Identify the company's website URL. [www.thermofisher.com](http://www.thermofisher.com)

 Identify the Internet business model that applies to the company’s website (see Chapter 3, pages 64-77) and why you placed it in this business model category.

Thermo Fisher Scientific has a Manufacturer (Direct) Business Model

Identify the social media platforms on which the company is active – include the URL for each of the company’s social media pages, blogs, etc. Remember, you are required to follow the company on a minimum of four platforms throughout the class. So like, follow, or subscribe to the company’s social media pages and observe what they post and how they interact with visitors to these pages. Start now and observe them each week of the class.

Thermo Fisher Scientific Social Media Presence –

https://www.thermofisher.com/us/en/home/communities-social/socialhub.html

LinkedIn, Facebook, Instagram, Twitter, Youtube

<https://www.linkedin.com/company/thermo-fisher-scientific/>

<https://www.facebook.com/thermofisher/>

<https://www.instagram.com/thermofisherscientific_news/>

<https://twitter.com/thermofisherPR>

<https://www.youtube.com/channel/UCfUs2fCDhx07fkszsJ0jOcA>

Identify whether or not the company allows visitors to the website to sign up for email alerts, email newsletters, or other email notifications. In your post, confirm you have signed up for these. You will be analyzing the company’s email marketing efforts in the coming weeks.

Identify whether or not the company has a mobile website and/or mobile app. If a mobile app is available, confirm that you have downloaded it. You will be analyzing the company’s mobile marketing efforts in the coming weeks and reporting on your findings in Week 4. Any downloaded apps may be deleted at the end of the course. If you do not have a smartphone or tablet, please contact the professor during Week 1. If the company uses “location based marketing” (see pages 454-456 to learn more), you are encouraged, but not required, to explore this aspect of the company’s marketing efforts.

My target company is Thermo Fisher Scientific (Nasdaq: TMO). As a former Sr. Product Manager there, I have good insight into its digital marketing strategy and efforts. Its website is [www.thermofisher.com](http://www.thermofisher.com) where all its products are sold. As a manufacturer and seller of its own products, I concluded that it employs a Manufacturer (Direct) Business Model. It has a sizeable sales force that engages customers directly, but most of the order placement and product research through its website.

Thermo Fisher relies heavily on its digital assets to sell its products and educate its customers. In fact, well over 60% of its revenue is channeled through its website. It uses opt-in email marketing, purchased email lists, and banner ads to help generate brand and product awareness. Its email marketing is very selective due to its broad product portfolio. Therefore, they limit the number of emails sent to avoid annoying its customers.

It is present on LinkedIn, Facebook, Instagram, Twitter, and Youtube. It uses these platforms to engage with customers directly to build a trusting relationship. I’m currently following them LinkedIn, Facebook, Instagram, and Twitter.

**Social Media Hub**: https://www.thermofisher.com/us/en/home/communities-social/socialhub.html

**LinkedIn**: https://www.linkedin.com/company/thermo-fisher-scientific/

**Facebook**: https://www.facebook.com/thermofisher/

**Instagram**: https://www.instagram.com/thermofisherscientific\_news/

**Twitter**: https://twitter.com/thermofisherPR

**Youtube**: https://www.youtube.com/channel/UCfUs2fCDhx07fkszsJ0jOcA

It has over two dozen mobile apps, but most are for internal employee use or are accessories used in conjunction with its instrument product portfolios (i.e. Chromatographs and Microscopes). Its Fisher Scientific and Buy & Track apps are for ordering products. It does not use location-based marketing as it doesn’t have retail locations. I’ve downloaded the apps.