



Genetic Engineering  
& Biotechnology News

# Social

## Amplify your message in the social media sphere.

Use our social expertise to drive traffic to your website by posting links to educational resources as well as creative perspectives about the application of your products and services. GEN will help you develop a series of compelling educational or entertaining non-promotional messages that GEN posts on our Facebook page or inserts in our Twitter stream.



### Video Promotion

A promotion of a vendor video which directed traffic to the video inside the GEN Video Library

WATCH: We treasure our cells. We are completely dependent on their health and well-being. Yet we put them through hell every day in the lab. This video interviews one cell type, the sensitive cell—namely, Ms. HUVEC. She makes it clear what she wants, and won't take no for an answer. <http://bit.ly/117zeEy>



Views **4,106**  
Likes **54**  
Comments **0**  
Shares **14**  
Clicks **388**



## Go Viral

You are increasingly investing resources into the rapidly evolving world of social media in life sciences. It's not a matter of "if," but "what" you are doing on Facebook, Twitter, LinkedIn and YouTube. The GEN Social Media program is designed to accelerate the return on your own efforts in social media.

Your stories, case studies and entertaining observations are ideal material for posts and tweets in GEN's social media stream. We are at the top of life science's social media destinations, featuring over 100,000 Facebook fans and over 18,000 followers on Twitter – growing @ nearly 5% per month! Reach an audience of young influentials from around the globe, with a notable concentration of new GEN devotees from Asia, Middle East and South America (see audience profiles).

## Specs/Rates

### GEN Social Media Marketing Program:

- Your posts and tweets distributed through our social network
- Consultation with GEN editorial team on what's trending, help with topic refinement and best messaging formats
- Promote your products, services and educational content supporting them i.e. webinars, classes, expert opinions, hot technology applications, tools, mobile apps
- Performance Report (Article Page Views, Clicks on Related Content Links, Ad Impressions & Clicks)

### Social

Develop a series of compelling educational or entertaining messages (not sales pitches) that are posted on the GEN Facebook page or in the GEN Twitter stream.

<b>Base price (Per post/tweet)</b>	\$750
<b>Ten-pack package (60-days)</b>	\$5,000

*Rates are net*

Examples of GEN social content

#### Product Promotion

Product promotion with a compelling image and external link to drive targeted traffic to the product news page



Views **7,312**  
 Likes **155**  
 Comments **2**  
 Shares **55**  
 Clicks **124**

#### Tips/Application Notes

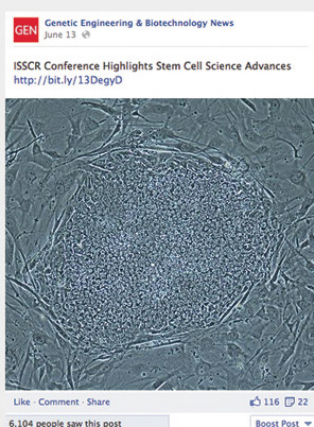
A post promoting vendor selected tips/app note content and directing traffic to the product news page



Views **19,192**  
 Likes **321**  
 Comments **15**  
 Shares **195**  
 Clicks **359**

#### Events Promotion

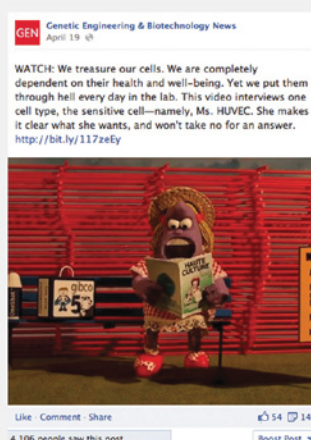
Promote event highlights with image and external link to drive targeted traffic to a larger "stem cell advances" article



Views **6,104**  
 Likes **116**  
 Comments **0**  
 Shares **22**  
 Clicks **117**

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