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FROM: Stenio Pereira, Strategic Account Manager, SCP Group

DATE: March 30, 2018

SUBJECT: March 2018 Digital Marketing Audit & Recommended Actions

As discussed in the quarterly business review, concerns were raised about the effectiveness of the digital marketing of transfection products and services. Therefore, as requested, we performed an assessment of the transfection portfolio’s digital marketing efforts. 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.

**Email Marketing**

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.

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.

**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: Thermo Fisher is a leader in the gene editing market space. It has some of the best products for this work flow and with the increased adoption of CRISPR gene editing technology, it is top of mind in academic citations. However, it 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. Two competitors, Promega and Mirus Bio, appeared on the second page as paid ads and in the organic search results.

**Social Media Marketing**

Twitter (*@thermofisher*). We found no activity related to the transfection portfolio and it showed negligible engagement from the customer side.

Facebook (*@thermofisher*). The content was engaging including links to how-to videos other education content. Engagement marginal, with an average of 12-15 likes per post.

LinkedIn (Thermo Fisher Scientific). The content was the same as Facebook, demonstrating more engagement. The content that was educational or helpful to product users were most effective at engagement. This platform demonstrated the highest level of customer interest and engagement out of all the social media platforms we evaluated.

YouTube (Thermo Fisher Scientific). TFS heavily leverages YouTube as a platform for educational or instructional content. The transfection content was somewhat outdated (products no longer sold still have content present).

**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.

**Conclusion & Recommendations**

We’ve concluded that Thermo Fisher Scientific is doing a great job in its email marketing effort. However, we found some areas of improvement in its SEO/SEM, social media, and website marketing. Our recommendations are as follows:

SEO/SEM: While TFS is not positioned as a low-cost product supplier, it does position itself as a “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. As of today, it is being left out of consideration when this is a customer concern.

Social Media Marketing: We recommend removing content related to obsolete products and updated with new products such as Lipofectamine 3000 and Lipofectamine Stem.

Website Marketing: Similar to our social media recommendations, the transfection content is in need of a clean-up.

Audit Performed, March 2018