

Demystifying Lead Generation Strategy and Return on Investment

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METIMUR LIFE SCIENCE MARKETING
Measurable Impactful Results

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Benefits of Measuring MROI



Justifying marketing spend

Helps prove marketing does have an impact



Deciding what and where to allocate marketing resources

Calculate at the program or campaign level

Informs future spending



Comparing marketing efficiency with competitors

Gauge how your company is performing against others in the industry



Holding ourselves accountable

Marketing is all about delivering customers and sales

How Do You Calculate MROI



Return (Benefit)



ROI



Investment (Cost)

- Marketing ROI is a straightforward return-on-investment calculation
- The goal - end up with a positive number
- Calculate at multiple levels – campaign & event/activity



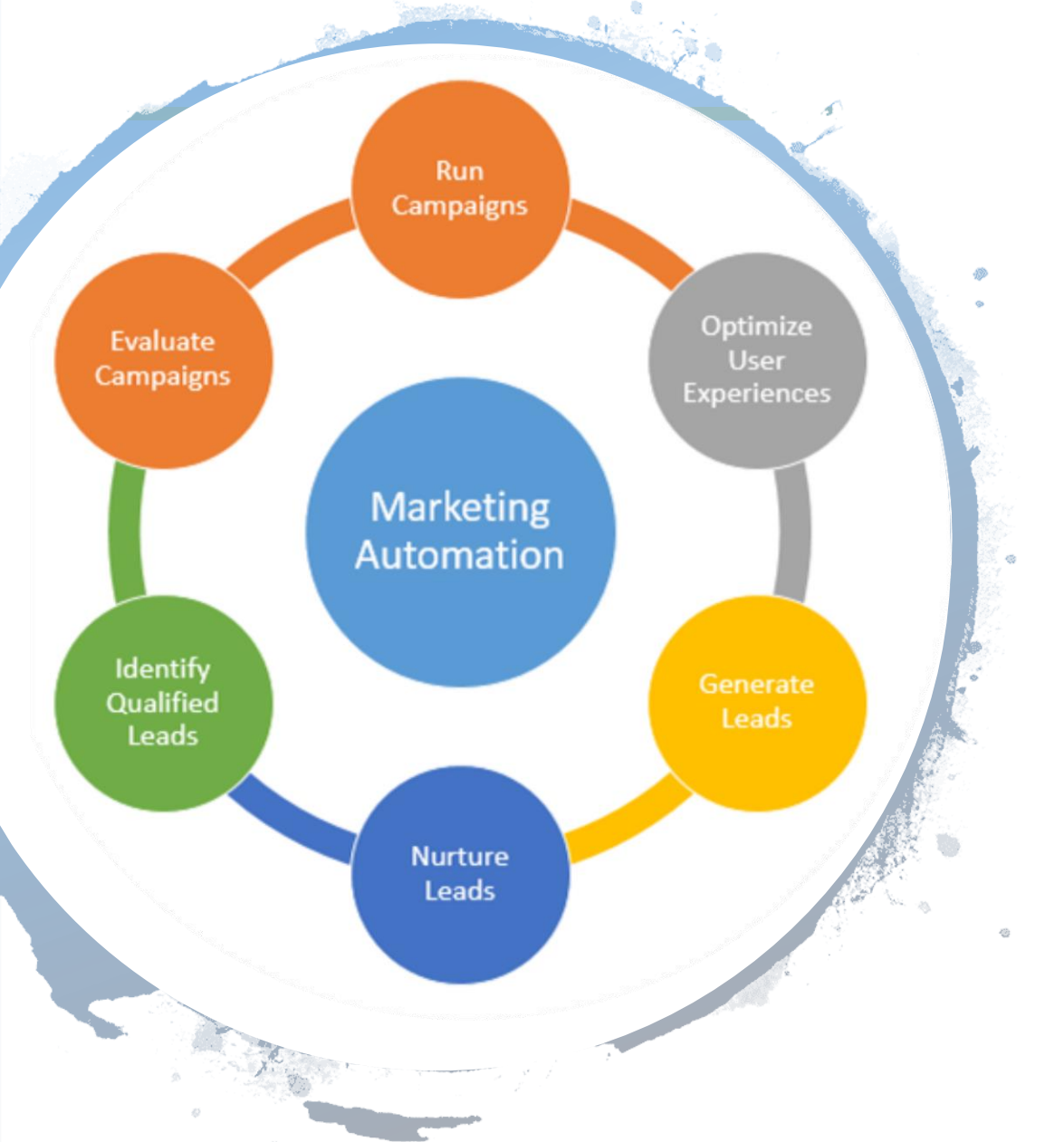
What are the Challenges of Calculating MROI

- Difficult to decide which expenditures to include
 - Media alone or include the cost of staff time
- Measuring lag time
- Which incremental profits are attributed to which program



What Mistakes Do Companies Make When Calculating MROI

- Only recognizing short-term sales
- Underestimating long term benefits
- Management not patient for long term effects of marketing
- Not understanding marketing does more than generating profits



Tools

- Marketing Automation
 - Subset of internal CRM (SalesForce, Zoho, etc.)
 - Pardot
 - Act-On
 - Hubspot
 - Use to automate several repetitive tasks
 - Automate and simplify client communications
 - Assist greatly
 - Lead Generation
 - Segmentation
 - Lead Nurturing
 - Lead Scoring
 - Relationship Marketing
 - Cross-Sell/Up-Sell
 - Retention
 - MROI

Measurable Results

Integrated Campaign

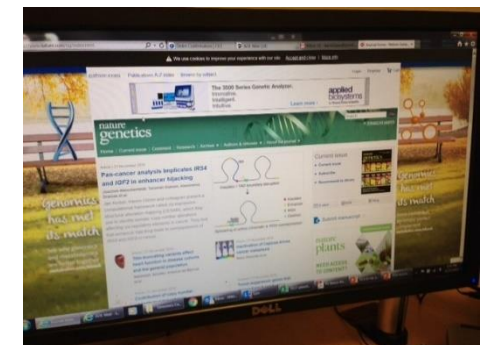
Genomics has met its match. Meet Metabolon, Genomics Perfect Complement.

Problem:

How best to educate genomic researchers to the benefits of integrating metabolomics into their genomic research.

Solution:

Meet Geno & Pheno – Position genomics and metabolomics as complementary technologies



Measurable Results

Sales & Opportunities Generated – 12 months

86 opportunities - Total value: [REDACTED]

21 opportunities won - Total earnings: [REDACTED]

Cost of campaign \$292K = [REDACTED]



Lead Generation Results

16,843 visits to Genomics landing page

4,423 eBook downloads &

2,226 publication downloads



Execution

3 Trade Shows

16 emails

4 landing pages

3 webinars

eBook: *Bringing the Genome to Life with Metabolomics*

Ads: 9 cover tips, 7 full-pages, 2 special issues, 271 electronic ads

Social media posts





Other Metrics

- LinkedIn Campaigns
- Facebook
- Twitter
- Website Traffic

LinkedIn Company Page Views	Q4/18	Q1/19	% Increase
	1719	2279	33
Web Stats	Q4/18	Q1/19	% Increase
Users	3004	4384	46
New Visitors	2891	4231	46
Page Views	10,919	18,856	73

Marketing Payoff Snapshot

- Leading and Lagging Metrics

	2017	2018
Closed / Won		
Opportunities		
Leads	3.2K	11.6K
Website Inquires	827	1049
Website Wins		
% Marketing Opportunities Won	31%	35%
Average Sale		
Advertising (Impressions)	3.1M	7.1M



Measuring Marketing Effectiveness

Category	Opportunities		Wins	
	#	\$	#	\$
Shows / Conferences	72	3.9M	15	████
Seminar	20	1.1M	9	████
Webinar	58	6.2M	19	████
Email	8	0.9M	5	████
Ebook	32	4.6M	13	████
Web Leads	433	20.6M	158	████
Misc	28	1.2M	13	████
Total	651	38.7M	232	████

Opportunities and wins are being tracked at the category and event level – data reflects 12 months activity

2018 Seminars & Webinars

	Opportunities		Wins	
	#	\$	#	\$
A Symposium on Metabolomics in Drug Discovery	1	14,640	1	14,640
Building Better Therapeutics with Metabolomics	7	256,904	3	159,154
Discovery Metabolomics: Providing Insight into Health & Disease (Chapel Hill)	4	138,960	3	123,460
Discovery Metabolomics: Providing Insight into Health & Disease (Wake Forest)	1	48,980	1	48,980
Global Biochemical Profiling for Problem Solving in Biology and Disease	1	608,506		
Lipidomics in Life Science Research	1	12,000		
Metabolomic Approaches in NASH and NAFLD R&D	1	78,000	1	78,000
Metabolomics Connects Genome to the Phenotype (CHI)	25	2,416,858	4	424,220
Metabolomics Connects Genome to the Phenotype (Frontline Genomics)	6	956,028	3	182,003
Metabolomics: a powerful tool for basic plant science and agricultural biotechnology	2	1,300,000		
Non-Targeted Metabolomics in Life Science Research	1	495,000		
Precision Metabolomics: A Single Technology for Understanding Human Health	4	429,300	2	160,600
Small Molecules at the Intersection of Health and Microbiota	4	31,000	1	25,000
Symposium on Metabolomics and Personalized Medicine	12	327,910	4	157,365
Targeted Approach to Metabolomics	1	45,000		
The Translational Utility of Metabolomics in the Integrative Omics Era	2	52,025	2	52,025
Understanding Lipids at the Molecular Level with Lipidomic Analysis	4	169,800	3	119,800
Total	77	7,380,910	28	1,545,246

* Power Half Hour Webinars 1.9M opps. 305k wins – cost \$0

Conclusion

- Always work to connect the dots between activity and revenue
- Focus on revenue to marketing cost ratio
- Track ROI by category and event level
- Implement a ratio, and treat it as the “golden metric” for marketing activity
- 5:1 ratio is the middle of the bell curve
- Marketing is about generating revenue not about art, humor, or creativity
- PATIENCE





THANK YOU



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