

SUMMER TRAINING

at

BIO- RAD

A REPORT

**“Social Media optimization and Marketing campaign on
Salesforce for Bio-Rad”**

By

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(0142)

MBA (Pharma. Management)

Submitted To

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Faculty Guide



IIHMR University Jaipur

CERTIFICATE

This is to certify that **Neelam Devi** has undergone Summer Training at **Bio- Rad laboratories, Gurugram** from 1st April 2019 to 31st May 2019.

The candidate himself/herself completed the project assigned to him/her in Summer training. His/her approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Hospital and Health Management/Pharmaceutical Management/Rural Management.

I wish him/her success in all his/her future endeavors.



Dr. Abhishek Dadhich
Asst. professor
IIHMR University, Jaipur



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Date: May 31, 2019

To Whom So Ever It May Concern

This is to certify that **Neelam Devi** pursuing Master of Business Administration in Pharmaceutical Management from IIHMR University, Jaipur has successfully completed her project on **"Campaign Management and Social Media Optimization"** with Bio-Rad Laboratories (India) Private Limited under the guidance of **Vipan Manhas (Lead – Marketing Communications)** for duration of **2 months (April 1, 2019 – May 31, 2019)**.

During her project period, we found her creative, talented and keenly dedicated towards her work.

We wish her good luck for her future endeavors.

For Bio-Rad Laboratories (India) Private Limited

Brijender Kumar
Commercial Director - India

ACKNOWLEDGEMENT

The internship opportunity I had with Bio-Rad was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individuals as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through the internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to **Mr. Vipin Manhas** (Lead marketing communicator INDIA) who took initiative and keep me on correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I express my deepest thanks to **Dr. Abhishek Dadhich** (Asst. Professor IIHMR University) for taking part in useful decision & giving necessary advice and guidance and also arranged all the facilities to make task easier. I choose this moment to acknowledgement his contribution gratefully.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in best possible way and I will continue to work on their improvement to attain desired career objective. Hope to continue cooperation with all of you in the future.

Neelam Devi

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Executive summary/Abstract

This study may carried out to find the use of social media by various business. Overall aspect of this study was to learn how business of particular may get affects through using various social media strategies. Now a days, business owner are going towards the most use of the technical software to interact more with their customers. They are using this phenomenon to gain indirect growth of their business. Bio-Rad having their social media pages on a different platform but they didn't get any positive feedback from it. Due to this problem, we run a campaign on LinkedIn. My objective here is to collect their customers on one platform so that their customers may know about each and every update of the company and also through social media to go deeper and wider with India's target segments and focus areas. Previously they started this activity on Facebook but didn't get any valuable results. In LinkedIn Company have their administrative rights. We create one specific QC page for the company and collect their customer on the pages by sending personal emails. On the other side, the company is also working on salesforce.com. The salesforce.com is a software that is used by the company to run various campaign, report and also collect the data of their customer in that particular software .Through that software Bio-Rad also may calculate their market quality lead (MQL) by sending their data to the another software, it may be known as Marketo software. As we work on SFDC data. In that, the data of the company is mixed previously. They have two verticals of data i.e. LSG (Life science Groups) and CDG (Clinical and diagnostic Group). The data of SFDC was not properly cleaned. They have 10000 complete data and in that 6000 data was cleaned. But that 6000 data was not cleaned properly. Our objective here is to clean the remaining 4000 data and also reclean that 6000 data. Through this data, we link this data with LinkedIn. By linking these data to LinkedIn they may get valuable customer on their page. In SFDC we run the campaign and also check the MQL, ROI (Return on Investment) measurement. By Data clean-up in SFDC, we got a clean data and it also increase lead conversion and improve segmentation of the company. A webinar was also conduct with India KOL in association with Singapore team to get their feedback regarding the topic .Overall result and learning was good.



Company Profile

Bio-Rad is a multinational company. It is a California based company. It is established in 1952 in Berkeley, California by David and Alice Schwartz. Norman Schwartz is holding the position of CEO and President of the company presently. Bio-Rad is working as a B2B marketing company that is business to business model. In India there headquarter is present in Gurugram, Haryana.

Bio-Rad mainly working on two segments:

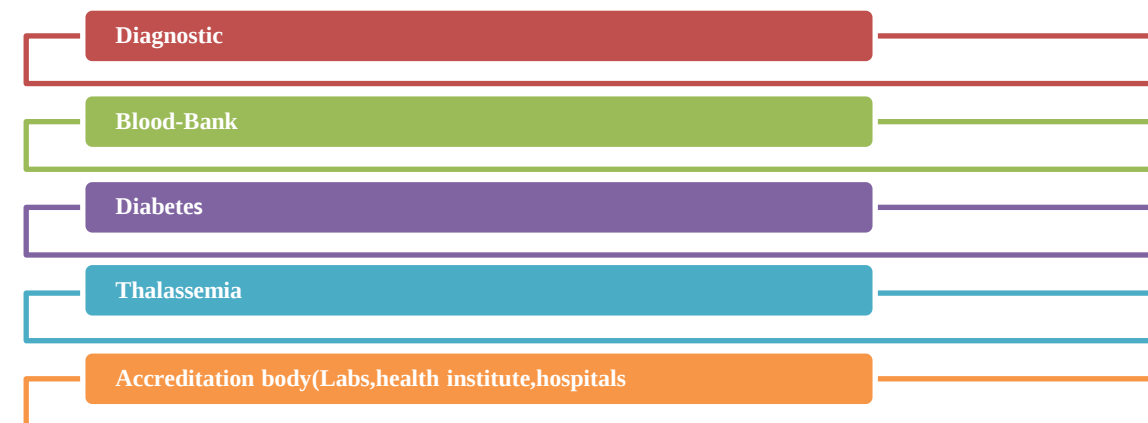
1. { • Lifesciences Group
2. { • Clinical Diagnostic Group

Life sciences group – This Company having various life science product like Instruments, different software, and various product on Protein Purification as well the quantitation.

Even though they are working on different drug discovery instrument, science education and the food safety reagents. These product and instrument mainly used for separating, purifying, analyze and to increase biological material like protein etc.

Clinical diagnostic group – There diagnostic instrument having wide range of product in this group. These product and instrument provides different clinical information in blood transfusion and Blood purification, Diabetes monitoring, different autoimmune disorder, and in testing market of Infectious disease.

The company having its five vertical.



They having the slogan that is followed by worldwide:

Advancing, Discovering, And Improving lives.

Brand Guidelines

INDEPENDENCE

INVOLVEMENT

INOVATION

INTEGRITY

Bio-Rad is a multinational organization. It is basically working in B2B business model. In B2B business the organizations are not in direct contact with the customer. They mainly work with laboratory, Blood bank and Accreditation body etc. The whole team which is holding the business in India and neighboring countries are consist of these people

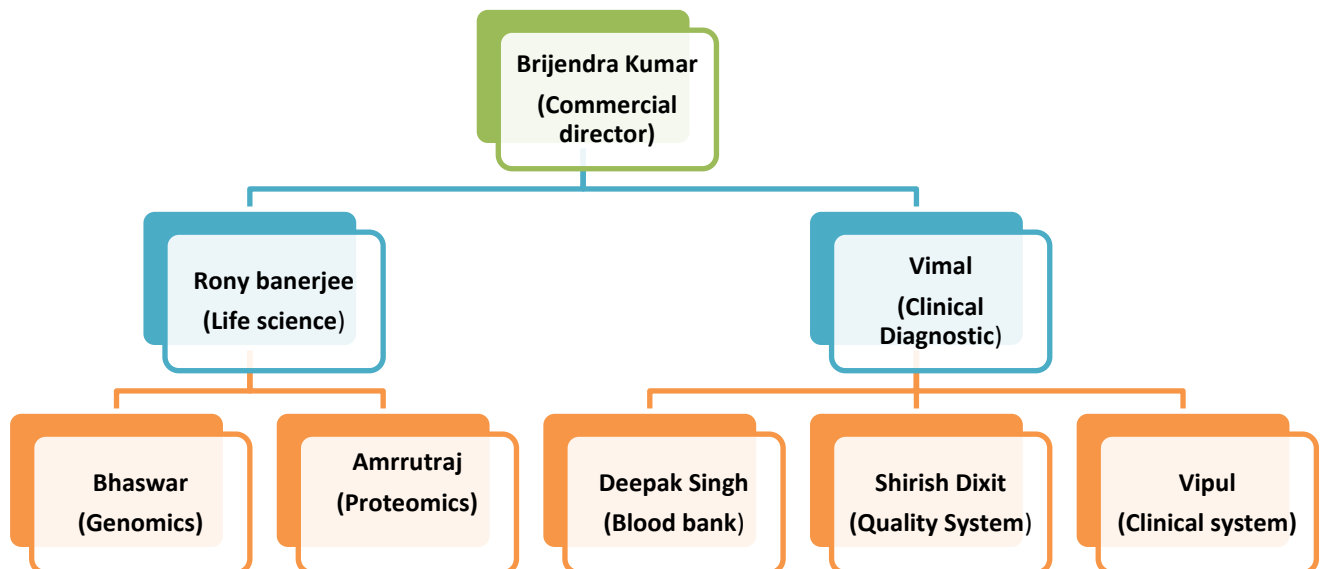


Fig. Team member of Bio-Rad in INDIA

Introduction about the Project

This company is holding good and respective position worldwide. But they are lacking in social media and their rating on social media is very low, because they are not active on social media thoroughly in India. So, they give the project on Social Media Optimization and Campaign Manager. By which they can more visible in social media. They want the professional portal that's why we choose LinkedIn to optimize their social media presence.

I took three verticals to fulfil my objectives.



- **About LinkedIn:** - LinkedIn is a mobile software or a website which is founded by America. It is for employability of persons to find their dream jobs. It is primarily for job seeker. Earlier people use to update their CVs to get a job or else making professional connections. So, we can use it to find the target client's. It may help to develop engagement with your connection. It may utilize advanced search to search for leads. As Bio-Rad is a biotechnology company and it have its five verticals i.e. diagnostic, blood bank, diabetes, thalassemia and accreditation bodies. Thus their business is very large and also working with B2B marketing model. We found that LinkedIn is the best option for Bio-Rad to connect to their customers. Business-to-business could be a state of affairs wherever one business makes an advert dealings with another. In B2B marketing there is a close relationship with customer and also their customers are very few. It may cause limitation for the company but company is doing great job worldwide with this business model. We create five pages on LinkedIn for Bio-Rad.

- **Campaign manager on SFDC:-** SFDC is also outlined as Salesforce.com
- Salesforce Campaigns is a promoting techniques that square measure designed to realize specific goals that may be half-tracked and measured victimization Salesforce. Once enforced properly, Campaigns square measure a superb tool to trace ROI and KPIs, optimize efforts, record promoting activity and supply irresponsibleness and visibility to the remainder of the corporate.
- SFDC information is especially divided into 2 classes i.e. LSG and CDG.LSG stands for the natural science cluster and CDG stands for a clinical diagnostic cluster.
 - ❖ Bio-Rad having 10000 SFDC data but it was not cleaned properly .So, I cleaned the Salesforce data. Through this company may found their valuable customer, dead customer and total number of customer in particular region. They may also knew about the reach of their products. This may also helpful for checking the market lead, area to focus more and also the product specification in particular region of the country.
- **Webinars:** - The word webinar is divided into two words web” and seminar. A webinar is an occasion continued the web that is attended completely by an internet audience. This distinguishes it from a webcast that conjointly includes the presence of a physical audience. Different terms used as alternatives for international web event, On-line seminar, Webcast, Internet lecture and Virtual event. We took three webinars i.e. LinkedIn, template on email, SFDC data cleaning and learning about SFDC. These all webinar are held with Singapore team. In this webinar we learned some technical skills. Singapore team having a specific team for LinkedIn so they are mainly focusing at LinkedIn as a social media platform. In webinar they talked about why they are focusing mainly on LinkedIn, How it should be implemented and what are their administration rights regarding the same.Weibnar found to be very helpful for the success of the project.
- **Soft skills:** Soft skills may require for the whole project completion. One should have some extra knowledge in particular area in which they are working. Every organization wants their employee to be work extra ordinary in order to create the brand image of the company .Bio- Rad comes in one of the most ethical practices doing in their work culture .In Bio-Rad, We taught about different soft skills like as; Microsoft excel, Personal and professional selling skills and handling of different software like, Marketo and Photo- shop

Literature Review

- The study done by **Goutam and Bhagwat (2013)** is in the line with the study done by Jati and Mohanty (2012) where they assert the need for social networking sites in business. They highlight that social technology is connecting people in a way to share information and other things to each other form .From their study they found Facebook to be a leading social media networking sites. They have also provided with statistical data which shows that social media sites are growing and providing facilities to both business organization and the people. Their reputation in short time is in the lieu of their requirement in society for communication and also for business as well
- **Kumar and Singh (2013)** makes the case that how social media as a marketing communication tool helps in building brand and customer relationship. In their study they have examined the strategy “live the moment “used in social media campaign by Maruti Suzuki for its Ritz car to creating awareness and preference for its car. They found that using social media strategy it become a most successful campaign by the company and was capable of building a strong brand and strengthen its customer relationship through social media network. This tool not only stimulated the interest among its online fans community it also increased the awareness of other stakeholders.
- **Bajpal and Pandey (2012)** social media marketing strategies and its impact highlights on the various social media marketing strategies for small business that can be take this viral marketing form beyond the present social media to build the community powerful enough to make an initiative buying and marketing effective .They also compare it with the implication of traditional means of marketing

Edosomwan et al. (2011) depict social Medias a fact that has transformed the interface and communication of individuals all over the world .They have done a qualitative study by describing the feature and how social media has evolved over the time. They have also discuss about World, Facebook, Lunar, YouTube, Twitter and Myspace. They further discuss the best situation where social media can be used viz. to communicate teams and to share ideas etc.

Objectives

- To Drive Marketing Campaign Workflow of Bio-Rad in India.
- To linked the customer on one platform using Social Media.
- To Segment the customer of Bio-Rad by using Salesforce.

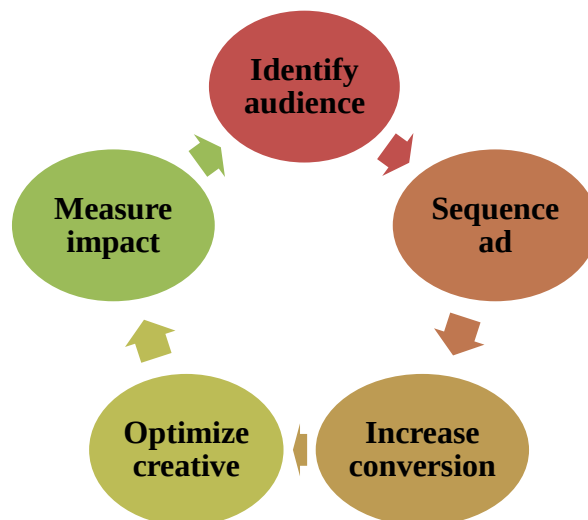
Research Methodology

LinkedIn:-

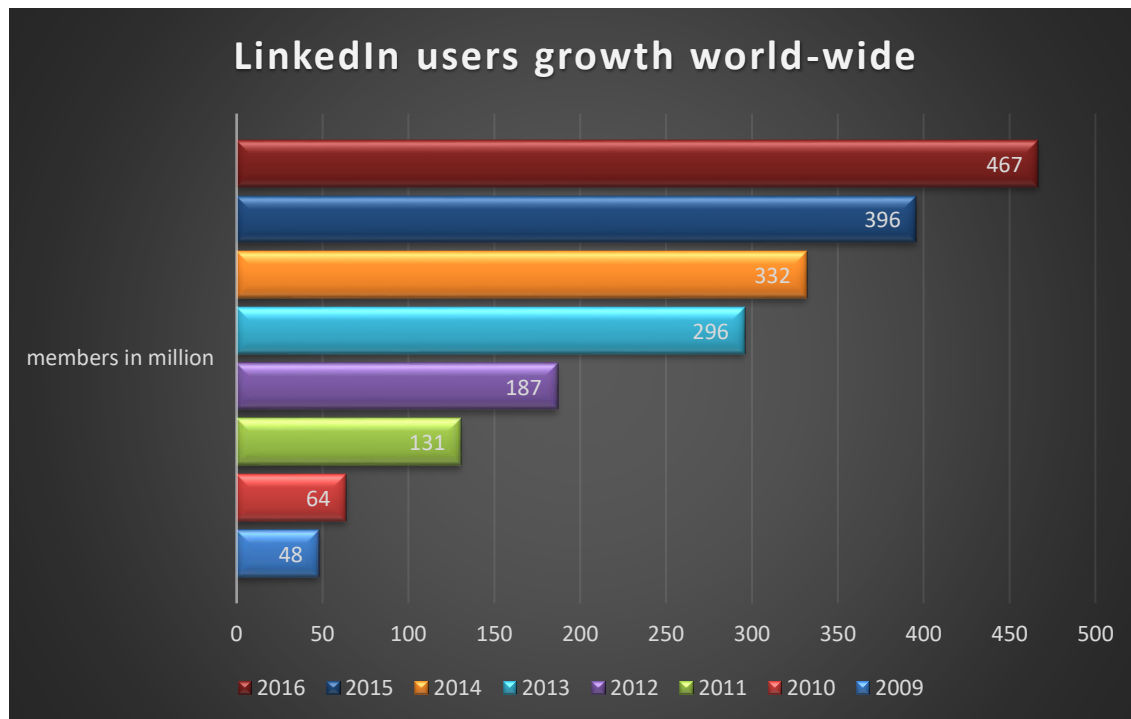
LinkedIn is a mobile software or a website which is founded by America. It is for employability of persons to find their dream jobs. It is primarily for job seeker. Earlier people use to update their CVs to get a job or else making professional connections. LinkedIn was founded on December 28, 2002 and launched on May 5, 2003.



LinkedIn lead Accelerator



In India there are million users currently of LinkedIn. This is the huge amount to increase the potential buyers. But the demerit in this people want to see only the things what they are using or of their interest and need. They skip the things if which is not of their need, that's why we thought of to segment the different customer according to their needs and want to achieve a good traffic on LinkedIn pages.



So, the segmented area was:

- Quality control
- Diagnostic,
- Blood-banks,
- Diabetes, & Thalassemia
- Accreditation body (labs, health institutes, hospitals, etc.)

This is purposed to the team by us to make these pages separately. Which is still on the working by the marketing team, by many of the CME events which is conducted by the Bio-Rad.

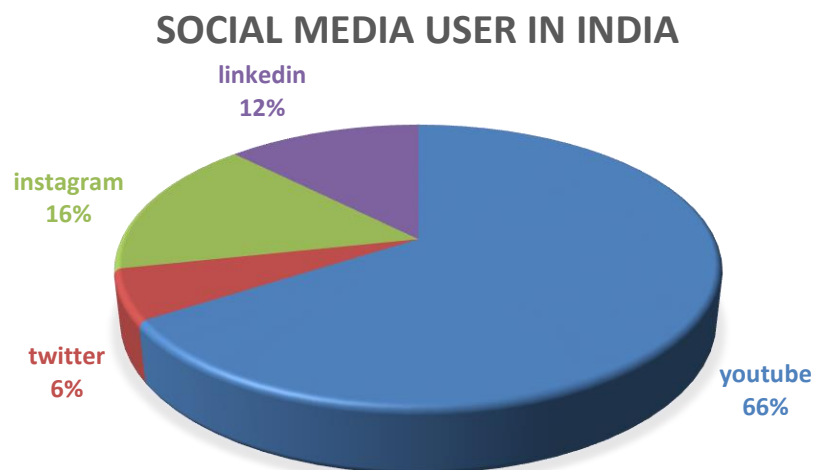
Which is the part of CRM activity and build the customer loyalty stronger.

By the LinkedIn profile different campaign also purposed to the company, and different ads and video ads also purposed to the company.

Social media optimization (SMO) is the kind of marketing in which the awareness about the product, different events and some other activity are given to the set of people or group of people.

By the SMO it is also known as the publicity of a company about their product and services. As I am working with the company who is handling the high-end product ex, DDPCR. Which needs deep knowledge and awareness about the upcoming CME. Social media optimization has been done by the different social media platform like, Facebook, Twitter, LinkedIn, YouTube, Instagram, etc.

I have taken the social media platform that is LinkedIn. Because in other social media platforms all kind of people are present, and they might not interest in those products as bio- rad dealing with high-end product. The Bio-Rad is very reputed organization and they are not targeting the whole population because there marketing model is business to business. They have their specific customer and those are the diagnostic center and the different research organization. There one important concern about the social media marketing is also about the bad comments by the customer. So, LinkedIn having various admin rights by which they can improve their customer concern also. LinkedIn is the professional site as well, people who are really interested to the organization will follow the hashtag.



Salesforce.com (SFDC)



Salesforce

- Salesforce is a software that is used by number of company worldwide .It is a very useful software for collecting data of the customer. Sales team and marketing team is using this software to manage their customer management and relationship.
- Though Salesforce Company is able to know about their marketing qualified lead (MQL).
- Salesforce is used by the company to manage their different campaign for running, past and future objectives.
- It may also business to use cloud technology to better connect with customer, partners and potential customer.

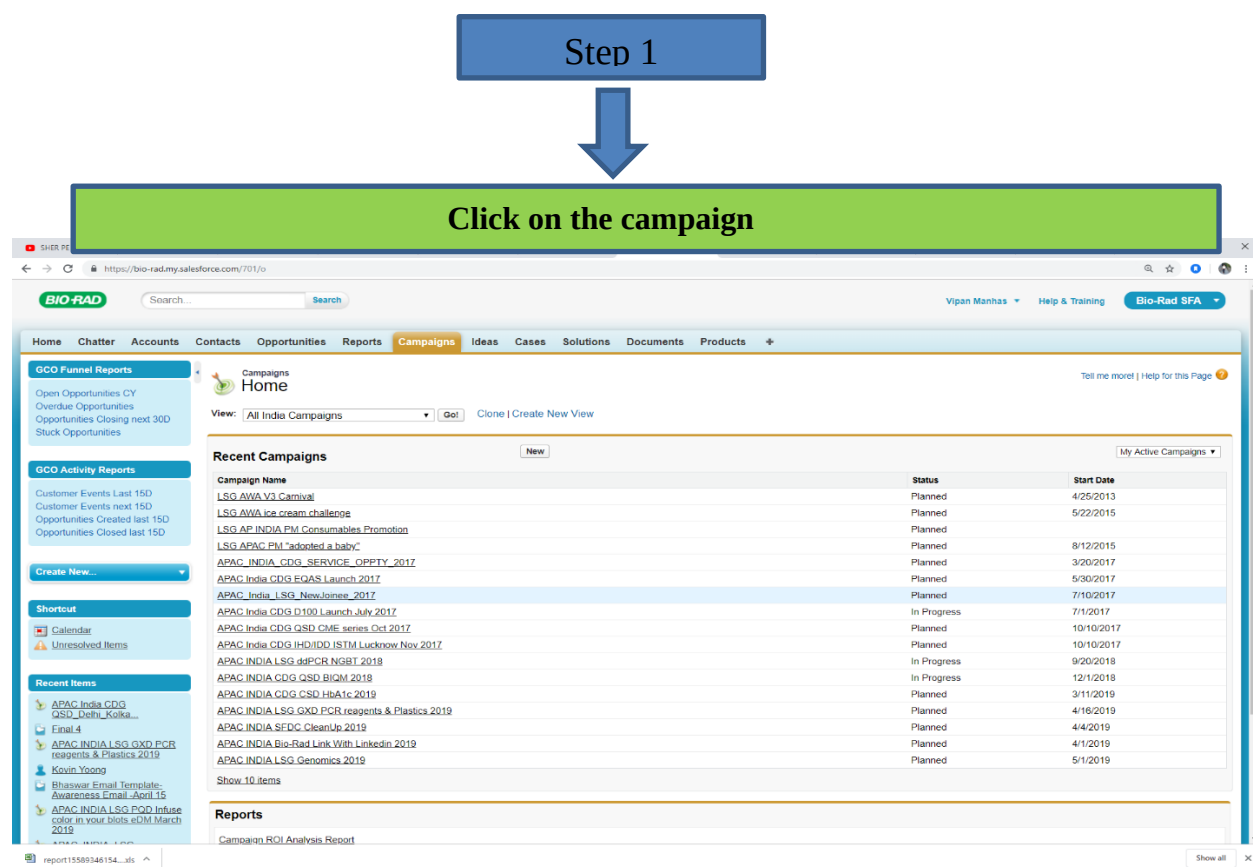
Important benefits of salesforce



Campaign:

In Salesforce a particular campaign may run to perform a specific results. If we start any new campaign than first we need to fill it into the Salesforce (SFDC). Campaigns are useful in Salesforce because it manage the outbound marketing campaign with direct mail, seminars, programs, print ad, emails and some other kind of meeting collaterals. It is very useful for marketing department to work in particular order. It is useful to update member's status. Thus we can easily say that campaign is a magic field, whose purpose is to aid in attaching a lead to a campaign on creation, both through the UI and web-to-web.

There are following steps to run a campaign in Salesforce (SFDC)



- **Fig. 1.1** In this figure you may see the portal of Bio-Rad for SFDC. First go to home page and then click on campaign. Then you may find different- different campaign that are previously run into it. You need to select your own campaign. After clicking at the particular campaign you will go to the next step.

Step 2



You may reach to second page after selecting you particular campaign.

Campaign Edit [Save] [Save & New] [Cancel]

Campaign Name [Text Field]

Campaign Owner/Contact [User] [Search Icon]

Parent Campaign [Text Field] [Search Icon]

Status [Planned]

Campaign Summary [Text Field]

Marketing Department [--None--]

Campaign Type [--None--]

Tactics

Available	Chosen
Banner Ad	
Bio-Rad Website	
Business Reply Card (BRC)	

Region Target

Available	Chosen
Africa	
APAC	
Brazil	

Content Category

Available	Chosen
ACD	
BioEd	
CBB	

FCPA Compliance Requirement? [--None--]

Corporate Approval Reference [Text Field]

Start Date [5/18/2017]

End Date [5/18/2017]

Active []

Exclude from Calendar []

Include in Reporting [x]

Campaign Currency [SGD - Singapore Dollar]

Budgeted Cost in Campaign [Text Field]

Actual Cost in Campaign [Text Field]

KPI Information

Primary KPI Type	Primary KPI	Primary KPI Goal	Secondary KPI Type	Secondary KPI	Secondary KPI Goal
--None--	--None--	[Text Field]	--None--	--None--	[Text Field]

Fig.1.2 In this figure you may see that after selecting the campaign, the campaign edit option would be seen. In this section you need to fill the various information regarding the campaign which you are going to run.

After filling all the details in the campaign manager of SFDC. Here need to study that how this campaign may connect to SFDC.

How to add campaign manager in SFDC: - It is very important to add campaign manager in SFDC because through this we come to know about the campaign, about the lead generate by the particular campaign, work progress of the campaign.

There are various steps to add campaign manager in SFDC

Step 1



Login to SFDC

The image shows the Salesforce login interface. At the top is the Salesforce logo. Below it is a white login box containing the following elements: a 'Username' label and input field, a 'Password' label and input field, a blue 'Log In' button, a 'Remember me' checkbox, a 'Forgot Your Password?' link, and a 'Use Custom Domain' link. Below the login box are two links: 'Not a customer?' and 'Try for Free'.

Fig 2.1 In this figure you need to login first into Salesforce.com software.

Step 2



Create New Report

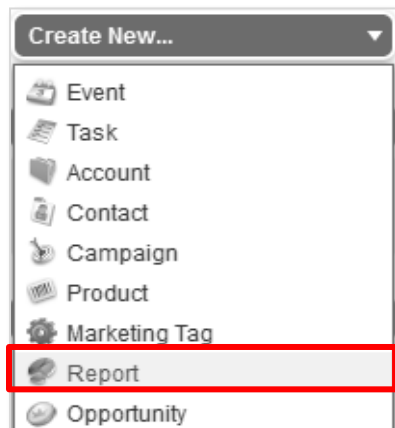
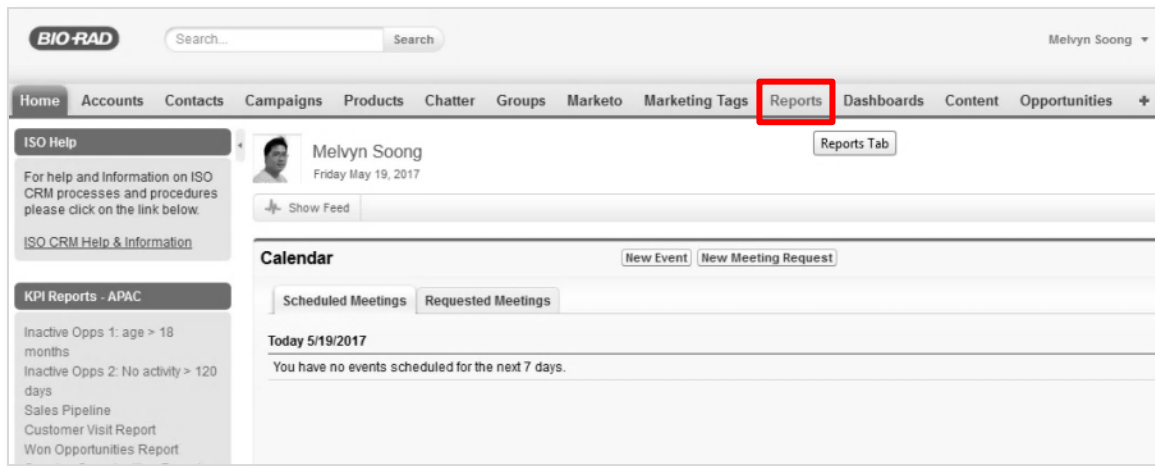


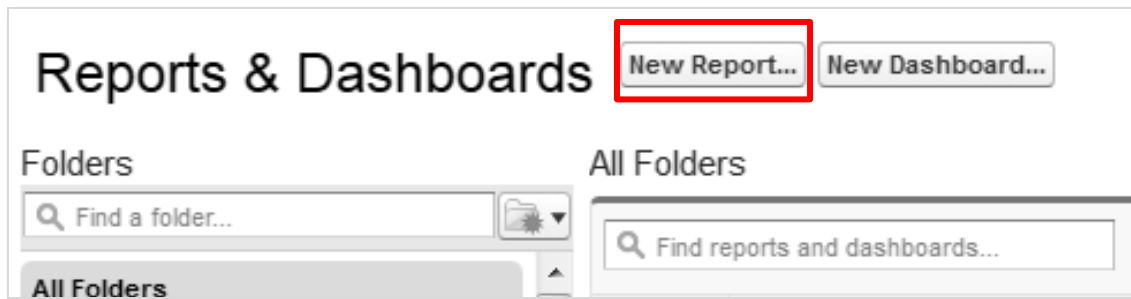
Fig 2.2 In this figures after login to salesforce second option you may see is create New Report. Then you need to go through the report section in salesforce.

Step 3



Choose Report Type: Contacts & Accounts

1. Click on **New Report**



2. Select **Contacts & Accounts Report**

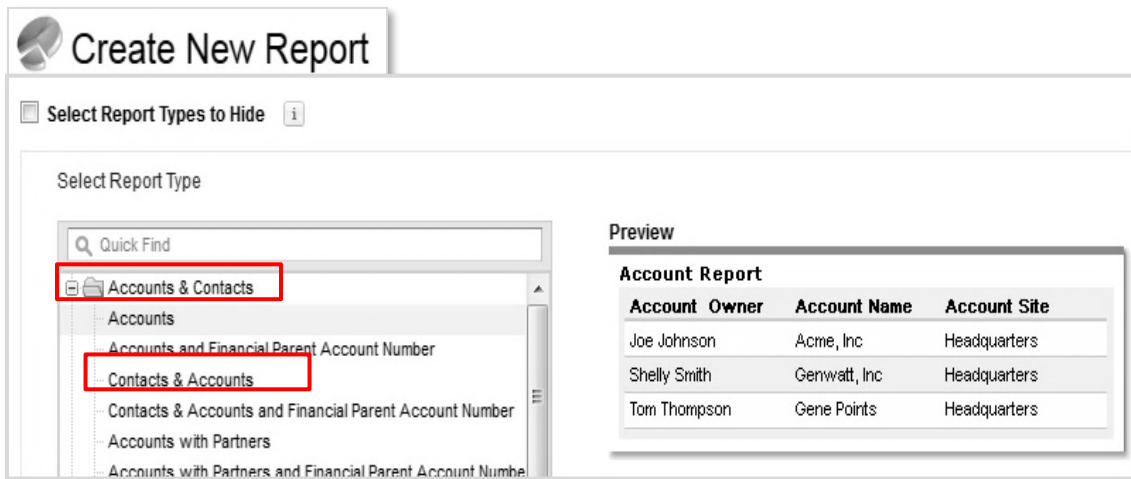


Fig 2.3 In this step, you need to click on chose new report after clicking on this you may see the account and contact. This may helpful to know that how much customer or member are there in this campaign.

Step 4



Define your Filters

Report Type: Contacts & Accounts
LSG KR - Emailable Contacts

Save Save As Close Report Properties Add Report Type Run Report

Fields All #

Quick Find

Drag and drop to add fields to the report.

- Bucket Fields
 - Add Bucket Field
- Contact: General
 - Contact Owner
 - Contact Owner Alias
 - Created By
 - Created Alias
 - Last Modified By
 - Last Modified Alias
 - Salutation
 - First Name
 - Last Name
 - First Name (Local)
 - Last Name (Local)
 - Contact Record Type
 - Title
 - Department
 - Birthdate
 - Assistant
 - Asst. Phone

Filters Add

Show All accounts

Date Field Created Date Range All Time From To

Country (for SFDC reports) equals "Korea"

AND LSG equals "True"

AND Inactive equals "False"

AND Email does not contain "@bio-rad.com"

AND Email not equal to ""

AND Email Opt Out equals "False"

AND Email Invalid equals "False"

AND Email Opt In equals "True"

Preview Tabular Format Show Remove All Columns

Contact ID	First Name	Last Name	Email
00313000029rfRH	-	오종원	jwoh@yonsei.ac.kr
00313000029siAf	Hyun Jung	???	totoros@hanmail.net
00313000029siEX	Sun Min	이선민	yaong97@hanmail.net
0031300002AGeuX	-	김성환	ksh1224@re.yakult.co.kr
0031300002AHfGm	-	라제현	laje99@nate.com

Add filters to **Define your list** based on **contact fields/values**.
(Use the Quick Find to search, then Drag & Drop on to the right panel.)

Fig 2.4 In this figure you may know about the contact field, you can put filters on various aspect like what you want in campaign, on which particular segment you want your result.

Step 5



Run the Report

Report Type: Contacts & Accounts
LSG KR - Emailable Contacts

Save Save As Close Report Properties Add Report Type Run Report

Run Report Hide Details Customize Save As Printable View Export Details Add to Campaign

Filtered By: Edit
Country (for SFDC reports) equals Singapore Clear
AND Email Invalid equals False Clear
AND Email Opt Out equals False Clear
AND Email not equal to Clear
AND Email Invalid equals False Clear

Salutation	First Name	Last Name	Title	Mailing Street	Mailing City	Mailing State/Province
-	<u>Si Jie</u>	<u>Khoo</u>	-	Singapore General Hospital Outram Road	-	Singapore
-	<u>Cheng</u>	<u>Ying Ying</u>	-	Singapore General Hospital Outram Road	-	Singapore
Ms.	<u>Linda</u>	<u>Linda</u>	-	Singapore General Hospital Outram Road Blk 6 Level 6	-	-
Grand Totals (6,043 records)						

Run the report and scroll to the bottom of the page for the total #.
Note the Grand Total of your distribution list.

Fig 2.5 in this figure you may go through the LSG contact for running the final report on SFDC that is added from campaign manager. This figure show us the grand total records that is filled in SFDC.

Step 6



Add to Campaign

i) Once satisfied with your report, click the Add to Campaign button.

Run Report ▼ Hide Details Customize Save As Printable View Export Details **Add to Campaign**

Filtered By: Edit
Country (for SFDC reports) equals Singapore Clear
AND Email Invalid equals False Clear
AND Email Opt Out equals False Clear
AND Email not equal to Clear
AND Email Invalid equals False Clear

Salutation	First Name	Last Name	Title	Mailing Street	Mailing City	Mailing State/Province
------------	------------	-----------	-------	----------------	--------------	------------------------

Campaign
Add Members

Step 1. Select a campaign and member status

Select a campaign, and a desired member status. To create a new campaign, you must exit this process.

Campaign:

Member Status:

Existing Members: ☒ Do not override the member status
☐ Override the member status

Fig 2.6 In this figure, after go through the report you need to go to another option on the page i.e. Add to campaign. In this campaigns added to SFDC and it may run successfully.

Salesforce Data cleanup

Bio-Rad is working with salesforce.com to fill all of its data. In sales force as we are already done with campaign manager. On the other side the company mainly having its two division CDG and LSG.

- **Clinical diagnostic Group (CDG):-** CDG is the division of the company. Bio-Rad is the number one specialty diagnostics company in the world. The main headquarters of CDG division in India are Chennai, Mumbai, Lucknow, Kolkata, Bangalore and Hyderabad. The Product categories in CDG are as follow.

Autoimmune

Serology

Diabetes testing

Quality control

Remote monitoring and support

Special chemistry

Critical raw material

Mycology

Immunohematology

Through this following categories of CDG we are able to see the range of the group in an organization. As they working in their different verticals so they may have its large number of customers. Bio-Rad believe in customer relationship management so, they are working hardly to get into touch with their customer. For managing their customer relationship they may also take the feedback from their customer and that is recorded into salesforce.

- **Lifesciences Group (LSG):-** LSG is the second division of the company. Bio-Rad working on various life science research projects. It is mainly work on Drug Discovery and Development.

PCR Amplification

Digital PCR

DNA /RNA Extraction and Analysis

Protein Analysis

Protein Sample Preparation

Lifesciences group is working mainly on the application base database. It mainly work on Proteomics and Genomics. They work on extraction and analysis of DNA /RNA, Protein sample preparation .it is a wide area on which Bio-Rad is working. As the area is wide they having number of their customer they are reached and having the data base of their customer. This all data is filled into SFDC. Through tat data company may know about the lead generation in LSG.

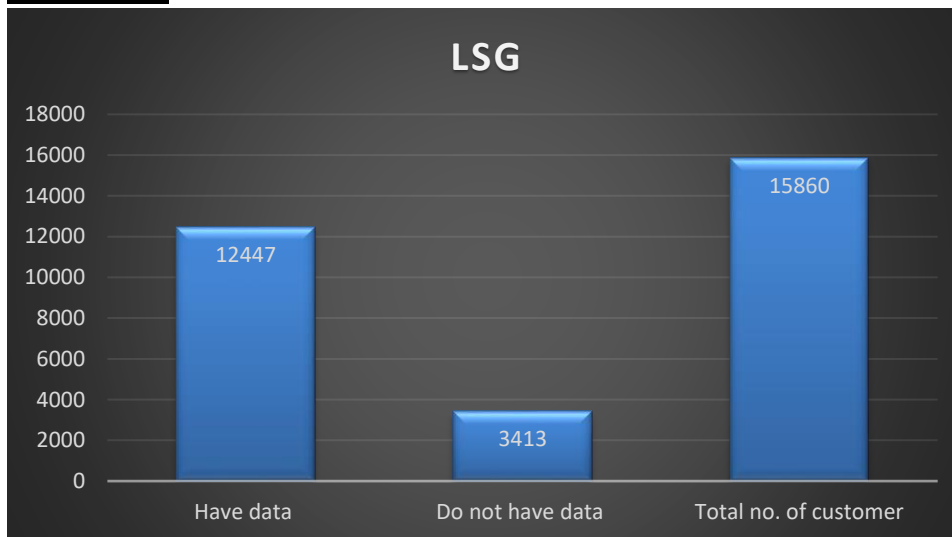
Data filled in salesforce by company

The total data of the LSG and CDG is 23096.

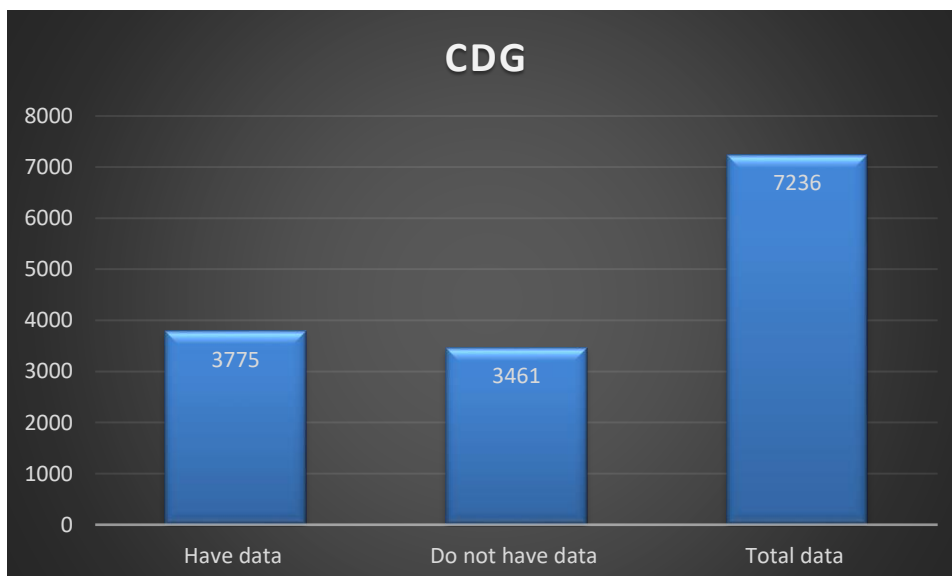
The **LSG** data is 15860. In this the company having data of 12447 with email data and 3413 without email address.

The **CDG** data is 7236 .In this the company having data of 3775 with email data and 3461 without email address.

LSG data:-

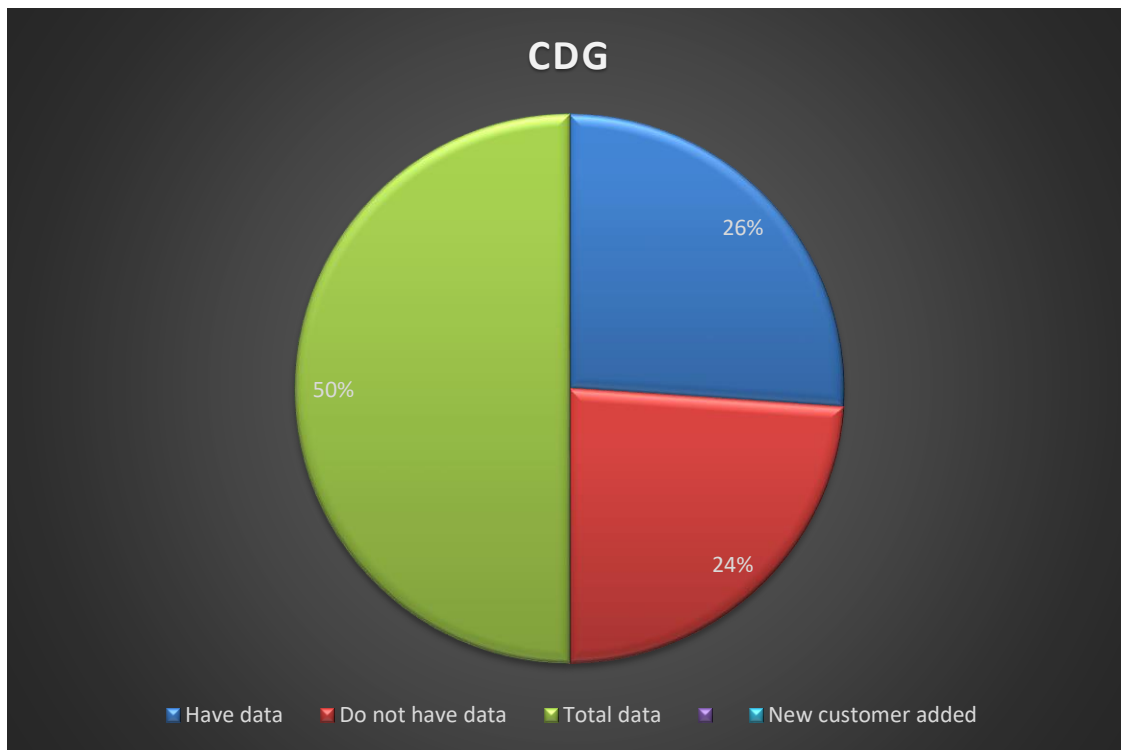


CDG data :-



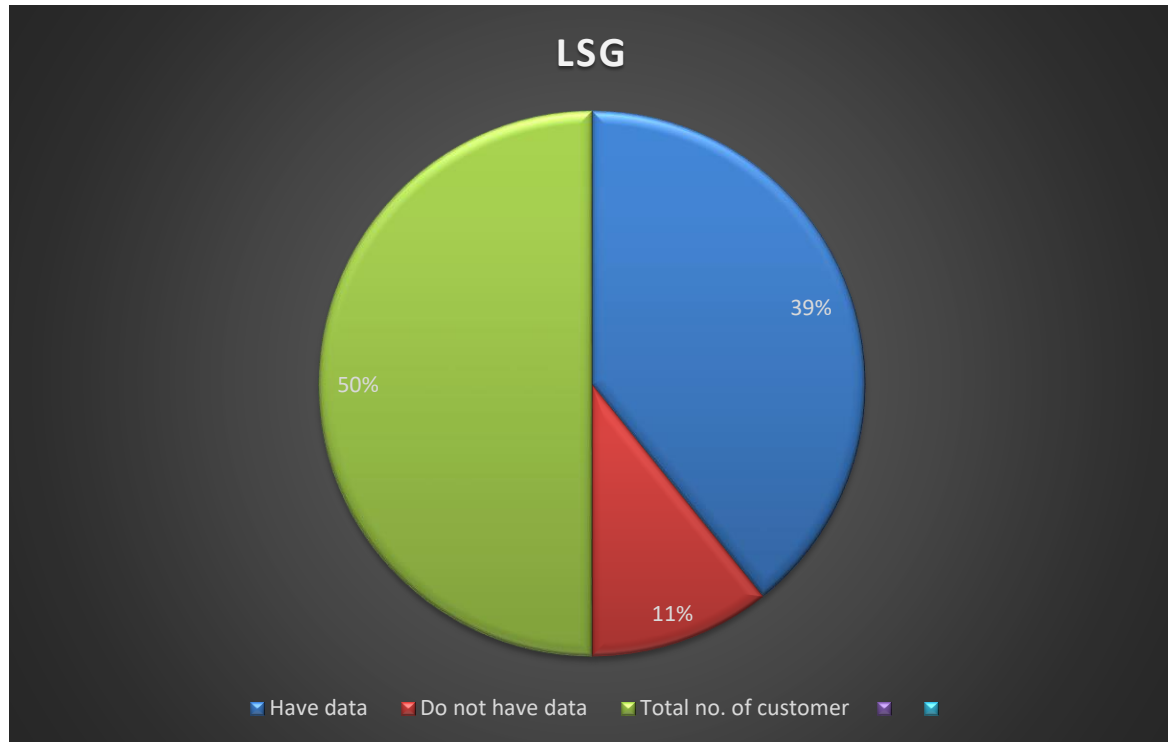
FINDINGS

Fig: 3.1



In overall study of the salesforce, it has been found that the company having its high reach in market either of B2B business. By full completion of the project I found approx. 11% new customer for the company .This would be generate from LinkedIn .By creating pages on LinkedIn and posting the regular updates the new customer was added thus the data found be very true .And on the other hand, Now the Bio-Rad is socially active to reach their segmented customer and sharing their brief product information to their customer.

Fig: 3.2



In overall study of the salesforce, it has been found that the company having its high reach in market either of B2B business. By full completion of the project I found approx. 7% new customer for the company .This would be generate from LinkedIn .By creating pages on LinkedIn and posting the regular updates the new customer was added thus the data found be very true .And on the other hand, Now the Bio-Rad is socially active to reach their segmented customer and sharing their brief product information to their customer.

Key Learnings through campaign manager, salesforce data and LinkedIn.

This project found to be helpful and beneficial for future growth. This project help me to learn about the strategic management, planning and go thoroughly into the various software.

The learning may observe from different-different perspective.

- Customer gets easy and fast updates. Easy to accessible with customer, brand awareness and forceful tool kit for highlighting customer requirement as well as opinion.
- They get full data base of the customers
- It helps to generate cookies.
- It's a kind of tool kit to grab the attention of potential customer and increase brand visibility.
- Boost the leads and Sales.
- Implementing the social media strategy will increase the force with in more and more people for being in connect and influence by them.
- By creating the social media platform for the company .The company can easily connect to their customer.
- By segmentation in SFDC Company gets the list of their potential customer's.
- It (SFDC) helps to eliminate the dead customers.
- They also connect their customer with social Media site by this data base. How to create marketing campaign.
- How to run campaign and report on SFDC.
- How to calculate lead generation and MQL.
- How to engage sales team to promote marketing strategies.
- How to link MARKETTO with SFDC through events.

Conclusion and Recommendation

Salesforce is increasing day by day .now. Many companies is integrated to salesforce platform making it extremely large task to test it by hand rather than automatically or electronically. It may takes lot more time to test the end to end business process manually. In addition to this, there are lots of documents to interact with salesforce. Also, there are so many release from salesforce in every through that release the current business is impacted

As we know social media now a days is growing very fast .It may ingrained in everyday business communication Social media is now established their position as a biggest platform and gaining widespread as a marketing channel. So, because of that widespread every company needs know how to connect with Twitter, LinkedIn, Google, Slide Share, and YouTube. One should that why they are using the particular platform. It's a common confusion for all the business that faces thousands of business owners everyday Salesforce. The team took the initiative for the company to use social media platform in huge amount so that the company brand image, personality and brand equity will balance. As the gap analysis was done. Hence company need to focus on that particular area. The company need to work more on their marketing advertisement strategy to develop the company visibility on social media.

Recommendation to the Organization

As Bio-Rad is the bio-technology company which is handling high-end product. Their customer relationship management is very high, because their product quality is very high, their product efficacy is also high. So, they must focus on these points mention below:

- ❖ They should have to increase their brand strategy and promotions.
- ❖ They should have to target medical practitioner also for their diagnostic agents.
- ❖ They should highlight their unique point like, after selling services because they are selling complex machines and agents.
- ❖ They should have to generate the platform where their customer can give their feedback.