



THE
MAD MEN &
WOMEN
OF
SCIENCE
MARKETING

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GROUP

A portrait of Chuck Miller, a man with short dark hair and a beard, wearing a dark suit jacket over a light-colored shirt. He is looking slightly to the right with a slight smile. The background is a solid dark blue with a subtle pattern of overlapping circles and lines.

CHUCK MILLER

Chuck Miller is the president and co-founder of The Market Element. Based in Louisville, CO, the company focuses on developing industry-specific digital marketing toolkits to drive highly targeted lead generation, ROI and business growth for clients in high-tech industries. In our interview, Chuck discusses the value of merging traditional business marketing and lead generation metrics with smart content development for showcasing science and technology companies.

C&EN Media Group

What are the essential challenges of developing a digital toolkit marketing strategy, particularly focused on the needs of a science or technology company?

Chuck Miller

My colleagues and I identified two unique challenges from our perspective. The first one is content balance mix. There's going to be a balance of peer reviewed articles from third parties that are validating your technology or solution, so that has to be a component of your overall content strategy. The other part is: what type of internal content are you creating to then educate and persuade buyers to use your product or solution? Then when you get in to distribution, there's also the mix of earned and paid PR. Finding that right balance, especially in business-to-business sales for science and technology, is critically important to everything that you do as a marketing department.

The other challenge is central to almost every science company out there, and that is "How do we reach sophisticated buyers?" They're skeptical in nature, so you have to build trust over time. You do that with the right level of communication frequency, and relevance and context behind your messaging. With those critical components defined, there are digital marketing tools out there that allow us to reach the right person at the right time with the right message, and provide a level of context that was not available to us ten years ago.



The Market Element team

Marketing isn't a one-size-fits-all proposition, especially within the diverse science business space. What are the dangers of oversimplifying a campaign and what are some ways that The Market Element tailors their work towards client individuality?

Basic fundamentals of persona marketing are often overlooked, and they're not really implemented very well at the digital level — meaning on the website and in email marketing and social media. We put a lot of effort into identifying the “buyer personas”: who are those target segments that are buying this product, to really understand these buyers at a deep level. What common attributes do they share? What is their position and what industry do they work with? But we also try to understand what their behaviors are as well. We mock up profiles for each of the buyers.

Then we try to understand what the journey is, from the attraction stage, to educating that person, to persuading them. Ultimately, what is it going to take to convert them as a customer and keep them as one for years to come? Throughout these phases of the buyer's journey, we really try to be very intentional and deliberate with how we communicate with them. What are those different pieces of content we need to create along the way? What are the calls to action? There is an intersection between sales and marketing that has changed and developed over time. With digital marketing, a lot of the sophisticated buyers do a lot of research online way before they talk to a sales person. So marketing plays a much bigger role in the education and persuasion parts of the sales process than it has in the past.

Tactically, I've found a lot of success with LinkedIn as one of the more powerful social media platforms and services. I've been targeting specific people for webinars, for example, and doing personal presentations via LinkedIn's InMail service. So I'm able to connect on a personal level. We've found that to be highly successful in getting the right people to be a part of important events for our clients.



Website

themarketelement.com

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Primary Industries

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Notable Clients

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VUV Analytics
Applied Biosystems
Invitrogen
Magritek

Services

Digital Strategy
SEM and PPC
SEO
Social Media Management
Email Marketing
Branding
Website Design & Development
UI/UX Consulting
Pricing Optimization Consulting

Target Audience

Direct Consumers
Businesses

The Market Element is a HubSpot partner company, using their algorithms and digital tools to measure market performance, ROI and lead generation. What is the value of using external quantifications to obtain these metrics?

We're a certified gold HubSpot partner. Primarily, the key benefit is the ability to take this tool and segment your contact database and really understand how they got in touch with you. You can use progressive profiling, which essentially only asks questions your database doesn't already know, to find out who they are and what they care about. And then you can market to these groups accordingly. So instead of doing mass email blasts, you can do much more targeted campaigns to better nurture the customer throughout the entire experience. HubSpot allows you to personalize messaging to these individuals. The more personal you can make these messages, the more you increase engagement, and it assists your overall efforts of getting better responses.

And of course, measurement. None of us have crystal balls out there. But we come up with great campaign ideas, and we'll launch them, and test them in real time. If you can then double down on the successful campaigns or you can tweak and pivot them, you can have more turns. If you have more turns in your marketing, the more efficient you're going to be. So this idea of testing, pivoting, testing again, - that process is relatively new to the marketing space. And something that these platforms allow you to do.

Insights From The Market Element

Science Inspired The Market Element

Miller got his digital marketing start for a Boulder, CO startup company that had developed novel miniature cost-effective NMR technology primarily aimed at chemistry educators. Using a limited budget at the time, Miller developed many of the successful digital marketing tools that are the foundation of The Market Element.

Think Outside the Marketing Box

Reaching a unique customer base or complex industry sometimes requires creativity. Miller's primary objective for selling the mini NMR machines was to grow a large database of chemistry professors and then introduce them to the technology to drive purchasing. He created an NMR machine giveaway, which resulted in gathering the interest of thousands of professors. Over time, many were nurtured via email into leads and eventually, customers.

Successful Marketing Doesn't Stop with Initial Branding

For The Market Element, they drive continuing relationships with brands and clients by tinkering with search engine optimization (SEO), creating additional email marketing, social media, new campaigns and creative assets.

How do you obtain that perfect balance between storytelling and extremely technical concepts in facilitating communication between a science company and their buyers?

This is where the real science and the art of marketing comes into play. What is our messaging? What are the content pieces we're going to utilize at distinct points of time? With any type of marketing messaging, you should have storytelling elements at the early stages of any customer engagement outreach with your brand. When we talked about identifying buyer personas, best practices say you can identify maybe three to five core buyer personas to go after. So if you've identified those buyer personas, you know that the distinct phases in the buyer's journey are *Attract, Educate, Persuade, Convert, and Keep*. What we try to do is use narrative and storytelling in the early stages of *Attract* to get people to engage and hopefully opt in to our content, becoming part of the conversation.

Once they do that, the stories are still there. But really, our objective at this point, especially with sophisticated buyers, now needs to change. We go a little bit more technical. We educate them, give them all the different types of tools and content, — the manuals, the whitepapers, — to allow them the ability to take the deeper dive. And of course, persuasion becomes a little bit more technical, maybe a webinar, to then enable the customer to do comparisons between our solution and others.

Keep It Simple, Scientists

In working with science and technology clients, Miller has noted they are always very smart people and very passionately verbose about their products. He advocates keeping copy as simple as possible and minimizing unnecessary information to take customers on a journey through the website, making it consumable.

Thought Leadership Is Essential

Miller is a proponent of supplementing traditional marketing tools with webinars, podcasts and blogs to aid in the education of the buyer's journey. His clients have found maximal success by being highly specific and targeting a particular technology or application, rather than glossing over general talking points.

The Art of Science

Miller underscored the “tangible wow” factor of science clients that can visualize their technology through beautiful websites or attractive infographics. The balanced merger of strategy, execution and creative evokes both a connection to the product and a universal human emotion that persuades the customer to make that extra click, or submit information to a database.



The C&EN Media Group provides advertising opportunities targeted to our large, powerful audience through custom media and publications. *Chemical & Engineering News* (C&EN) is the award-winning news outlet that reaches the American Chemical Society's vast membership of nearly 157,000 scientists, as well as the worldwide chemistry community in academia, industry and beyond. Through our custom content studio C&EN BrandLab, or traditional print and digital opportunities, we work with marketers to grow their audience and their businesses.

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