

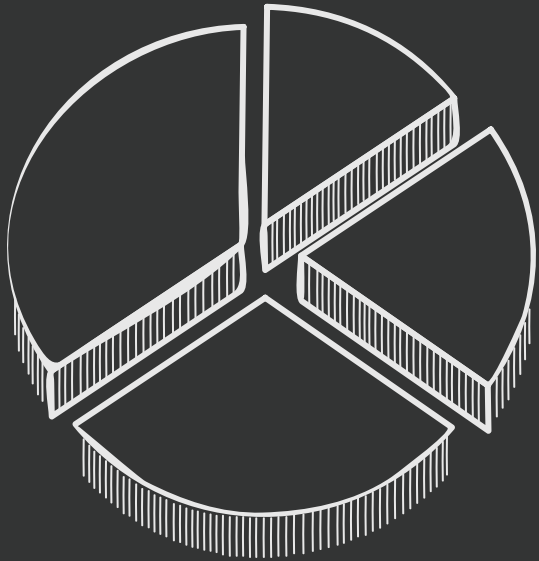
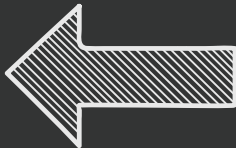
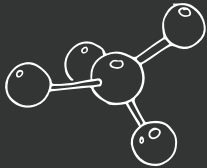
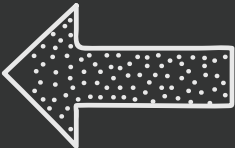


# INBOUND & INNOVATION

A CASE STUDY IN SCIENCE MARKETING



$$a = \frac{2S}{t^2}$$
$$\vec{F}_1 = -\vec{F}_2$$



Bringing a new scientific innovation to market is no simple task. Especially when that innovation is sold to sophisticated buyers, in lengthy sales cycles, and against deeply entrenched competition.

Such was the case with VUV Analytics' Gas Chromatography (GC) – Vacuum Ultraviolet (VUV) technology. In this case study, Andrew from The Market Element agency will detail how the successful implementation of inbound marketing aided in the discovery and adoption of their novel instrument.

## LIKE A PAIR OF HYDROGEN

## ATOMS, SOPHISTICATED

## SCIENTIFIC BUYERS AND

## INBOUND MARKETING CAN'T

## HELP BUT BOND



**THE AGENCY** [The Market Element](#) is a full-service digital marketing agency with locations in Louisville, CO and Katy, TX, specializing in driving growth through marketing science. The Market Element has an established track record of supporting high-tech and scientific companies with strategy, creative, and execution services using proven best practices, analytics, and world-class talent.

**THE CLIENT** [VUV Analytics](#) manufactures the VGA-100, the world's first Vacuum Ultraviolet (VUV) gas chromatography detector, and the SVGA-100 gas analyzer. The VGA-100 provides features and benefits that are complementary to mass spectrometry and excels in applications where mass spectrometry performance has been limited. The VGA-100 has recently been recognized as "[Best New Analytical Instrument](#)" at the Gulf Coast Conference, a Top 5 appearance in [The Analytical Scientist magazine's annual Innovation Awards](#), and placement as a [R&D 100 Market Disruptor Product](#) category finalist by [R&D Magazine](#).

**THE PROJECT** Effectively utilize inbound marketing to reach a sought after scientific audience.

# THE PROJECT: INBOUND MARKETING TO A SCIENTIFIC AUDIENCE

To briefly set the stage, GC paired with Mass Spectrometry (MS, collectively GC-MS) is an analytical technique for sample identification and quantitation that has been trusted as a gold standard by chemists around the world since the 1950's.

[GC-VUV technology](#) provides an alternative means to achieve the same or superior results as GC-MS, with multiple efficiencies gained throughout the analytical process.

**Given this landscape, the challenge for The Market Element team was significant and clear:**

How do we educate our highly-sophisticated audience on the value our technology provides when the competition is so deeply entrenched?

Early on we made the decision to embrace inbound marketing best practices to drive traffic to our website and nurture leads through the extensive buying cycle.

**Some of the key initiatives that defined our marketing program include:**

- Investing in and deploying a marketing automation platform.
- Creating educational content such as application notes, conference posters, blog posts, brochures, and webinars.
- Search Engine Optimization (SEO).
- Developing a “Knowledge Base” to serve as a repository for the content we created.
- Launching an Academic Grant Program.

**EDUCATE A HIGHLY**

**SOPHISTICATED AUDIENCE**

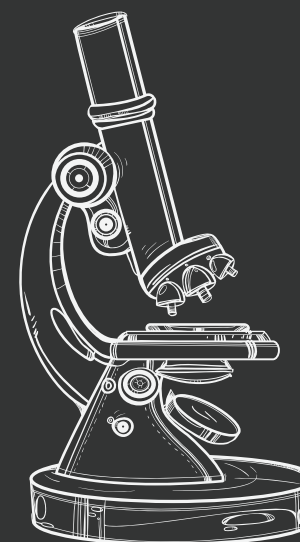
**ON THE VALUE OF YOUR**

**TECHNOLOGY: EMBRACE**

**INBOUND MARKETING TO**

**DRIVE TRAFFIC TO YOUR**

**WEBSITE AND NURTURE LEADS**





**CONTENT MARKETING**

**IS ALSO ABOUT JOINING**

**EXISTING CONVERSATIONS**

**RATHER THAN STRICTLY**

**CREATING YOUR OWN**

### **LAYING THE FOUNDATION: AUTOMATION PLATFORMS**

[Having an automation platform](#) allowed us to segment and target our outgoing emails to ensure the right message was reaching the right audience, at the right stage of the buyer's journey. Targeted and contextual communications consistently outperformed emails sent to larger portions of the database.

### **CREATING THE CORNERSTONES: CONTENT**

Content is central to inbound and digital marketing and developing proprietary content allows you to leverage the expertise of your team without the costs of engaging a third party. The content we produced simultaneously allowed website visitors to self-educate on GC-VUV technology at their own pace, and enabled the sales team to provide collateral when necessary.

### **STANDING UP THE SUPPORTS: SEO**

When marketing a new innovation, it's unlikely that you will be blessed with an abundance of organic keyword searches for your product. GC-VUV spectroscopy had never before been available to the laboratory benchtop, and so we needed to position our content to join existing conversations rather than strictly create out our own.

Keyword research revealed contemporary issues our audience was searching for that we could connect our solution to, via engaging content. [Identifying "Shoulder Niches"](#) can help you understand what content can connect your new product to existing conversations and known problems.

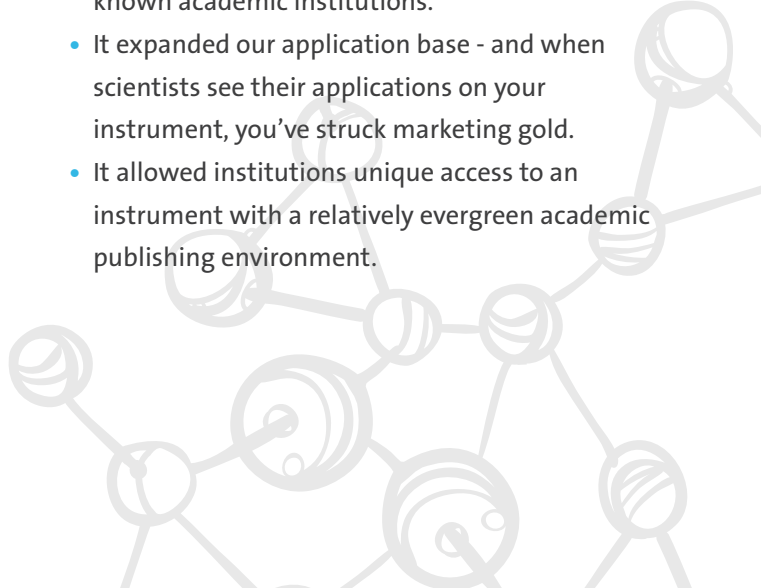
### **PUTTING IT UNDER ONE ROOF: THE KNOWLEDGE BASE**

After developing content for your audience, the question becomes: where does all of that content live? Our solution was to develop a one-stop-shop which would house the recordings of all of our webinars, and other content such as the brochure and application notes. Our Knowledge Base allows visitors to access all of our content by filling out a single web form.

### **VAULTING THE CEILINGS: THE ACADEMIC GRANT PROGRAM**

An unusual tactic that helped us tap into the benefits of being engaged with the academic community was the creation of our Academic Grant. The Academic Grant allowed US-based institutions to submit a proposal to use a VUV Analytics VGA-100 detector for a semester at no-cost to the university.

**This was mutually beneficial for a number of reasons:**

- It solidified our relationship with respected, well-known academic institutions.
  - It expanded our application base - and when scientists see their applications on your instrument, you've struck marketing gold.
  - It allowed institutions unique access to an instrument with a relatively evergreen academic publishing environment.
- 

# THE RESULTS: INCREASED VISITORS AND MORE LEADS

After setting the strategic direction for our marketing program and executing our initiatives, we were pleased to see goal after goal come to fruition.

In the first six months of our engagement, we were able to increase the number of unique monthly visitors to the website by 2.5 times! Although we're not at liberty to divulge specific numbers, trust that this growth in traffic was a significant increase, and it certainly set a new standard for our website performance.

**THE FINAL TWO MONTHS SAW OVER 6 TIMES THE NUMBER  
OF CONTACTS ENTER THE DATABASE AS THE PREVIOUS FOUR  
MONTHS COMBINED.**

Correspondingly, we saw strong growth in the number of contacts entering our database. The final two months saw over 6 times the number of contacts enter the database as the previous four months *combined*. As a marketer, these were some promising leads to see come in. Chief Scientist, Principal Scientist, and Principal Scientific Liaison were among the titles we were most excited to pass to our sales team, and these leads were coming from large, multinational organizations.

Ultimately, embracing inbound marketing best practices helped drive leads to sales, and empowered sales to close those leads.

# PUTTING IT ALL TOGETHER

In the scientific space, you are commonly met with steep competition, protracted sales cycles, and a highly-sophisticated audience. Inbound marketing is uniquely suited to meet each of these challenges.

## EDUCATING AGAINST ESTABLISHED COMPETITION

We mentioned before that the competition against GC-VUV is well-established and significant. Scientists are justifiably skeptical when they receive word about a technology that claims to be a worthy alternative to an analytical technique as ubiquitous and esteemed as GC-MS.

In this situation, marketing is best executed as an education play. By aiming to make your audience aware of their pain points, and providing content to educate on how your product can address those pain points, you are enabling your audience to draw their own conclusions and nudging them towards your desired outcome.

## NURTURING ALONG THE SALES CYCLE

It's no secret that the sales process for high-tech scientific instrumentation can extend for months, and sometimes years. The time between principal investigation and product order leaves plenty of room for leads to dry up.

**FOLLOWING INBOUND METHODOLOGIES AND PROVIDING USEFUL CONTENT TO BUYERS AND INFLUENCERS THROUGHOUT THE SALES PROCESS ALLOWS YOU TO COMMUNICATE THE VALUE OF YOUR PRODUCT AND ADDRESS ANY LASTING CONCERNS.**

Sometimes the right content is just what you need to empower influencers to push the sale the last mile to closing.

**SELLING TO THE SOPHISTICATED BUYER**

When marketing and selling to a sophisticated buyer, you have to entice them with content that piques their curiosity, and encourages them to explore more deeply. Content littered with flashy language and bloviated claims will more than likely fall on deaf ears.

Establishing our Knowledge Base proved to be a success in part because it inspires self-paced discovery and learning. Some buyers like to have all the answers put in front of them, but the scientific crowd tends to seek their own.



## PARTING THOUGHTS

If being a science marketer was an easy job, everyone would be doing it right? By following some of the lessons we learned at VUV Analytics and employing inbound best practices, you can help level the playing field and generate more revenue for your business.



Questions about this case study? Andrew Sober is a Marketing Associate at The Market Element. The Market Element is a certified HubSpot Gold partner

agency specializing in high-tech, professional services, and hospitality industries. Learn more about The Market Element and get in touch with Andrew at [www.themarketelement.com](http://www.themarketelement.com) and on Twitter [@Market Element](https://twitter.com/Market_Element).

