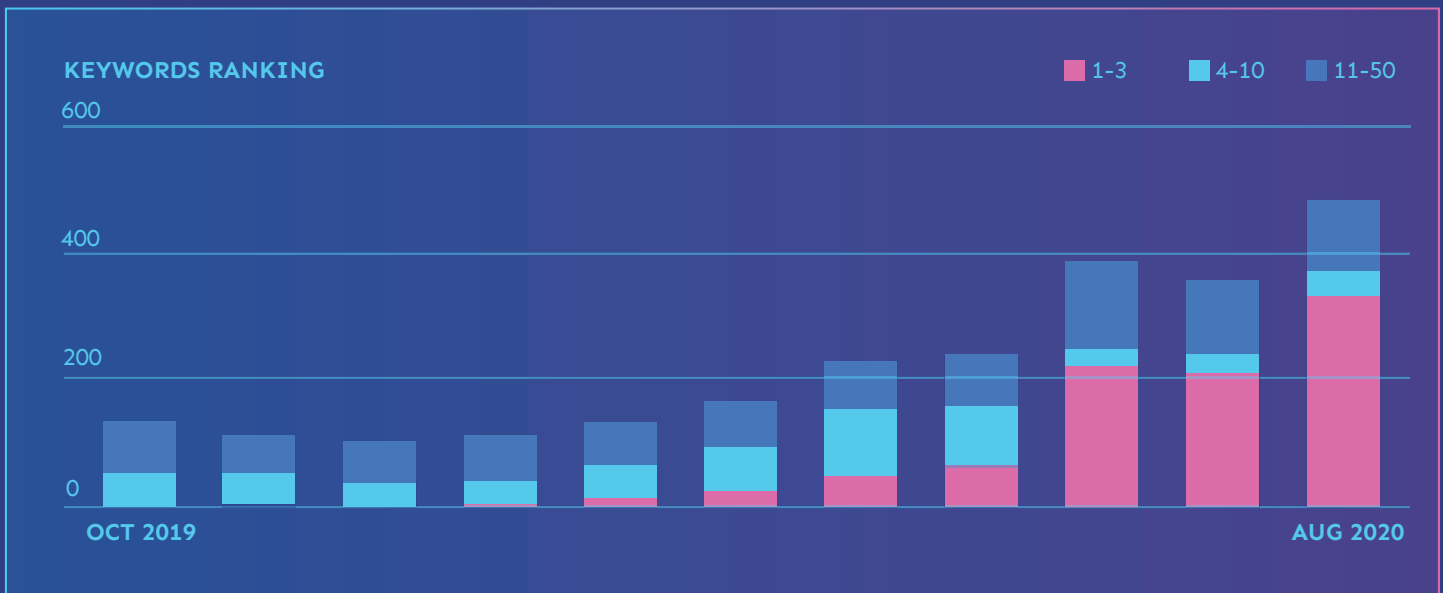
As a result of our efforts CLB was able to impress their investors enough to continue investing.

Just Getting Started

In a matter of months, by adding high quality, keyword-tuned content we took the website from ranking for no keywords to broad keyword coverage in the space.

For their most relevant key phrase, CLB now shows up as the first organic search result on Google, above relevant links to Nature.com and the National Institutes of Health.

CLB also currently shows up on the first page of Google for several other related and highly relevant key phrases.



Website Becomes a 24/7 Sales Person

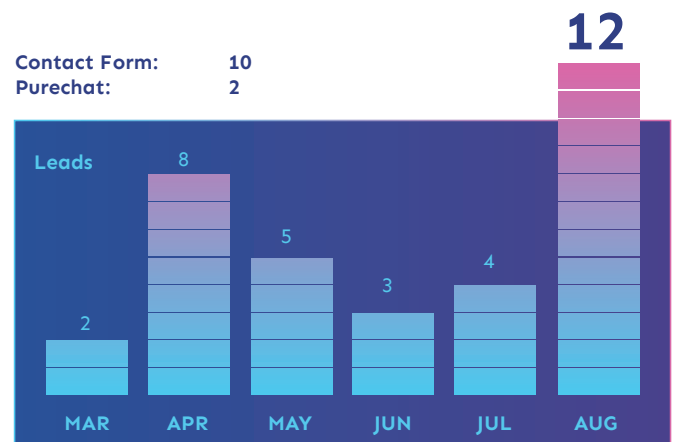
The cumulative effect of this was that CLB's leads were educating themselves about their technology before reaching out. We could track, using tools such as HotJar, that most of CLB's leads came to their site 2-3 times and read multiple pages before contacting them.

Since prospects were already educated and mostly 'sold' on using the technology before they even talked to CLB, their science staff did not have to spend as much time with each prospect. All that remained in most prospect meetings was to discuss details and logistics.

The average time between initial contact and signed paperwork to begin a project was reduced from months to days.

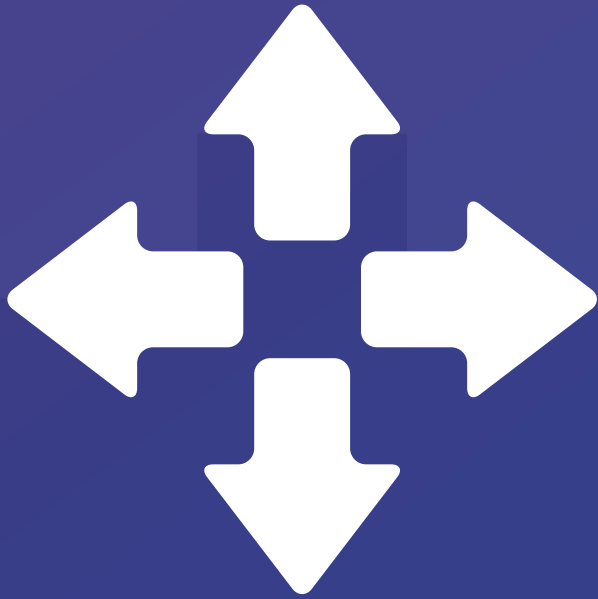
Excellent Prospects

CLB has started to become more known and recognized in their corner of the scientific world.



They have had meetings and had the opportunity to work with institutions that are household names in the pharmaceutical industry, academia and even federal health agencies.

CLB has been able to hire additional science staff to keep up with their increased workload. They are currently on the cusp of launching a physical product to provide increased market reach and revenue, in addition to their in-house lab services.



Moving forward

we have several suggestions for CLB:

Webinars

Create and promote educational webinars aimed at specific client problems that CLB's technology can solve.

Embeddable Assets

Create and promote enticing and educational assets, such as infographics, that can be easily shared on social media and embedded on other people's websites, providing CLB with backlinks, additional organic traffic and industry buzz.

Video Ads and Assets

Through the course of our work with CLB we have produced several videos that are used on their website and YouTube ads that get good results. We recommend increased focus on producing and promoting video assets that clearly illustrate the awesome potential of CLB's technology.



If you'd like to see what the JUG team can do for your business, please email:

info@jugteam.com