

GROWING A NEW MARKET

A Cannabis Chemistry Case Study

c&en MEDIA GROUP

THE PROBLEM

A transformative shift towards cannabis legalization is taking place and the scientific industry is responding. Seeing the opportunity, many of our clients were eager to lead testing and analysis in this controversial but rapidly growing market. Given the budding market's complexities, they came to us with the following question:



How do we bring new products to market while maintaining credibility and securing market share?

OUR GROWTH STRATEGY

Our clients desired to communicate their role in providing testing and analysis products to ensure scientific accuracy and consumer safety – all while generating quality leads and maintaining brand equity in an uncertain environment. To address their needs, we designed and deployed a full-funnel marketing program, including:

- ✓ Native advertising content and new ad units to drive traffic and build awareness.
- ✓ Targeted email promotions to showcase clients' content and generate leads.
- ✓ Robust webinars focused on scientific considerations for accurate and safe cannabis testing.

RESULTS



1 MM

IMPRESSIONS FROM OUR FULLY-INTEGRATED APPROACH



1,050

LEADS FROM PRESIDENTS & CEOs TO PRODUCT SPECIALISTS



\$49M

IN SALES, WITH 44% OF LEADS REQUESTING PRODUCT INFO

BLACK MARKET TO BIG BUSINESS



The US cannabis industry is projected to be a \$32 Billion industry by 2020, and \$50 Billion by 2026.

“Analytical instrument manufacturers are applying decades of experience in other, more mature markets such as environmental, food safety, clinical, and pharmaceuticals to help improve the quality of cannabis testing to help ensure safer products for cannabis consumers.”

– *Scott Kuzdzal, GM of Marketing at Shimadzu Scientific Instruments*



Need help bringing your product to market? **Talk to us!**

INTRODUCING A NEW PRODUCT? DON'T GO IT ALONE.

c&en MEDIA GROUP

YOUR NEED

THE OBJECTIVE

OUR SOLUTIONS

BUILDING AWARENESS

Potential buyers need to be aware of your product to consider it.

GENERATE TRAFFIC

Native Online & Print Ads • Quizzes
Infographics • Multimedia

PRODUCT EDUCATION

Complex scientific sales require answers to many significant questions.

CAPTURE LEADS

Whitepapers • eBooks • Webinars

CLOSING CUSTOMERS

Value must be clearly demonstrated to earn the trust of new customers.

SALES

Email Marketing • Event Sponsorship Opportunities

WHY PARTNER WITH C&EN?

C&EN BrandLab services increase your marketing ROI through engaging advertising, targeted emailing and robust webinars. We collaborate with our partners to craft and share stories that appeal to scientific audiences around the world, featuring insight-driven campaigns, technical accuracy and turnkey execution.



Let's get started.
Book a consultation!