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FROM: Stenio Pereira, Lead Digital Marketing Analyst, SCP Group

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SUBJECT: March 2018 Digital Marketing Audit

In January 2018, concerns were raised about the effectiveness of the transfection portfolio’s digital marketing. Therefore, as requested, we performed an audit of those efforts with an emphasis on SEO/SEM, website, social media, and email marketing during the month of March. The SCP Group worked in partnership with Thermo Fisher Scientific’s product management, digital marketing, global market development, as well as inside and outside sales stakeholders. We concluded that Thermo Fisher Scientific is doing excellent job in its email marketing effort. However, we found some areas of improvement in its SEO/SEM, social media, and website marketing. The following are the results of our audit and recommended actions in order of expected impact.

**SEO & SEM**

We tested the most relevant key words that were product provided by the digital marketing team via Google. Those were *transfection*, *transfection discount*, *gene editing*, *CRISPR gene editing*.

*Transfection & Transfection Discount:* Thermo Fisher occupied the first (paid), third (organic), and fourth(organic) positions in the search results (out of 3,680,000 results). Adding the word *discount* eliminated Thermo Fisher from the first page. There were no paid ads and the first organic search result appeared on page two. However, Mirus Bio (a strong competitor) and Biontex displayed paid ads and several other smaller competitors occupied the organic search results on the first page. Thermo Fisher was near the bottom of the second page.

*Gene editing & CRISPR gene editing.* TFS didn’t appear until the second page with a a paid ad. The first organic result didn’t appear until the third page. Adding CRISPR to the search term (CRISPR Gene Editing) did not improve the result. Promega and Mirus Bio, appeared on the second page as paid ads and in the organic search results.

While TFS is not positioned as a low-cost product supplier, it does position certain its products as the “lowest cost-per-reaction”. We recommend investing in paid search terms such a *low-cost transfection* or *transfection discount* to improve search results going to cost sensitive customers. Thermo Fisher is a leader in the gene editing market space, but its search results were marginal. We therefore recommend investing in paid search terms related to CRISPR gene editing. As of today, TFS is being left out of consideration when these are customer needs.

**Website Marketing**

Thermo Fisher Scientific’s website has challenges due to the breadth of it products. Therefore, we focused on transfection related content and information. We found a lack of cohesion in the content and pages related to this portfolio. The product recommendation page gave conflicting information with the product pages. This is detrimental to the customer experience and can result is lost business.

The transfection content needs streamlining and updating. We recommended consolidating the selection guides to avoid issues of issues related to content management. This will avoid conflicting recommendations and deemphasize products slated for discontinuation. We also recommend updating the recommended pairing of complementary product. For example, the protocol for Lipofectamine Stem calls for using Essential 8 for culturing stem cells, but the recommended products are DMEM, FBS, and culturing plastics. Only the culturing plastics can be used in the stem cell workflow.

**Social Media Marketing**

TFS usessocial media marketing to build brand awareness and generate customer engagement. To that effect, we found mixed results in its effectiveness.

Twitter (*@thermofisher*) and Facebook (*@thermofisher*) did not have transfection related content for in the six months.For the content that was posted, we found negligible engagement on Twitter. Facebook was marginally better, averaging 12-15 likes per post. While the content was engaging and included links to how-to videos other education content, it seems the customer base does not use these platforms to seek or share scientific knowledge.

LinkedIn and YouTube were demonstrated healthy levels of engagement. The content that was educational or helpful to product users were most effective at engagement. These platforms demonstrated the highest level of customer interest and engagement out of all the social media platforms we evaluated. TFS heavily leverages YouTube as a platform for educational or instructional content. However, the transfection content was somewhat outdated (products no longer sold still have content present).

Since customer education is a key tactic in TFS’s marketing strategy, we recommend adding new content related to flagship products such as Lipofectamine 3000 and Neon Transfection System. We also recommend removing content related to obsolete products.

**Email Marketing**

Our goal for this evaluation was to determine if it was achieving its strategic objective. That objective is to generate quality leads through personalized content. Thermo Fisher Scientific’s (TFS) email marketing was found to be very good and based on the feedback from inside sales and field sales, they are returning high quality sales leads.

In the first week of this audit, we received 7 emails that were broad in content and high in frequency. Once we updated our mock profile, the content became specific and relevant to areas of interest. The frequency reduced to one email per week and a personalized email introduction from our inside sales representative.

Audit Performed, March 2018