

Building a Sales Pipeline in Mass Spectrometry

Thermo Webinar with C&EN Media Group
A Case Study

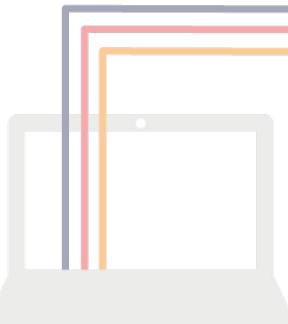




Defining Thermo's Challenge

Thermo Fisher Scientific wanted to find actionable, qualified leads for its mass spectrometry line. Specifically, Thermo wanted to focus on sample preparation while covering their entire multiplex quantitative proteomics workflow, from good sample preparation practices, to LCMS optimization, to obtaining biological meaning from MS results with advanced software.

C&EN was tasked with solving these questions from the team:



1

What's the best way to showcase complex processes and workflows?

2

How can we tailor content appropriate for *both* experienced and new users of Thermo products?

3

How can we build multiple application-based pipelines for sales within the MS vertical?



Our Approach to Building a Complete Sales Pipeline: Create Tailored Content in a Credible Environment

1

Commit to a Content Strategy. C&EN advised Thermo on a lead generation and content strategy that would engage the proteomic audience, and allow Thermo to showcase its technologies. At the same time, the content developed would provide value by educating the audience on best practices.

2

Get the Right Content to the Right Audience at the Right Time. C&EN advised taking a two-pronged approach, breaking content into two parts. One webinar would cover mass spectrometry sample prep for new and experienced users, and the second would focus on practical guidelines for quantitative proteomics. By marketing both at the same time, it increased the number of leads for each.

3

Present to an Audience of Decision-Makers. Leveraging C&EN's webinar platform and performance marketing team, we created a complete sales funnel, nurturing unknown prospects into interested audience members, and finally to actionable leads for their sales team.



The Program

At right, screenshots show the promotional elements and webinar that our lead generation team created on behalf of Thermo.

Thermo presented on the topic of “2-Part Webinar Series: Opening Doors to a Whole New View of Biology with TMT Multiplexing Workflows”, intentionally marketing the two-pronged approach to raise awareness.

The webinar series presented how Thermo’s instruments were being used to reduce proteome complexity and to improve sample prep reproducibility for protein quantitation workflows.





Results

C&EN was able to exceed goals for Thermo in both quantity and quality of interactions. The results below demonstrate how C&EN created an effective pipeline of prospects for Thermo, and provided support in nurturing prospects into a sales conversation.

Saturating the Market

1,072

Leads were delivered to
Thermo's team.

The Right Prospects & Results:

162

Registrants requested demos,
to be contacted by sales and
signed up for Thermo email
promotions.

Real Revenue Potential

\$7mm

In potential revenue for
Thermo



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C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients.

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