

# Final Presentation

Ezey Duru and Team

ENT 105

## **Confidentiality Notice:**

To comply with NDA obligations, all client identifiers, including company name, product names, images, logos, and proprietary visuals, have been removed or replaced with generalized placeholders. This version highlights my role, methodology, and contributions while protecting confidential information.

# Agenda

- 1.** Introduction to the Company
- 2.** Market Research
- 3.** Marketing Strategies
- 4.** SEO
- 5.** Website
- 6.** Content Creation
  - Blogging
  - LinkedIn
- 7.** Trade Shows & Conferences
- 8.** KPIs & Budget
- 9.** Final Recommendations

# Meet The Team



**Ezey  
Duru**

Captain

Co-Captain

Designer

Digital Marketer

Market  
Researcher

# Timeline

## January

### **Discovery Meeting**

Identify pain points and goals

### **Market Research**

Understand the Company and other key players

Competitor analysis deep dive

## February

### **Narrow Focus on Oncology**

Identified 6 key markets and narrowed search

### **Competitive Research**

Direct and indirect competitors

## March

### **Creating Deliverables**

SWOT, value proposition, start blogging

Blogs, SEO keywords, website recommendation, market research report

## April

### **Marketing Materials**

Trade shows

LinkedIn Campaigns

Budget

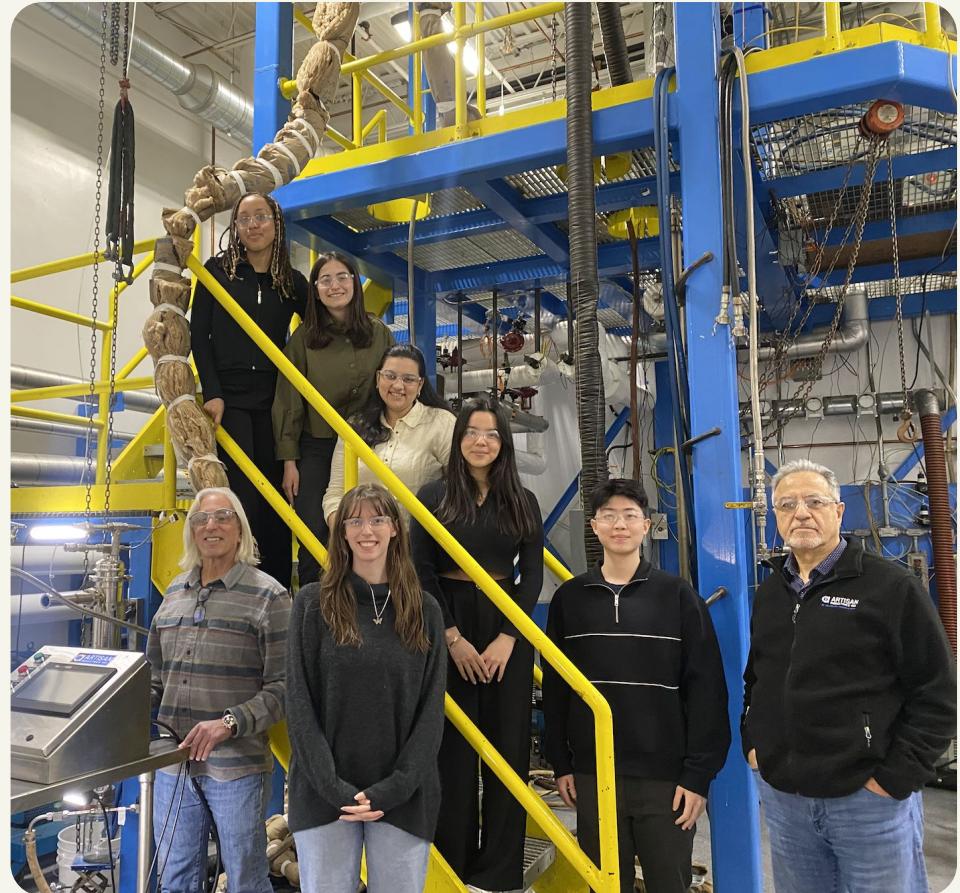
Deliver final marketing plan

Present today!

# Discovery Meetings

## Pain Points

- Lack of social media presence and follower count, limited reach
- Website design
- No target audience and group to tap into for new RotoTherm Mini
- Number of Inquiries monthly



# Post Discovery Goals

- 01 Consistently receive 5-7 Inquiries/month from companies in Pharma/BioTech
- 02 Post Biweekly Blog content and achieve ~50 likes on each post
- 03 Reach 60+ website visits/month and 2,000 LinkedIn Followers

# Objectives

- Develop comprehensive marketing plan to enter New England BioTech + Pharma Market
  - Strategic approach to position the Company in competitive region
- Mainly focused on marketing the new client's compact evaporation device to early stage companies in the space



## Strengths

- Many industry and market applications,  
relatively **easy to enter any market sectors**
- **Custom made devices** and process solutions
- Energy-Efficient and Eco-Friendly properties

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- New to marketing
- **Long-Term** deal commitments 6 months - 6 years
- Low **post-purchase relationship** maintenance

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## Opportunities

- **Growing demand** for lab-scale R&D
- **Entry** into oncology research & pharma
- Pharma + Biotech placing **emphasis on sustainability and waste reduction**
- **Trend** toward **cost reduction** in pharma
- **Blogging**

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## Threats

- Established competitors with **similar alternatives**
- B2B Marketing challenges, especially in Pharma and BioTech markets

# Developing the Value Proposition

To develop our value proposition we wanted to emphasize some key differentiating characteristics of the Company by researching and analyzing the Company's' core values and existing product offerings:

- High quality and technical precision
- Customizable
- Efficiency and innovation
- Sustainability

# Value Proposition

The Company delivers **advanced thermal separation and purification** technologies that enhance **efficiency, sustainability, and innovation** across industries. We partner with businesses and engineers to provide **tailored solutions**, focusing only on projects within our expertise and building **lasting relationships** that drive long-term success.

# Prior Marketing Plan



Informational  
Campaign



Strategic  
Partnerships



Demo Programs



Case Studies

Marketing Expense
LinkedIn Campaign
Google Ads/Paid Search
Demos
Partnerships
Marketing Tool for Analytics
Creative

# Deliverables

## Market Research Report

- 5+ possible target audiences
- Deep dive on target audience
- Competitive analysis of direct and indirect competing products
- List of possible client companies
- Buyer and user personas

## Marketing Plan

- 10 high-impact SEO keywords
- 20 blog ideas
- 10 full blog post drafts
- 10 LinkedIn post templates
- 5 trade shows to attend
- Website redesign
- Budget

# Market Research

Identify Key trends in the Biotech and Pharma Industry and  
Target Audiences

# BioTech Pharma Industry Outlook

- 1. Technological Innovations**
  - AI and Precision Medicine
- 2. Research and Development**
  - M&A and Patent Expiration
  - Clinical Trial Innovations
- 3. Policy and Regulatory Landscape**
  - Drug Pricing Reforms
  - Leadership Appointments
- 4. Competition from Emerging Markets**



# Boston Market Highlights

1. Oncology
2. R&D
3. Biologics & Large Molecules
4. Collaborative Ecosystem
5. Venture Capital



# Target Audience

Antibody-Drug  
Conjugates  
(ADCs)

Small molecule  
inhibitors

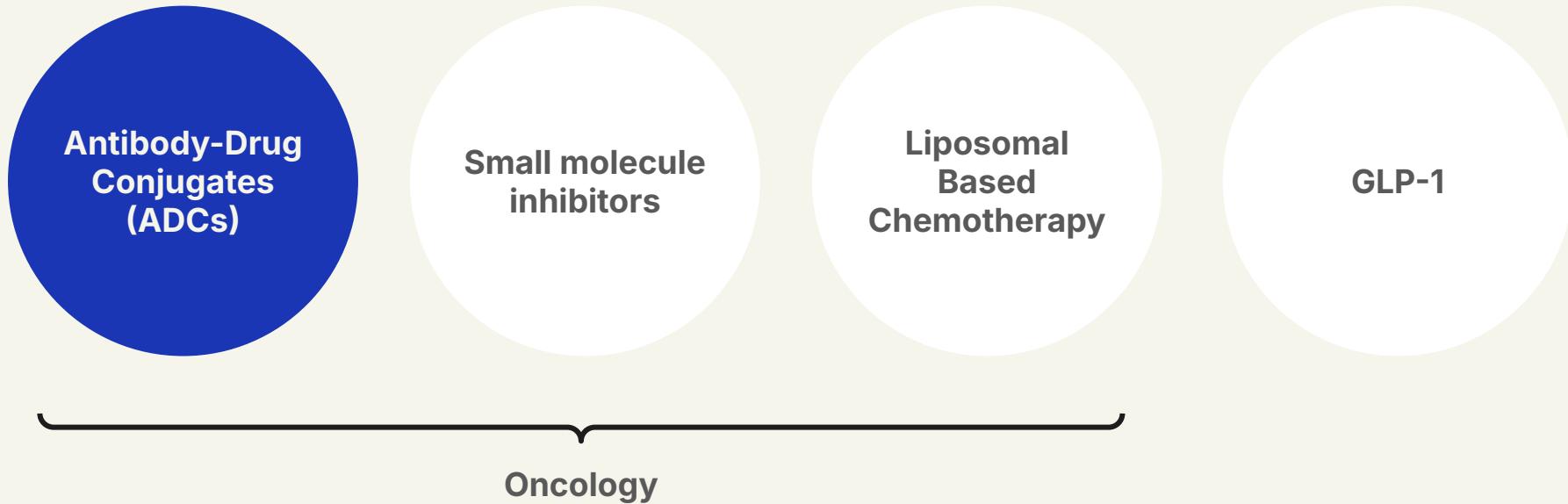
Liposomal  
Based  
Chemotherapy

GLP-1

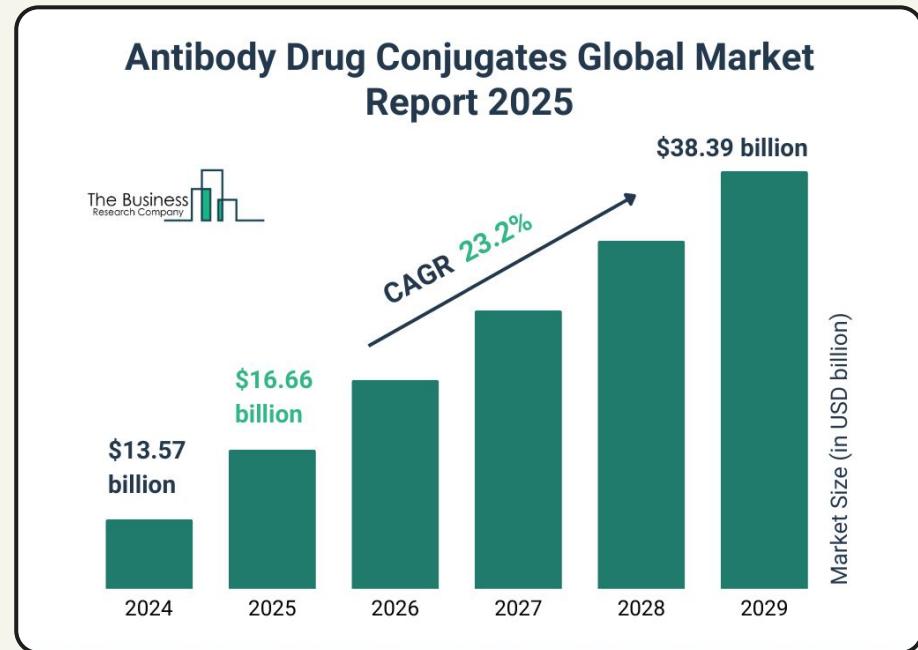


Oncology

# Target Audience



# Target Audience

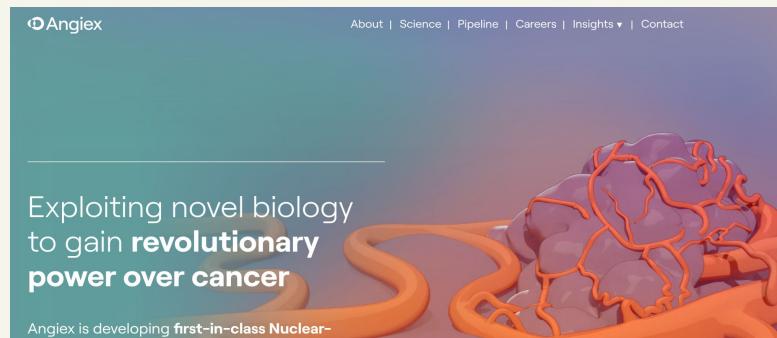


# Target Audience

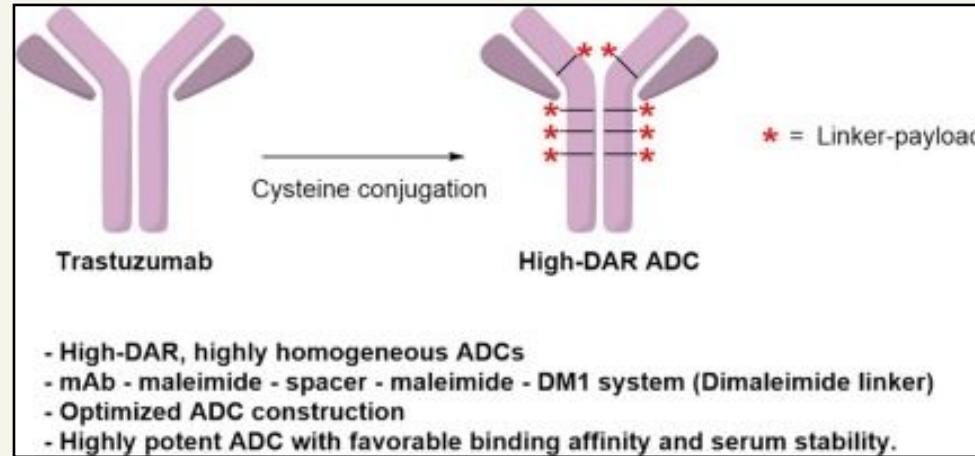
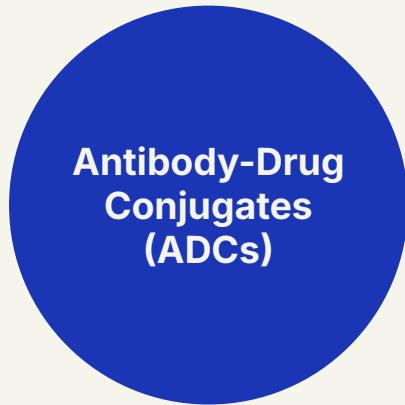


Therapeutic Category	% of Massachusetts-Headquartered Drug Pipeline
Oncology	35%
Central Nervous System	15%
Systemic Anti-infectives	9%
Various	6%
Gastro-Intestinal	6%
Immunomodulators	6%
Musculoskeletal	5%
Sensory Organs	4%
Respiratory	4%
Cardiovascular	3%
Blood	3%
Endocrine	2%
Dermatology	2%
Genito-Urinary	2%
<b>Grand Total</b>	<b>100%</b>

# Target Audience



# Target Audience



*"Collect the organic layer and evaporate with a **rotary evaporator**, then purify it with column chromatography on silica to afford the product."*

# Target Customers

## B2B Model:

Sell directly to businesses and process manufacturing engineers



### Lab Equipment Managers (Buyer)

Lab scale equipment managers in Pharmaceuticals R&D departments, focusing on maximizing efficiency and compliance

### Biotech Researchers (User)

Biotech researchers and scientists needing versatile, high-performance equipment for complex processing tasks

**BUYER  
PERSONA**

# Manager Mary

**ORGANIZED • EFFICIENCY-DRIVEN • DETAIL-ORIENTED**

Mary is a Laboratory Manager at 50-person ADC company. She is 45 years old and has an MBA. In her free time, she runs 5Ks.

## Responsibilities

- Manage the lab equipment and supplies
- Ensure safety protocols are met
- Reports to the Director of Clinical Operations

## Pain Points

- Improving lab efficiency while maintaining compliance
- Minimizing equipment maintenance issues

## Information Sources

- Belongs to American Society for Clinical Laboratory Science
- Belongs to Society for Laboratory Automation and Screening
- Reads Mastering Time Management newsletter

**VALUE  
PROPOSITION**

*Optimize lab efficiency and reduce costs with the low-maintenance, solvent-saving Rototherm Mini, proven to cut processing time by 40%*

## USER PERSONA

# Scientist Sam

CURIOUS • DATA-DRIVEN • PROBLEM-SOLVER

Sam is a Scientist at 100-person ADC company. He is 31 years old and has an PhD in chemistry. In his free time, he rock climbs and cooks.

### Responsibilities

- Design and synthesize ADC conjugates and linker payloads
- Author and review regulatory documents and journal articles
- Technical lead for drug product manufacturing

### Pain Points

- Difficulty scaling up manufacturing from R&D scale
- Struggles to achieve purity and consistency of ADCs

### Information Sources

- Reads Purify & Optimize newsletter
- Reads Journal of Antibody-drug Conjugates
- Attends American Association for Cancer Research conference



### VALUE PROPOSITION

*Improve ADC purity and speed up production with precise, continuous solvent removal solution: the Company's product*

# Direct & Indirect Competitors

We evaluated several direct and Indirect competitors offering thin-film and wiped-film evaporation systems in the laboratory and industrial market. Competitors included both vertical and horizontal system designs, all supporting continuous operation.

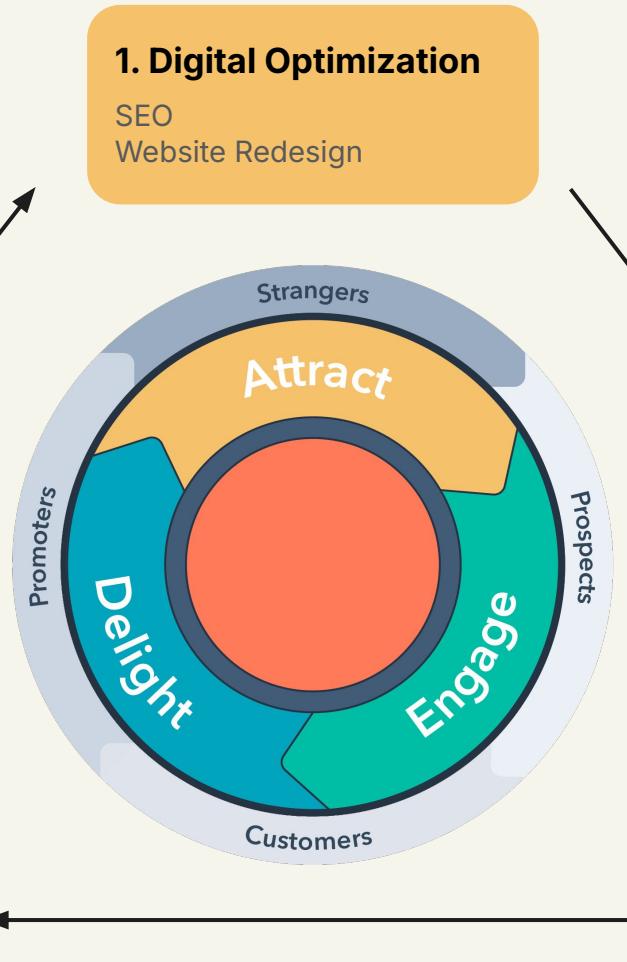
- System Orientation: vertical vs. horizontal configurations
- Operation Type: all competitors offered continuous processing
- Design Variations: glass-based systems, stainless-steel configurations, lab-scale and pilot-scale units
- Market Positioning: specialized players within the high-precision separation and distillation equipment space

*All competitor names and proprietary system models have been removed or generalized to comply with NDA requirements.*

# Marketing Strategies

Using the Hubspot Flywheel

# Flywheel Mechanism



# Marketing Plan Outline

## Website Redesign

Include videos, publications, events  
Revamp UI/UX, better web navigation

## Blogging

Customer testimonials, success stories  
Engage, educate  
Industry insights, business pain points

## Social Media

Linkedin followers  
Curate different contents  
Manage consistent postings

## Search Engine Optimization

Incorporate relevant key-words  
Title tags, meta descriptions  
Improve internal linking

2

1

3

4

5

## B2B Marketing

## Analytics & Reporting

## Customer Relationship Management

Community building  
Referral & Incentives program  
Consistent maintenance  
check-ins

# Digital Optimization

**SEO Analysis, Implementation, and Website Redesign**

# SEO Diagnostics

Top Pages on Company's domain with Traffic from Google (monthly)			
SEO TITLE URL	EST. VISITS	BACKLINKS	

Landing page has highest monthly visits and backlinks

Minimal traffic on other pages and 0 backlinks

Capitalize on landing page performance and build internal linking

## Relevant searched words that have brought traffic to the domain

High search volume, low SEO ranking difficulty

Many words have “the company” in them, suggesting people who are searching already know about the Company

SEO should target new visitors, rather than people with existing knowledge about the Company

	VOLUME	POSITION	EST. VISITS	SEO DIFFICULTY
Search Results	480	1	242	20 (Over 6 months) ↗
Search Results	18,100	29	18	51 (Yesterday) ↗
Search Results	30	1	4	21 (Over 6 months) ↗
Search Results	210	5	2	23 (6 Months ago) ↗
Search Results	70	5	2	20 (Over 6 months) ↗
Search Results	170	17	1	19 (Over 6 months) ↗
Search Results	140	16	1	21 (6 Months ago) ↗
Search Results	390	18	1	1 (Over 6 months) ↗
stripper column artisanind.com/equipment/evaporator-stripper/	140	11	1	19 (6 Months ago) ↗
fine chemical industry artisanind.com/industries/chemicals-fine-chemicals/	390	15	1	14 (Over 6 months) ↗
artisan machining artisanind.com/services/contract-machining-fabric...	70	15	1	20 (Over 6 months) ↗
artisan inc artisanind.com/	390	17	1	18 (Over 6 months) ↗
fine chemical manufacturing artisanind.com/industries/chemicals-fine-chemicals/	90	16	1	13 (Over 6 months) ↗
artisan fabrication artisanind.com/services/contract-machining-fabric...	170	12	1	19 (6 Months ago) ↗
artisan us artisanind.com/	50	20	1	23 (Over 6 months) ↗
eductor vs ejector artisanind.com/equipment/vacuum-systems/	170	18	1	14 (Over 6 months) ↗

## Buss-SMS-Canzler top search results

	VOLUME <small>?</small>	POSITION <small>?</small>	EST. VISITS <small>?</small>
[ <span>Search Results</span> ▾]	480	1	187
[ <span>Search Results</span> ▾]	2,900	26	6
[ <span>Search Results</span> ▾]	210	4	5
[ <span>Search Results</span> ▾]	30	20	1
[ <span>Search Results</span> ▾]	30	17	1
[ <span>Search Results</span> ▾]	30	19	1
[ <span>Search Results</span> ▾]	30	8	1
[ <span>Search Results</span> ▾]	140	16	1
[ <span>Search Results</span> ▾]	90	10	1

Average ranking is outside of first page (position is 10+)

Words are focused on different methods of thermal processing

## Hubspot SEO Tracker - 165 pages scanned

### Improve page loading time

SEO impact: **HIGH**Technical difficulty: **HIGH**Role: **DEVELOPER**

120 Pages affected

[View pages](#)

Largest Contentful Paint (LCP) is the largest element on the page. For the best user experience, this element should appear within 2.5 seconds of the page starting to load. [Learn more](#)

Recommended by: Google Lighthouse

### Performance

### Add meta description

SEO impact: **MEDIUM**Technical difficulty: **LOW**Role: **MARKETER**

79 Pages affected

[View pages](#)

The meta description for your page appears under the page title in search results. Think about your title as the main idea of your page and the meta description as compelling details about what the page covers. Giving visitors a preview of your content helps them decide whether it's what they're looking for. [Learn more](#)

### On-page SEO

### Add image alt text attribute

SEO impact: **MEDIUM**Technical difficulty: **MEDIUM**Role: **MARKETER\***

109 Pages affected

[View pages](#)

Search engines can't read images, so image alt text gives search engines a short description of what an image is about. Alt text also makes your website content accessible to visitors using a screen reader. A developer may need to help if the image is outside of an editable module. [Learn more](#)

### On-page SEO



### SEO Categories

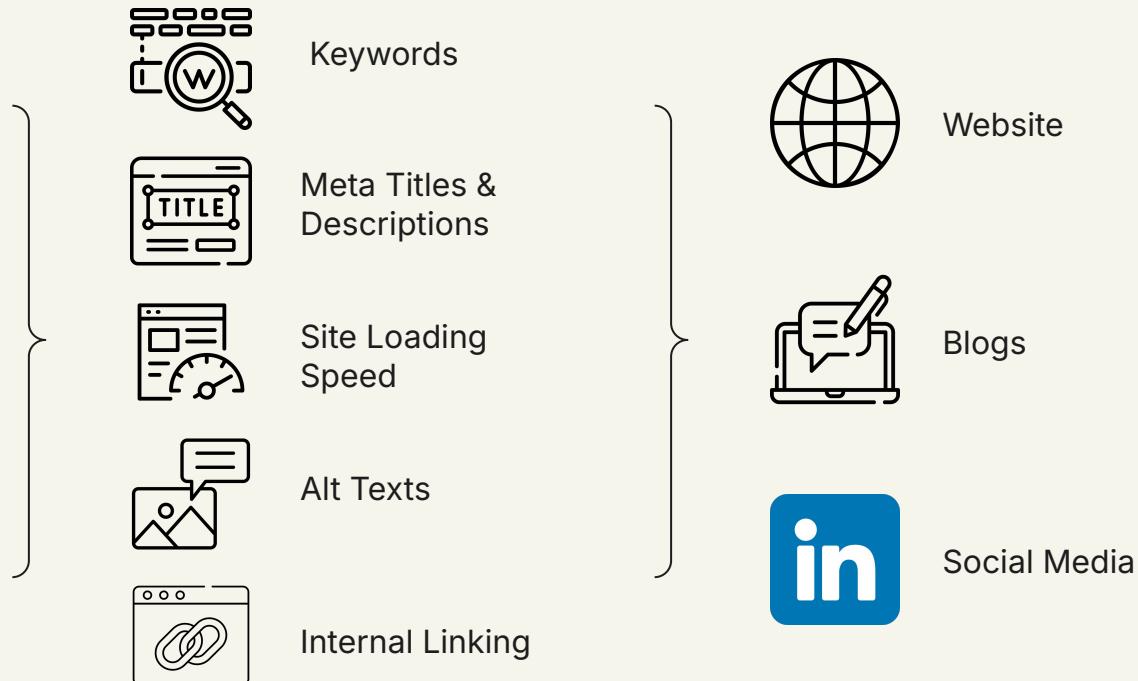
<input checked="" type="checkbox"/>	On-page SEO	368
<input checked="" type="checkbox"/>	Mobile Experience	37
<input checked="" type="checkbox"/>	Crawling and Indexing	20
<input checked="" type="checkbox"/>	Security	109
<input checked="" type="checkbox"/>	Performance	452
<input checked="" type="checkbox"/>	User Experience	15
<input checked="" type="checkbox"/>	Accessibility	0

# SEO Implementation

## 15 Potential SEO Keywords

General Industry	Thin-film Evaporator		Thermal Separation Massachusetts	Processing Solutions	Fine Chemicals Industry
Long-Tail	Thin-film Evaporator Manufacturers	Sustainable Processing Solutions	Continuous Processing Manufacture Massachusetts	Thin-film Evaporator Working Principle	Pharmaceutical manufacturing equipment
Biotech/ Pharma	Antibody-Drug Conjugate Thermal Separation	Drug development manufacture equipment	Separation technology for pharma	Pilot plant in pharma manufacturing	Pharmaceutical processing solutions

# SEO Implementation



# Website

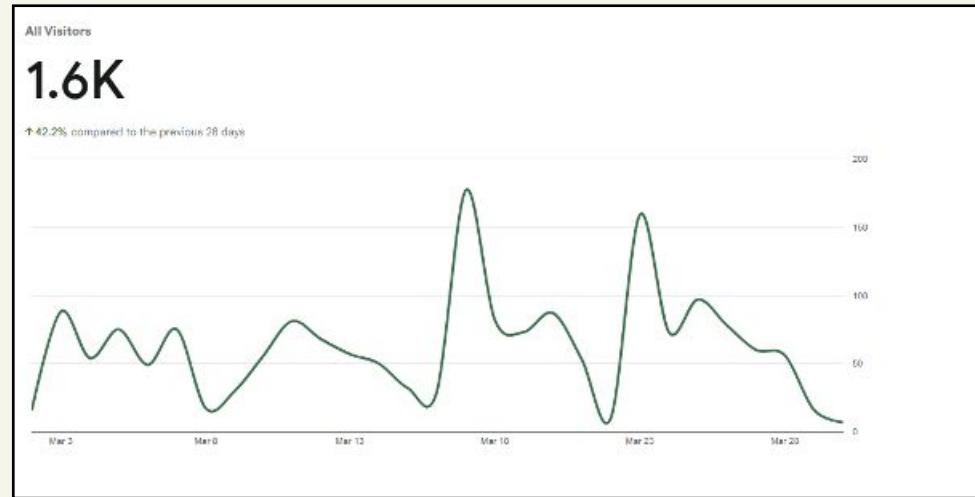
**Redesigning the Company's website to increase traffic and improve engagement**

# Analysis

The new website had 1.6K visitors this month, up by 42.4%

The Life Sciences page is not in the top 10 most visited pages

The ROTOTHERM® MINI page has only 52.07% engagement



# Overview



Improve  
**CTAs**

Drive  
**Traffic**

Engage  
**Visitors**

By tailoring them to  
users and buyers

By linking to  
under-visited pages

With eye-catching  
visual content

# Content Creation

Create content to position the Company as an industry leader

# Blogging

**Establish the Company with credibility**

# Blog

## Why Blog?

- Create **brand awareness**
- **Educate** about industry
- Provide **value** by expert
- **Drive traffic** to website and LinkedIn

## Blog to Who?

- Platforms that reach lab scale **equipment managers** in Pharma R&D
- **Biotech researchers** looking for high performance equipment

## Blog Expectations?

- **Hook** to catch attention
- **Video** demonstration and **pictures** enhance visibility
- **Call to action** , promote engagements
- **Weekly posts & tags**

# Blog

## Methodology

- **Brainstorm** topics & headlines
- **Outline** key points & subtopics
- **Draft** content & refine
- **Publish** the Blog
- **Analyze** metrics

## Additional Tips

- Establish a **Content Calendar**
- **Batch create** posts
- Create a **series**

# LinkedIn

Drive traffic to website

# LinkedIn

## Why LinkedIn?

- Compliments blog posts
- Share insight & industry knowledge
- Establish credibility
- Engage with professionals

## Templates?

- Behind the scenes/day in the life
- How Artisan supports sustainable manufacturing
- customer success stories & case studies
- Why the Company's product

# LinkedIn Campaign

## Why a Campaign?

- **Expand reach beyond followers**
- **Target specific professionals**
- **Drives traffic to landing pages**

## How?

- Navigate to company page
- Find existing post to promote or create new one
- Click "Boost Post"
- Open Campaign Manager
- Choose Goal
  - Awareness = more views
  - Engagement = likes, comments, shares \*
  - Website visits = clicks to landing page \*\*
- Defined audience
  - Location
  - Industry
  - Job title
  - Seniority
- Set budget
- Preview and launch

# Customer Relationship Management

Fostering long-term  
partnerships and deepening  
customer loyalty



# Overview of CRM Strategies

Company's  
Community

Conferences  
&  
Trade Shows

Referral &  
Incentives

Maintenance  
&  
Check-ins

# Trade Shows & Conferences

Maintain and create new lasting customer relationships



September 15-18, 2025

1

# BioTech Week Boston (BioProcess International)

BioProcess  
International

SEPTEMBER 15 -18, 2025 | HYNES CONVENTION CENTER, BOSTON, USA

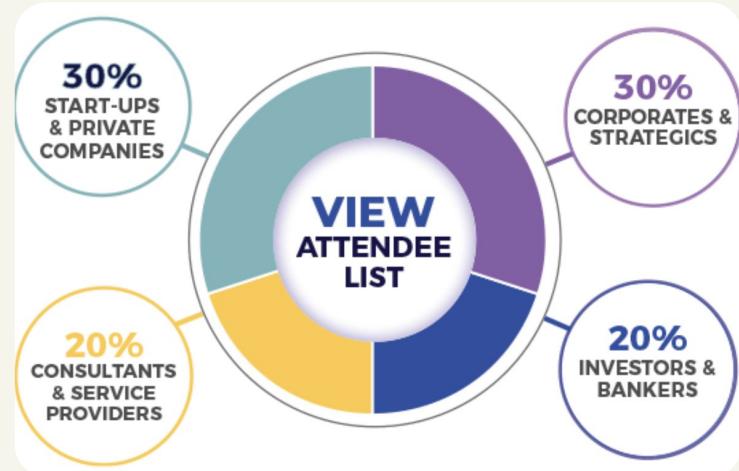
Be the Catalyst for  
Change.  
Experience the Future  
of Bioprocessing Today.

*Slash Biologics Development Costs.  
Supercharge Your Pipeline. Deliver  
Transformative Therapies with Precision,  
Quality, and Scalability.*

September 29-30, 2025

2

# Oncology Venture Innovation,& Partnering Summit



August 18-21, 2025

3

# BioProcessing Summit



August 18-21, 2025

## 2025 Conference Programs

AUGUST 18-19

AUGUST 20-21

Stream #1 <b>UPSTREAM PROCESSING</b>	 Cell Culture and Upstream	Cell Line Development
Stream #2 <b>DOWNTREAM PROCESSING</b>	 Intensified and Continuous Bioprocessing	Advances in Purification and Recovery
Stream #3 <b>AI AND DIGITALIZATION</b>	 ML/AI for CMC and Biomanufacturing	Digital & AI
Stream #4 <b>ANALYTICAL &amp; QUALITY</b>	 Accelerating Analytical	Next-Gen Analytical Methods
Stream #5 <b>GENE THERAPY</b>	 Gene Therapy CMC and Analytics	Gene Therapy Manufacturing
Stream #6 <b>CELL THERAPY</b>	 Cell Therapy CMC and Analytics	Cell Therapy Manufacturing
Stream #7 <b>RNA AND GENETIC MEDICINES</b>	 RNA CMC and Manufacturing	Gene Therapy Manufacturing
Stream #8 <b>FORMULATION AND STABILITY</b>	 Formulation, Stability and Delivery	Training Seminar
<b>Training SEMINARS</b> <small>By Cambridge HealthTech Institute</small>	ML/AI for CMC and Biomanufacturing	Training Seminar

March 23-24, 2026

4

# Pharma MES USA



The background of the slide features a blurred photograph of a pharmaceutical manufacturing plant. In the foreground, there is a dark, semi-transparent rectangular overlay containing event information.

**PHARMA MES USA**

**Pharma MES 2025 – the only US event on  
MES in Pharma and Biotech manufacturing!**

**March 23 – 24, 2026 | Encore Boston  
Harbor, Everett**

March 23-26, 2026

5

# DCAT Week NYC



# KPIs & Budget

Quantifying our Marketing Plan

# Key Performance Indicators

first 12 months

SEO

Website Redesign

#1  
Ranking

For at least 3  
**high-value keywords**

Top 5  
Ranking

For at least 3  
**bio/pharma keywords**

60%

**Web Bounce Rate**  
B2B avg: 65.17%

#antibody-drug conjugate thermal separation  
#drug development manufacture equipment  
#pilot plant in pharma manufacturing

# Key Performance Indicators

first 12 months

Blogging

> 3 min

avg time spent  
on publication pages

Social Media

2000  
Followers

Total on LinkedIn  
Current Followers: 1K

Customer Relationship  
Management

40%

Customer  
Referral Rate

# Budget

EXPENSE	ESTIMATED COST	NOTES
LinkedIn Campaign	\$2000-\$4000	
SEMRush Pro	\$1408/yr	SEO Tools
Trade Shows (4)	\$20,000 for 1	<a href="#"><u>Estimate Cost to Exhibit</u></a>
<b>TOTAL COST</b>	<b>\$84,408</b>	Assuming 4 Trade show attendances and LinkedIn spend of \$3000

# Final Recommendations

Next steps and final thoughts

# Final Recommendations

- Focus in on oncology sector, ADC
- Implement strategic consistent content
  - Blog posts
  - LinkedIn Posts
- Optimizing SEO keyword list
- Position self as a thought leader & foster community
- Introducing referrals program
- Science of Sales

# Implementation Timeline

June

- Implement 15 SEO keywords
- Continue SEO monitoring and launch website with improved design

July

- Begin publishing one blog post and 2 LinkedIn posts per week
- Begin posting biweekly Informational Videos about Devices

August

- Continue managing media outlets (website and LinkedIn)
- Engage with customers and attend appropriate trade shows

September

- Meet the new Sales Team from Jack Derby's Science of Sales
- Launch referral & incentives program and conduct customer check-ins

# Conclusion

Over 13 weeks, we built a strategic marketing plan to help the Company enter the pharmaceutical and biotech space.

With market research and competitor analysis, the Company is well-positioned to boost brand awareness, generate leads, and grow into a trusted thought leader.

# Thank You!

## Questions?