Week 2 e-Marketing Analysis

Google results:

**Key Words**: Transfection, transfection discount, gene editing, CRISPR gene editing

**Transfection** is the process of delivering nucleic acid payloads (i.e. DNA, mRNA, siRNA, gRNA) into a single cell.

**Gene editing** is the process of cutting out (referred to as *cleaving*) specific parts of a nucleic acid chain and replacing it with a new sequence. Transfection is used to deliver the new sequence, *editing* the overall genetic sequence.

**CRISPR** (pronounced CRISPER) is a gene editing technique that has revolutionized biotechnology. In overly simple terms, it allows the removal and replacement of specific parts of a DNA sequence. It is very accurate and effective. This technology promises to revolutionize medicine by enabling the removal and repair of a genetic disorder.

SEARCH RESULTS

**Transfection**: Thermo Fisher occupied the first (paid), third(organic), and fourth(organic) positions in the search results (out of 3,680,000 results). The second was the transfection Wikipedia page. They are using Transfection as an adword to promote and sell this product.

**Transfection Discount**: Adding the word *discount* eliminated Thermo Fisher from the first page. There was no paid ads and the first organic search result appeared on page two. That’s not good as 91% of searchers don’t go past the first page (*Using the Internet: Skill Related Problems in User Online Behavior; van Deursen & van Dijk; 2009*). What was interesting is that one of their lower cost competitors had a paid ad and another was third on the organic search results.

**Gene editing** **& CRISPR gene editing**: This was also interesting. Thermo Fisher is a leader in the gene editing world. They have some of the best products for this work flow and with the increased adoption of CRISPR gene editing technology they are top of mind in academic citations. However, they didn’t appear until the second page and it was a paid ad. The first organic result didn’t appear until page 3. It might as well be on page 20 at that point. Adding CRISPR to the search (CRISPR Gene Editing) made it worse. Two competitors appeared on the second page as paid ads and two others appeared in the organic search results.

**Assessment**: The Transfection business is mature and generates over $70M in revenue. Given its leading position in market share, the organic and paid search results were in line with my expectations. I do, however, think they should consider adjusting the some of the adwords to include customers looking for discounts. Their transfection products are the least expensive on a per experiment basis. They highlight this in their literature, but they are currently not in consideration for customers that may have some budget constraints.

**Email Marketing:** When I signed up for my basic Thermo Fisher Scientific account, I had the opportunity to opt-in to receive information about their products and services via telephone, email, text, and “other electronic means.” The welcome email is shown below:

Dear Stenio,

Thank you for registering on [thermofisher.com](http://thermofisher.com/).

Your account is now active and you can:

* Create, save, and forward carts for review and approval
* Save your favorite products
* Receive exclusive promotions
* Gain access to unique content, such as webinars and white papers

[Start shopping](https://www.thermofisher.com/continue)and/or go to [Your Account](https://www.thermofisher.com/order/catalog/en/US/direct/lt?cmd=directLogin)

**Questions?**  
See our [website overview page](http://www.thermofisher.com/us/en/website-overview.html) , view a [quick start guide to ordering](http://www.thermofisher.com/us/en/home/technical-resources/ordering-web-faqs/shopping-cart-checkout/how-to-order.html) , or [contact us](https://www.thermofisher.com/us/en/home/technical-resources/contact-us.html)with questions about your account.

**Have feedback?**   
We welcome [any feedback](http://www.kampyle.com/feedback_form/ff-feedback-form.php?site_code=4599219&lang=en&form_id=48331&param%5b71%5d=155CA948B67510B6003984E7EBB0A02F&time_on_site=621&ampstats=k_button_js_revision%3D17123&url=http%3A%2F%2Fwww.thermofisher.com%2Fus%2Fen%2Fwebsite-overview.html&kvisit=1) about our website, what you think we could do better, and how we can make your experience with us even simpler. And of course, we love to hear what you like!

Sincerely,   
Your [thermofisher.com](http://thermofisher.com/) eBusiness team

Since then I’ve received 7 emails from Thermo Fisher Scientific. During registration, I didn’t select any specific areas of interest so that I could see what would be sent the first week. This resulted in emails regarding offers related to DNA sequencing equipment, Criminal DNA test kits, upcoming CRISPR seminar, cell culture plastics, discounts for cell imaging equipment with a demo offer, and an invitation to try the Cell Culture Basics virtual lab. The last one was really cool! It was a virtual lab that taught me the proper way to grow cells. A great educational play and useful for students with no lab experience. This is great to build a loyal and trusting customer relationship.

The emails were very professional and didn’t get caught by my spam filter. The copy was clear, and if I were a biologist or criminal forensic analyst, I would likely have found the copy interesting. Each email had a clear call to action and an opportunity to “unsubscribe” to these emails. The last email I got was an invitation to update my profile to include my areas of interest. This included scientific discipline, job role, applications, techniques, organization type, and facility type. I’ve updated my profile and now I am expecting to get contacted personally by inside sales with more targeted content starting this week.

Thermo Fisher has an outstanding digital marketing team. They know how to engage their customers without overwhelming them. The content is useful, relevant, and engaging. Overall, I think their efforts are very effective. The only suggestion I have is to invite customers to select specific content at the time of account set up.