GEN Ad Programs - Customer Sales Cycle

GEN
Genetic Engineering
& Biotechnology News

Branding

EARLY

Awareness
Identify problem and needs

MIDDLE

Consideration
Investigate and search
for solutions

LATE

Decision
Seek
comprehensive
information

Leads

GEN Magazine

GEN Web Banners

GEN Mobile App

GEN Webinars

GEN eBook

GEN e-Newsletters

GEN Social

GEN mail

GEN Video/Rich Media

GEN BioPerspectives