

Gap identified

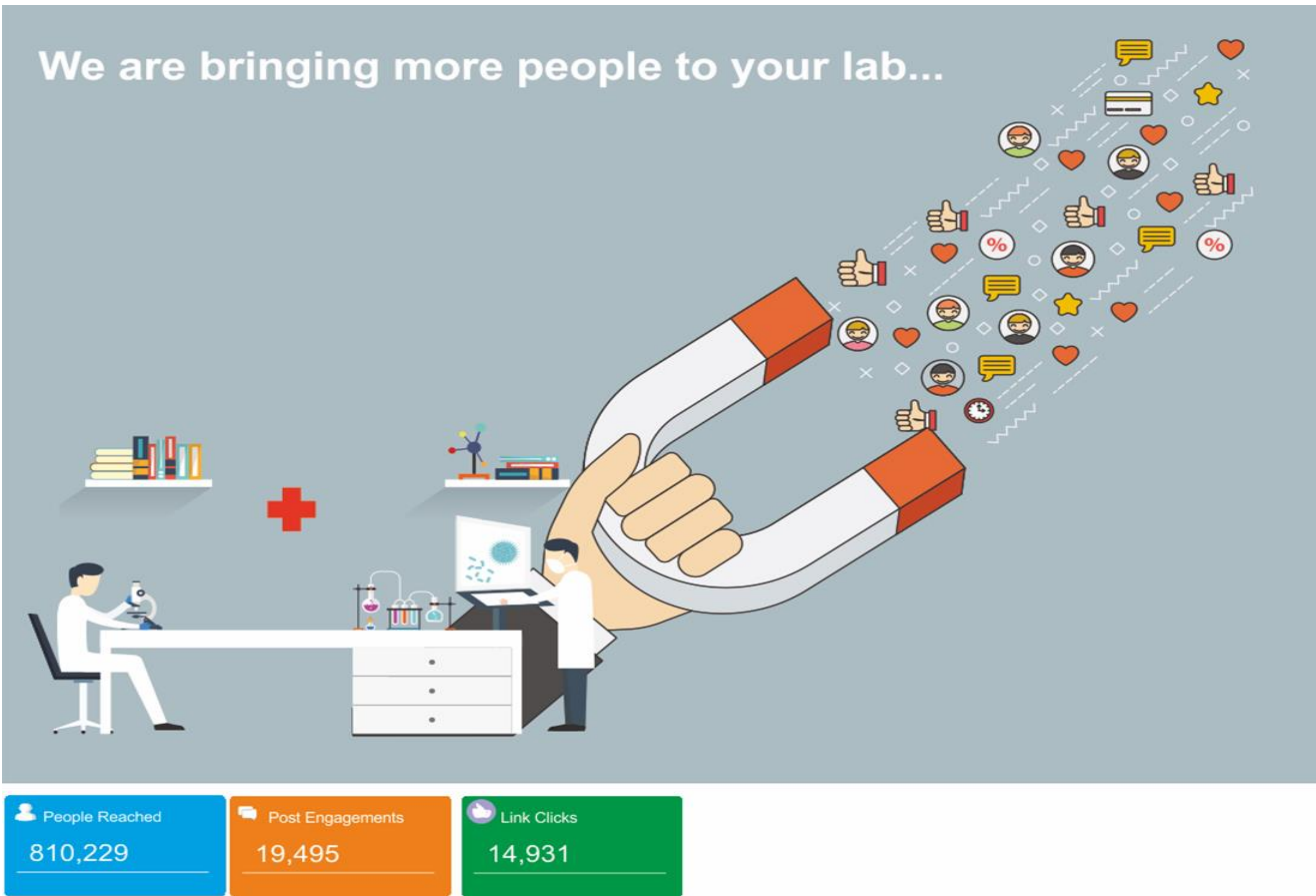
- In India they are not socially active by which there social visibility is low.
- They are not able to give the target message to their customer, they are giving random messages to their customer.
- As they are having b2b business model they can easily target customer by social media but they are not doing that.

Objective

- To segment the organization customer according to different verticals.
- To make a different engagement activities to attain the customer retention.
- To make a easy way to market different product of organization on social media platform.
- To increase the social media awareness by doing different online activity among customers.

Page activities

- Official groups in LinkedIn pages, which is providing quality data to the customer.
- Solving queries and giving opportunity to interact among the people.
- Post/ abstracts/ research articles
- Events update
- Loyalty programs
- Engaging programs.



Conclusion – Visibility increase on different social media platform, customer added on page by events of Bio-Rad
Branding of Bio-Rad increase among targeted audience on social media.
Online ranking increase of Bio-Rad.

Highlighted product

Creating groups-
Segmenting the followers by which they get selected information.

Group Progression-
By increasing followers, as well as the customer participation, like wise posting there articles on the page.

Loyalty program to retain the followers

Customer benefit

- High quality content and new CME updation
- Upcoming events or launch updation of Bio-Rad according to there intereset.

SALES / SUPPORT TOOL

- Google alert
- Google analytics
- Google search console
- Google feed burner

Learning

- How to segment mixed customer into specific segment.
- How to collect segmented customer into single platform.
- Learned marketing advertisement on social media platform
- Learned about marketing campaign on different social media platform.
- How to display ads only on targeted audience.



Author’s Suggestion - We Suggest them to promote their product through doctors.
They can also use the microsites to promote products which should directly mail or send by messages to targeted customer.
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