



**A
Summer Internship Project from Bio- Rad
On**

**“SOCIAL MEDIA OPTIMIZATION AND MARKETING
CAMPAIGN ON SALES FORCES FOR BIO- RAD”**

BY

**MANSI RAWAT
(SCHOOL OF PHARMACEUTICAL MANAGEMENT)**

PM – 10

ROLL NO – 140

SUBMITTED TO

ACADEMIC MENTOR

**Dr. Sandeep Narula
Dean-in-Charge and Assoc.Professor,
IIHMR University, JAIPUR**

INDUTRIAL MENTOR

**Mr. Vipin Manhas
Lead-Marketing Communication
India & Neighboring Countries Bio-Rad**

CERTIFICATE

This is to certify that **Mansi Rawat** 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 Pharmaceutical Management.

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



Dr. Sandeep Narula
Dean-in-Charge and Assoc.Professor,
IIHMR University, JAIPUR

Date: May 31, 2019

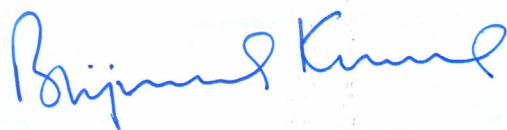
To Whom So Ever It May Concern

This is to certify that **Mansi Rawat** 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



Bio-Rad
Laboratories (India) Private Limited
(A wholly owned subsidiary)

EMAAR Digital Greens, 9th Floor,
Tower A, Sector-61, Golf Course Extension,
Gurugram - 122102
Tel. : (91)-124-4029300
Email : sales.india@bio-rad.com
Tech Support : 1800-103-1224, 09873177477
www.bio-rad.com
GST No.: 06AAACB3202A1ZR



Registered Office: Plot No. 1270 Basement, Lal Dora, Village Kapashera,
Opposite Fun-Food Village, New Delhi - 110037. Tel: 91-11-25065913
CIN No.: - U3210+DL1996PTC078494, GST No.: 07AAACB3202A1ZP

Date: May 31, 2019

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For Bio-Rad Laboratories (India) Private Limited



Brijender Kumar
Commercial Director - India

ACKNOWLEDGEMENT

The internship opportunity I had with Bio-Rad was a great change for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful of having a chance to meet so many wonderful people and professional 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 Communication India & Neighbouring Countries)** 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. Sandeep Narula (Dean-in-Charge and Assoc. Professor IIHMR University)** for taking part in useful decision & giving necessary advice and guidance and arranged all the facilities to make 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 the best possible way and I will continue to work on their improvement to attain desired career objective. Hope to continue cooperation with you all of you in future.

MANSI RAWAT

CONTENT

1. ABSTRACT

2. INTRODUCTION

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5. CONCLUSION AND RECOMMENDATIONS

Executive summary/abstract

The summary of the study is to create a single platform for customer and the organizational team by which they can interact more which will help them to increase emotional connection as well with the customer, which is one of the important factors to increase brand equity. The social media is driven in many segments of marketing, here I and the team used LinkedIn as a primary marketing platform to optimize the social visibility. 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 to attain a good and professional target customer.

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. In that the data of the company is mixed previously. They have two verticals of data i.e. LSG () and CDG (). 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. In SFDC we run the campaign and also check the MQL, ROI measurement. By Data clean-up in SFDC Increase lead conversion and improve segmentation of the company. A webinar was also conducted with India KOL in association with Singapore team to get their feedback regarding the topic. Overall result and learning was good.

Introduction

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:

- Life sciences group
- 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. And 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.

This Company mainly having five verticals. Diagnostic, Blood-banks, Diabetes, Thalassemia and Accreditation body (labs, health institutes, hospitals, etc.)

They are having the slogan that is followed by worldwide:

“Advancing, Discovering, And Improving lives.”

Company Brand Guideline :

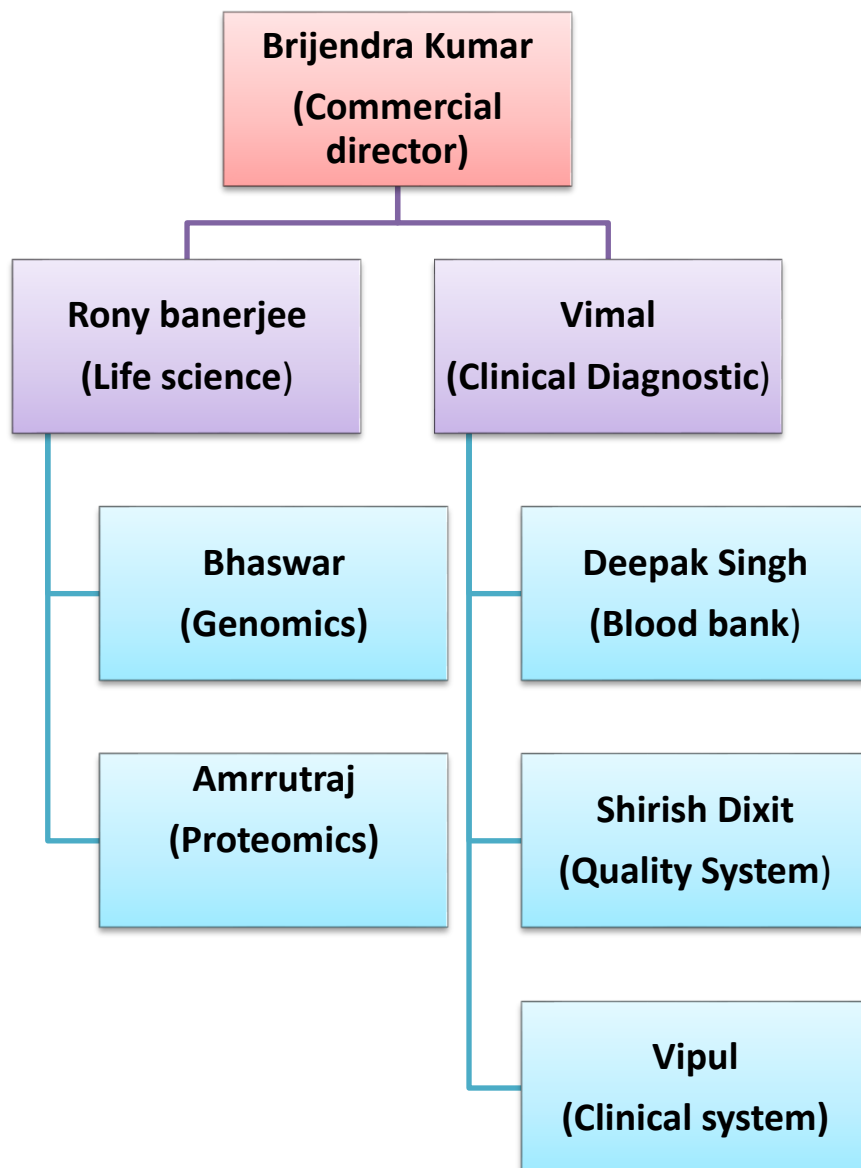
Innovation

Integrity

Independence

Involvement

The whole team which is holding the business in India and neighbouring countries are consist of these people:



This company is holding good and respective position worldwide. But they are lacking in social media and there rating on social media 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 there social media presence.

- **About LinkedIn:** -. LinkedIn now has over 50 million users in India. These people are professionals. And hence, LinkedIn is also favorable for b2b marketing it would be good for the company profile to show their visibility in such type of platform.

So, we can use it to find the target clients .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 as 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.
- Salesforce Campaigns square measure indeed an especially powerful and underrated thanks to link alongside your promoting initiatives, and therefore the leads/opportunities that square measure generated as a result. You may be able to track prospects from the instant they enter the system, all the means through to the chance, while measure their progress and price against a particular. 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 their was not cleaned properly .so we cleaned their data. Through this company may found their valuable customer, dead customer and total number of customer in particular region.

- **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 asocial media platform. In webinar they talked about why they are focusing mainly on LinkedIn.

- **Soft skills:** 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

Objectives:-

Drive Marketing Campaign Workflow for India

- 1) End-to-end planning to execution support for key marketing priorities
 - - Review/plan of major events/programs
 - - Key tactics and focus planned as follows:
 - a) Event: Marketo linked events with controlled execution and analysis
 - b) Campaign: Data clean-up, increase lead conversion and improve segmentation
 - c) Webinar: Pilot a local QC webinar with India KOL in association with Singapore team.
 - d) Social Media: Co-develop social media plan for India to build a KOL group in LinkedIn to expand Outreach.
- 2) Monitor India campaigns for ROI measurement
 - - Baseline: Leads generated, MQL and Opportunity revenue
 - - Evaluate Lead Conversion Campaign for India

Social Media Optimization Edit

- Leverage social media to go deeper and wider with India's target segments and focus areas
- - Help executing India's social media plan
- - Co-work with marketing managers to build workflow, timeline and ROI.
- - Tools to improve internal knowledge, best practices and extension of social media in marketing initiatives.

Internship discussion:-

- Induction program.
- Orientation with HR (**Kushal sadhu**) and Marketing.
- Learning
Branding of Bio-Rad.
- Basics of marketing by **Vipan Manhas(marketing comm. lead)**
- Basics of SFDC.
- Branding audit at Bio-Rad Head office
- LinkedIn quiz with Bio-Rad head office

The project is all about the marketing campaign management and the social media optimization. Which is the concern of every organization. Digital media is the platform which is connecting the customer and the company member. It is the easy way to reach the customer as well as the company member. Digital marketing has been going through in the trend because people are spending so much time in internet. It is the way to target that people easily. Digital marketing is in working since 1990s and 2000.

There is various type of marketing;

Search engine marketing

Search engine optimization

Social media optimization

Influencer marketing

E-mail direct marketing

Display advertising

E-book

Optical disk

Content automation

Content marketing

these are the various kind of marketing which has been going through by digital marketing.

One of the types of marketing I am used there is-

Social media optimization:

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.

The researcher and team 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.

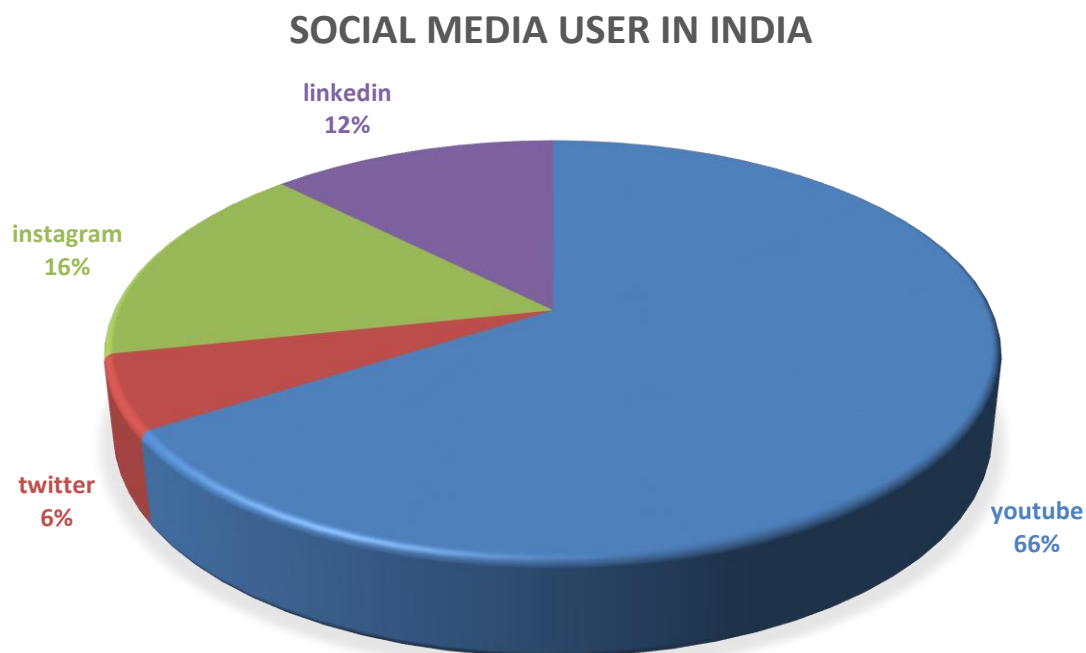


Fig 1.1-This graph is showing that the percentage of people who are easy to target by social media. The linkedin is more professional then the other social sites that's why the decision has been done and it is also having 12% of professional customer which are already known about the product. In INDIA there are 493 million people who are active on social media in which the people who are active on LinkedIn is 50 million. The other platforms also having a huge area but Bio-Rad wants to target only professionals that's why LinkedIn comes under the process.

After to finalize the platform we have to understand the guidelines of the organization which is going to help me to make different material for social media-

Step 1- How to use their logo



➤ Bio-Rad Logo Colors

Approved logo colors

The logo (lozenge) must be printed in PMS 347 green (or its equivalent) or black at 100%. The letters are white, in both cases.

To match PMS 347 green:

PRINT with process color use the following CMYK mix:

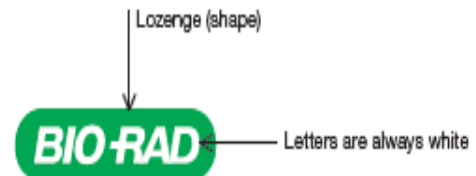
C:100%, M:0, Y:100%, K:0

ONLINE:

R 0
G 166
B 80

HEX: 00A651

- No other colors (including gray) are permitted for the logo lozenge or letters.
- The logo may not be reversed out e.g. green letters with white lozenge and the equivalent in the black and white version.
- The letters in the logo may not be cut out to reveal the background color (unless the background is white). For example, if printing on stainless steel, white ink must be added to create white letters instead of the stainless steel showing through (see example to the right).



Green (for offset printing):
PMS 347 (100% Cyan,
100% Yellow)



100% black

(Use a black & white logo when printing black & white since the green logo will appear gray when printed)



Background color may not show through.



The logo letters are always white.

➤ Bio-Rad Logo Placement

Clear space around the logo (revised!)

Clear (unoccupied) space around the logo is required to ensure the logo is clearly visible and to maximize the recognition and impact of our identity. The clear space requirement is proportional to the logo size.

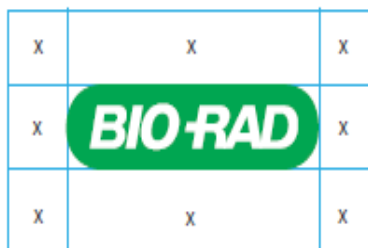
Required clear space is indicated with an "x" in the example shown to the right; areas with an "x" must be free of text, graphics, images, or other elements.

Specifically, no text, image, or graphic may come closer than 1/4" of the width of the logo on every side of the logo.

If you encounter a situation in which the clear space requirement poses a challenge, please contact Marketing Communications or Corporate Communications for guidance.

Exception to clear space rule: when to logo appears with company name below it the logo as a "lock up"

In this instance, when the logo appears with the company name (seen in stationery items) the company name is placed closer to the logo to clearly associate the two elements. Find instructions on this application in Section 1.5.



No text, image, or graphic may appear in the areas where there is an "x" or 1/4" the width of the logo on each side of the logo.

X



Incorrect. The logo does not have proper clear space and is too large for the

✓



Correct. The logo has proper clear space and is well proportioned for the area.

➤ Incorrect Logo Usage

X

Bio-Rad

Never create the logo from scratch. Only use approved logo files.

X

BIO-RAD

Outline versions of the logo are not permitted.

X

Introducing the **BIO-RAD**
NEW Blood Typing . . .

Never use the logo as the word in sentence or the continuation of text.

X

BIO-RAD

Never have the letters of the logo in black (or any other color).

X

BIO-RAD

Do not use the reverse logo as shown.

X



Do not place the logo on busy backgrounds that have many colors and imagery.

X

BIO-RAD

BIO-RAD

Never change the proportions of the logo to fit a space.

X

NEW!

Do not use the lozenge shape to resemble the logo for signs, callouts, icons, etc. as shown.

X



Never place the logo on a slant. The logo may be placed vertically, for example on a banner at tradeshows, but a horizontal placement is always preferred.

➤ Co-Branding

Overview

Partnerships and co-marketing agreements in which the Bio-Rad logo appears in marketing materials and websites alongside a partner are dealt with on a case-by-case basis. However the guidelines in this Logo section still apply with respect to the Bio-Rad logo placement alongside another logo, clear space needs, and sizing, etc.

Please work with Marcom for your area or contact Corporate Communications for guidance to ensure compliance to all contracts and agreements with these partners.



BIO-RAD



Correct. The Bio-Rad logo is the same size and proportion as the other company's logo.

X

BIO-RAD



Incorrect. The Bio-Rad logo is too small and overshadowed by the other company's logo.

➤ Channel Partners

Overview

Bio-Rad Channel Partners (distributors, agents, resellers) may use the Bio-Rad logo, product images/graphics, and a basic description of Bio-Rad to indicate they distribute/represent Bio-Rad products. These materials may be used online (on Channel Partner websites), in print, video, digital presentations, tradeshow, or any other similar and reasonable manner. However, Channel Partners may not include Bio-Rad materials such as the Bio-Rad logo, on Channel Partner letterhead or business cards.

Please direct Channel Partners to their Bio-Rad Channel Partner Representative, who will work with Bio-Rad marcom to provide needed materials as well as guidelines for their use. The Bio-Rad logo should be provided by Bio-Rad and never downloaded from the internet.

Channel Partner emblem

Channel Partners may display an "Approved Partner" graphic (shown here) to let their customers know they represent Bio-Rad products.

If you have further information, please contact your Bio-Rad Channel Partner Representative.



Two versions are available to accommodate website designs and other materials of Channel Partners

Step 2- what colour they refer to produce different

Colors

Ask a Designer:

What's the difference between PMS, CMYK, RGB and HEX?

 PMS USE: PRINTING Patented standardized inks used in offset printing. Ideal for one or two color jobs like stationery.	 RGB USE: ONSCREEN Red, green and blue mix to make more colors. For mobile devices, monitors, TV, games and screens.
 CMYK USE: PRINTING Tiny dots of cyan, magenta, yellow and black mix to make more colors. For offset and digital printing.	 HEX USE: ONSCREEN RGB values expressed in a six-digit code of letters and numbers. Used in web applications.

Produced by Neglia Design Inc.

➤ Using the wrong type of logo files



If you use a CMYK Logo for digital use, the logo color will look like this

➤ Bio-Rad Corporate Colors

- Primary and Secondary Colors
- Use RGB code for PowerPoints

	Orange  PMS 1505 C0, M74, Y100, K0 R255, G102, B0 HEX ff6600	Yellow green  PMS 376 C45, M0, Y99, K0 R153, G202, B61 HEX 99ca3d	Aqua  Pantone 326 C73, M13, Y37, K0 R60, G168, B167 HEX 3ca8a7	Light Orange  PMS 157 C0, M43, Y79, K0 R249, G161, B75 HEX f9a14b
	Light Aqua  PMS 318 C37, M0, Y30, K0 R158, G216, B212 HEX 9ed8d4	Steel blue  PMS 314 C100, M20, Y0, K20 R0, G125, B183 HEX 007db6	Light Blue  PMS 2915 C50, M10, Y0, K0 R144, G198, B239 HEX 75bee9	Sky blue  PMS 297 C32, M0, Y0, K0 R164, G222, B249 HEX a4def9
Bio-Rad Green at 100% (used for logo)  PMS 347 C100, M0, Y100, K0 R0, G166, B81 HEX 00a651	Celery Green  PMS 359 C42, M1, Y54, K0 R154, G206, B148 HEX 9ace94	Bright Aqua  PMS 3125 C74, M0, Y30, K0 R0, G186, B190 HEX 0088bc	Periwinkle  PMS 2718 C66, M46, Y5, K0 R100, G126, B182 HEX 637eb6	

Step 3 – How to use their trademark

➤ Trademarks Update

Starting May 1 the team will begin implementing the new Trademark Use Guidelines developed by the Bio-Rad legal department.

--- The team will no longer use TM TM or acknowledge common law trademarks

--- The team will no longer use the reg mark ® for Bio-Rad registered trademarks -- instead we will use a general legal statement (see links below to documents published by legal for further details)

--- The team will no longer call out individual third party trademark attributions (except in instances where team are legally required to do so) -- instead we will use a generic/general statement when required (see below documents for details)

- [Trademark Use Guidelines](#)
- [Bio-Rad Registered Trademarks](#)

Where to find the Bio-Rad Corporate PowerPoint

- To access the ppt folder, go to:
- Bio-Net Connect (<http://bio-net.bio-rad.com>)
- Select “Corporate” from the top header bar
- Select “Corporate Communications”
- Select “ Company PowerPoint Template 2018-2019”

<http://livelinkprd.bio-rad.com/livelink/livelink.exe?func=ll&objid=82364658>

Step 4- for e-mail marketing there e-mail

➤ Email Signature Guidelines

Overview

Bio-Rad employee email signatures should include basic contact information only. This block of information must be independent from any other messages (product advertisement or messaging, tagline, etc., information that may appear separate from the email signature).

Email signatures should include general contact information:

Your name, title
Bio-Rad Laboratories
Address
Phone
Cell (or Mobile)
Fax
Email

Email signatures should look professional; please avoid adding frames, shadows, or other stylistic design elements to your signature.

Guidelines

The way contact information is presented will vary from country to country, so please apply appropriate local standards in your country to present your contact information.

- For U.S. area codes, parenthesis should not be placed around the area code. For example:

✓ Correct: 510-724-7000
Correct: +1 510-724-7000
✗ Incorrect: (510) 724-7000

- Font: Although Google mail offers a variety of fonts; please select "Sans Serif" that looks similar to our company font.
- Spell "email" without a hyphen
- Do not capitalize all letters in the company name.

✓ Correct:

Bio-Rad
Bio-Rad Laboratories
Bio-Rad Laboratories, Inc.

- ✗ Incorrect: (do not capitalize parts of the company name):

BIO-RAD
BIO-RAD LABORATORIES
BIO-RAD Laboratories

- Confidentiality Notice that you may use:

CONFIDENTIALITY NOTICE: This email message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

➤ Email Signature Suggested Styles

SAMPLE 1 (with logo):

Jane Doe | Marketing Manager, Clinical Immunology Division
Bio-Rad Laboratories, Inc. | 5500 E Second Street, Benicia, CA
94510 | TEL +1 510-000-000 | CELL +1 510-000-0000
jane_doe@bio-rad.com



SAMPLE 2 (no logo):

Jane Doe

Product Manager
Life Science Group
Bio-Rad Laboratories
T: 510-741-0000 M: 510-000-0000 E: jane_doe@bio-rad.com

SAMPLE 3 (with ad):

Jane Doe
Product Marketing Manager
Clinical Diagnostics Group, Bio-Rad Laboratories
510-741-0000 Office | 510-000-0000 Cell
jane_doe@bio-rad.com



SAMPLE 4:

Jane DOE | Manager, Infectious Diseases
Bio-Rad Laboratories
TEL: 510-741-6063 | CELL: 510-316-1453
FAX: 510-741-5817 | jane_doe@bio-rad.com

SAMPLE 5:

Jill Smith
Senior Sales Representative
Global Commercial Sales
Bio-Rad Laboratories, Inc.
510-741-0000
510-741-1234 (cell)

SAMPLE 4 (with confidentiality notice):

Jane Doe | Manager, Infectious Diseases
Bio-Rad Laboratories, Inc.
TEL: 510-741-6063 | CELL: 510-316-1453
FAX: 510-741-5817 | jane_doe@bio-rad.com

CONFIDENTIALITY NOTICE: This email message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

How to Setup your Email Signature

1. Right click and Save the logo picture on the right
2. Open Gmail and at the top right click the “gear icon” and click “Settings”
3. Under “General” Tab, scroll down and go to “signature”
4. Copy & Paste the content below and update the content of the signature
Jane Doe | Marketing Manager, Clinical Immunology Division
Bio-Rad Laboratories (S) Pte Ltd | 27 International Business Park, #03-02 iQuest@IBP, Singapore 609924 |
TEL +1 510-000-000 | CELL +1 510-000-0000
jane_doe@bio-rad.com
5. Select all the text and choose “Sans Serif” as the Font and “Normal” as font size
6. Select “insert image” – the icon with the mountains that is to the right of the “link” icon
7. “Upload” the logo you saved from the top right
8. Once uploaded, the logo looks too LARGE. Click on image (don’t right click on image, as that gives another set of options) and select “Small”; the logo will shrink down to a proper size
9. Scroll down and click “Save Changes”



Social media optimization via 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. Nowadays people using LinkedIn thoroughly. As it covers a big area of social media worldwide. The users of LinkedIn world widely present are 467 million approx.

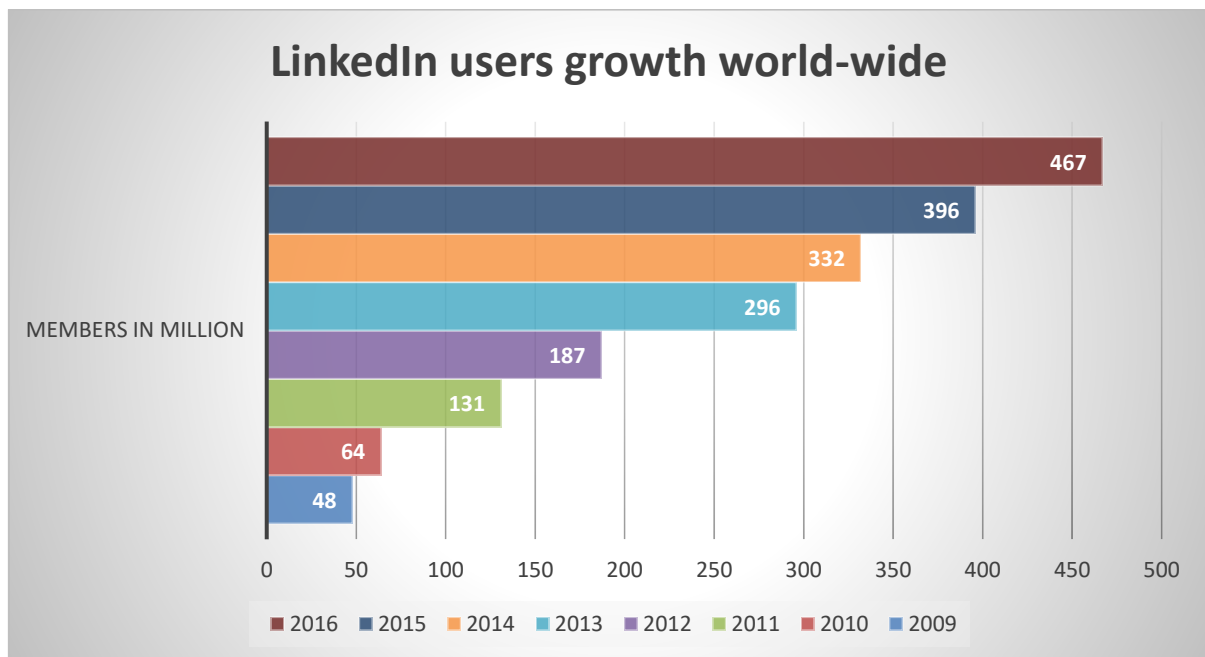


Fig 1.2-This is the growth rate of LinkedIn worldwide, with time increases. The number grows from 48 to 467 million from 2009 to 2016.

This is forecasting that with time it will be increasing by which marketing would be easy via LinkedIn. Earlier people are using this platform just for getting job opportunities. But now professionals are using this platform different marketing campaign, advertisement and CME activity. The customer relationship is also getting empower by this.

We execute on social media plan (LinkedIn) are as followed:

In INDIA there are active users on social media are 493 million, in which LinkedIn users are 50 million, it is a huge area of marketing. These people easily targeted on one single platform. And the number will increase with time also.

The growth of different countries is:

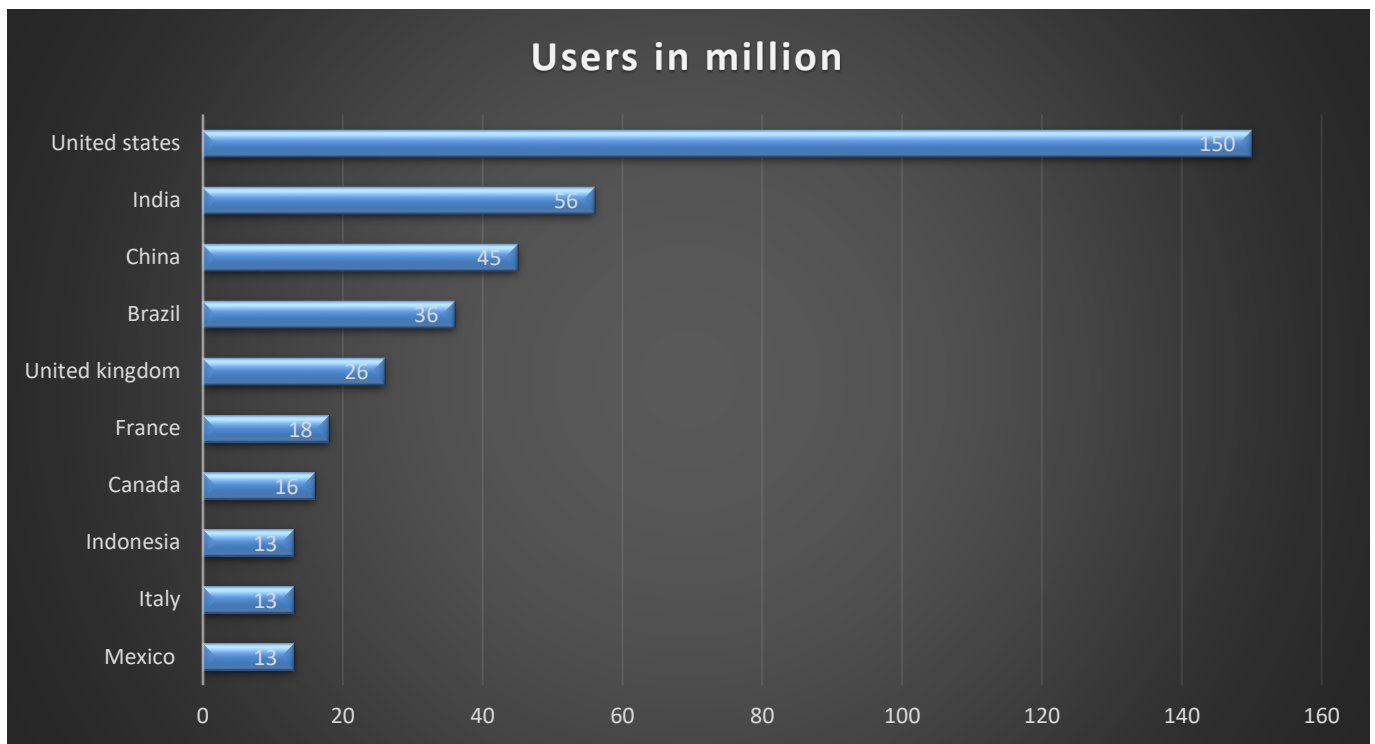
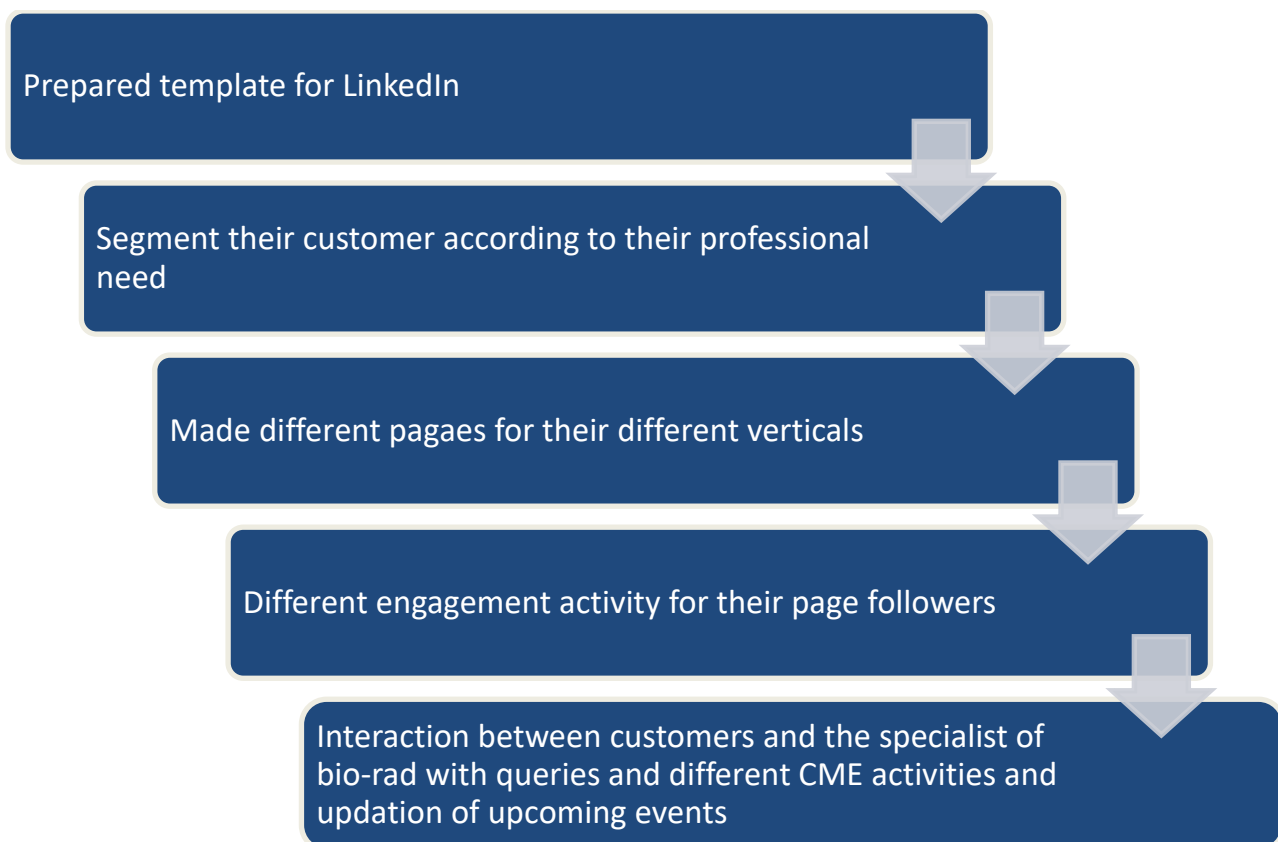


Fig 1.2- This graph shows that the growth of LinkedIn is high by which to attain the higher customer will be easy. There 10 countries are highly active in social media, and available on LinkedIn. By this graph I want to show that the india ranks 2nd who is using LinkedIn subscription thoroughly.

Various steps to attain LinkedIn traffic-



Step 1- LinkedIn template

aThis template is prepared for the LinkedIn optimization:

Campaign objective			
- To get followers on LinkedIn pages for five verticals of organization(1500 each). - Segmenting the customer among the different vertical of organization. - To target the professional for the different verticals. - For retention of the customer different engagement program are made. - Creating social media awareness for organization. - For creating the high CRM activity.			
Target audience	Highlighted product		
- Blood bank/ laboratories - Research organization - Research professional's - Diagnostic center's	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-
VALUE PROPOSITION / KEY DIFFERENTIATOR		SALES / SUPPORT TOOL	
- Official groups in LinkedIn pages, which is providing quality data to the customer. - Solving queries and giving opportunity to interact among the people.		- Technical points- Potential customer data – sales team can contribute in this campaign by providing the data by which the association with customer is easier and follower will be higher. - Promotion of the events. - Help in sharing the links of LinkedIn with there peer groups as well. - For providing some software's by which quiz can be held online by which people will be attracting to the page.	
CAMPAIGN TACTIC & TIMING			
Tactic - Post/ abstracts/ research articles - Events update - Loyalty programs - Engaging programs - ex – quiz etc.	Tool - Likes and Sharing links - Quiz creators - Content writers	Measurement - Social Visits: Increasing followers. - Number of Leads from Social Media: Increasing ROI and CLV. - Lead Growth from Social Media: the growth rate of conversions from social leads to sales leads.	

This template is covering different key points that is: -

Campaign objective

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- Segmenting the customer among the different vertical of organization.
- To target the professional for the different verticals.
- For retention of the customer different engagement program are made.
- Creating social media awareness for organization.
- For creating the high CRM activity.

Target audience

- Blood bank/ laboratories
- Research organization
- Research professional's

- Diagnostic center's

Highlighted product

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- 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-

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CAMPAIGN TACTIC & TIMING

- Tactic
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- Loyalty programs
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- ex – quiz etc.
- Tool
- Likes and Sharing links
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- Technical points- Potential customer data – sales team can contribute in this campaign by providing the data by which the association with customer is easier and follower will be higher.
- Promotion of the events.
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- For providing some software's by which quiz can be held online by which people will be attracting to the page.

Step 2- Segmentation of customer according to their professional

Bio-Rad mainly having five verticals :

- Quality control
- Accreditation bodies
- Blood bank
- Diabetes
- Thalassemia

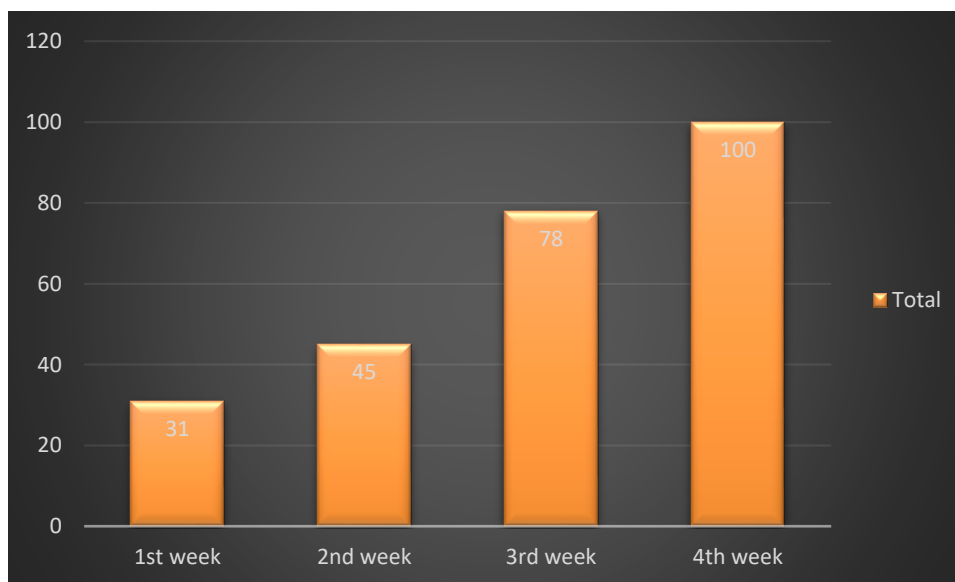
The customer is segmented by these verticals. The customer who is handling the diabetes will not interested in the material of quality control. That is why this segmentation is necessary.

At least 1500 each customer is targeted to add on every vertical's pages.

Step 3 – Engagement activities

In engagement activity team have purposed to the organization to increase or attract the customer in segmented manner. And researcher and the marketing team started writing content about the different event and new updation. In this activity I and marketing planned to have a quiz on the page, that is the online quiz competition which attract people thoroughly. Customer enjoyed and attracted to the page because quiz is done based on their segment only.

Team also have publishing activity, in which researchers can send their research papers on the page of the Bio-Rad. because it has been associated with the accreditation bodies also and that was a engagement activity planned for the researcher's as well.



Fif 1.4- : this graph is showing the growth of the follower on the page of LinkedIn. As earlier the company is not having any social visibility after creating page more people get to know about the CME activity by the company.

Step 4 – CME Activity and marketing communication

These are the educational awareness for there customers, by they which get new updates as soon as possible.

Template: Educational Awareness Email

Subject Line: .

Email 1st Line: PCR Reagents & Plastic ware: Diversity that Fit for all
Forward to a colleague »

Banner Text:
[Diversity That fits ALL]
Multi-wire charger image (PCR Reagents & Plastic ware: Diversity that Fit for all)

Email Banner

Bio-Rad has taken an initiative since world diabetes day to increase HbA1c awareness on social media. This campaign is increasing walk-in your lab, HbA1c testing and more.

Linked in

Email Body

BIO RAD

confidential

Template: Educational Awareness Email

Subject Line: QPCR Prime PCR assays & Arrays: Guaranteed to Work

Email 1st Line: Select QPCR assays & arrays from more than 10000 unique plates
Forward to a colleague »

Banner Text:
[QPCR Prime PCR assays & Arrays: Guaranteed to Work]
Prime PCR Image

Email Banner

[PLEASE PROVIDE]

- If you are looking for Fast and easy alternative to microarrays or sequencing for target discovery or gene expression profiling in a known pathway or disease. If you are interested in using gene expression analysis for expression profiling or new target discovery in a pathway or disease. If you want to get readymade PCR Arrays for studying immunology, cancer, disease, and cell signaling and development. Prime PCR assays & arrays are your best friend. You can also
- Assay validation is one of the most important steps in qPCR but is sometimes overlooked because researchers may be unaware of its critical importance in generating accurate results. In addition, validating assays can be laborious and time-consuming, especially when assays do not work and need to be redesigned and reordered.

Bio-Rad's PrimePCR Assays are fully validated in wet labs or in silico using the same algorithms and design rules. All assays are guaranteed to perform, and the raw validation data are available to customers. Researchers can use PrimePCR Assays to follow industry best practices known as MIQE (minimum information for publication of quantitative real-time PCR experiments).

<https://info.bio-rad.com/webinars/whyprimers-1p1.html>

One click below questions:

- Name, Institute, email, mobile, address
- Are you looking for new targets within a pathway / disease / process. Are you worried that it will take a long time to find something meaningful that you can publish?
- Are you looking for ready to run assays beyond Human, Mouse, Rat?
- Have you ever experienced any issues using primer sequences from literature?
- How do you ensure you captured all the important targets and don't miss any due to poor primer design?

Any positive response to above 3 questions will be MIQE.

Email Body

Pilot testing for LinkedIn page promotion

Pilot testing- it is a process of testing which performed on small scale with limited sample size before performing a big task.

we done pilot testing for LinkedIn page promotion tactics, on internal employee of biorad laboratories. We made quiz on branding of Bio-Rad to check efficiency of strategy and tactics made for linkdin page promotion for Bio-Rad.

The objective of this testing was to check the effectiveness of tactics of promotion, and to check how much we are capable to attract customer(follower) on linkdin page of Bio-Rad.

We take sample size of 100 people for pilot testing.

Process- we created a quiz on google form based upon branding of Bio-Rad. Circulated the link of quiz of LinkedIn page of Bio- Rad amongst the internal employee of Bio-Rad.

The motivator point of that quiz was employee should mention the state and highest scorer's employee will displayed on page as **“winner state of Bio-Rad quiz”**.

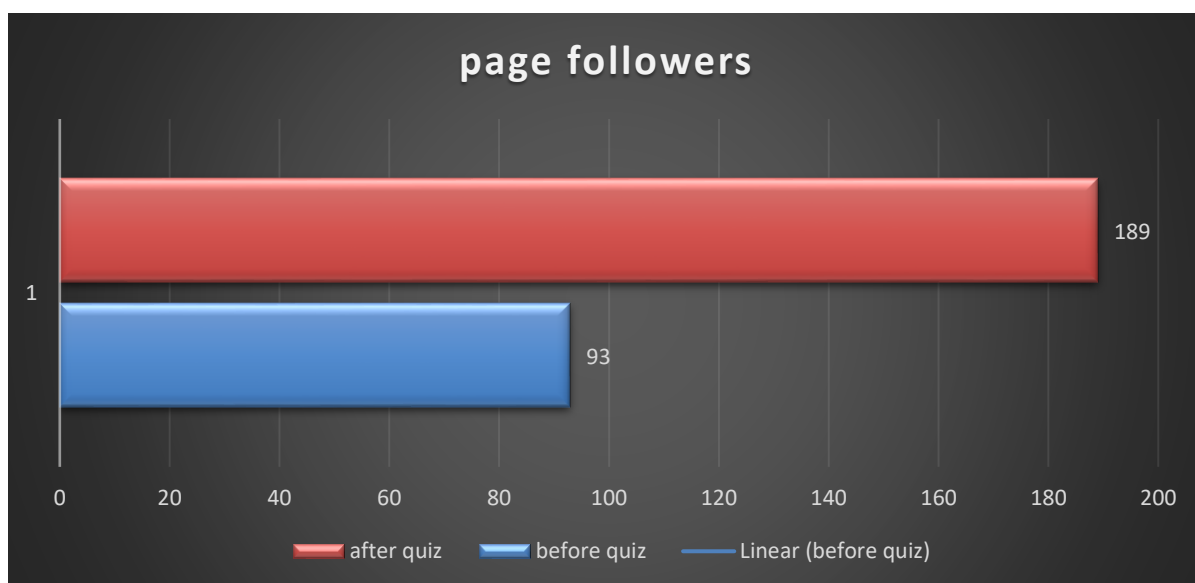


Fig 1.5-Quiz conducted amongst the employees of organization and 76 out of 100 employee participated of organisation then result of that quiz calculated through excel. Then the winner is declared based on result.

Result-

- we find that the effectiveness and success rate of that tactics to promote page of LinkedIn page is 76%

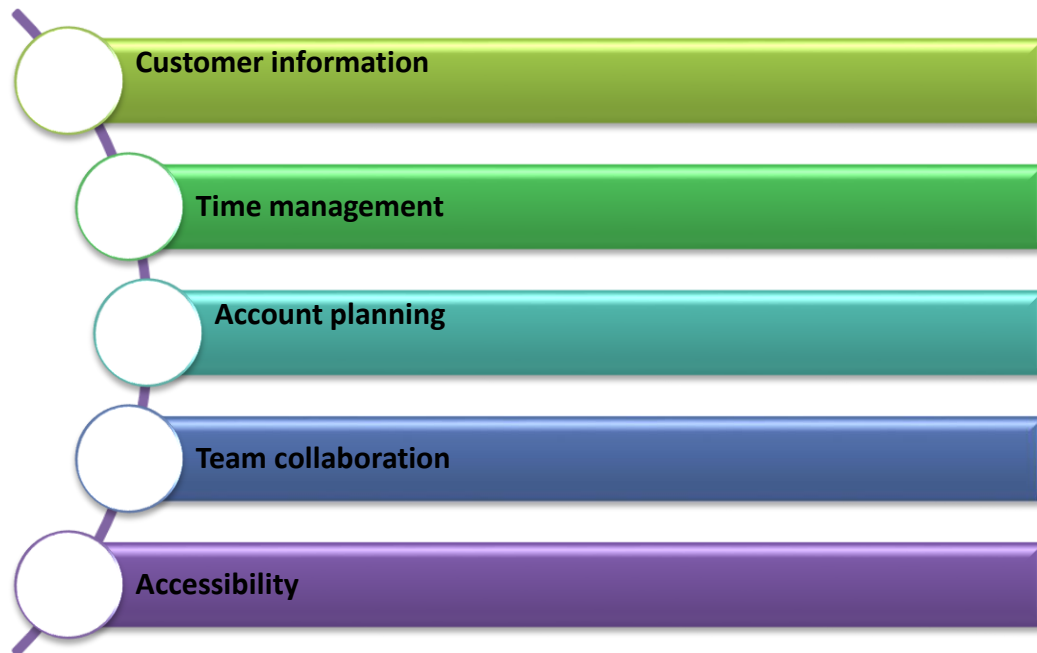
this tactic will use to promote the page of Bio-Rad on LinkedIn

Campaign Planning Template for SFDC

- SFDC may be defined as Salesforce.com. Salesforce Campaigns are marketing tactics that are designed to achieve specific goals that can be tracked and measured using Salesforce. When implemented correctly, Campaigns are an excellent tool to track ROI and KPIs, optimize efforts, record marketing activity and provide accountability and visibility to the rest of the company.
- Sales force dot com is the



Five most important benefits of salesforce



Creating a SFDC Marketing Campaign

SFDC Campaign Creation – Live Demo

The screenshot displays the 'Campaign Edit' form in Salesforce. The form is divided into several sections:

- Campaign Edit Header:** Includes 'Save', 'Save & New', and 'Cancel' buttons.
- Main Form Fields:**
 - Campaign Name:** Text input field.
 - Campaign Owner/Contact:** Dropdown menu with 'User' selected.
 - Parent Campaign:** Text input field.
 - Status:** Dropdown menu with 'Planned' selected.
 - Campaign Summary:** Text area.
 - Marketing Department:** Dropdown menu with '-None--' selected.
 - Campaign Type:** Dropdown menu with '-None--' selected.
 - Tactics:** Two lists: 'Available' (Banner Ad, Bio-Rad Website, Business Reply Card (BRC)) and 'Chosen'.
 - Region Target:** Two lists: 'Available' (Africa, APAC, Brazil) and 'Chosen'.
 - Content Category:** Two lists: 'Available' (ACD, BioEd, CBB) and 'Chosen'.
 - FCPA Compliance Requirement?:** Dropdown menu with '-None--' selected.
 - Corporate Approval Reference:** Text input field.
 - Start Date:** Date picker with '5/18/2017' selected.
 - End Date:** Date picker with '5/18/2017' selected.
 - Active:** Checkbox.
 - Exclude from Calendar:** Checkbox.
 - Include in Reporting:** Checkbox (checked).
 - Campaign Currency:** Dropdown menu with 'SGD - Singapore Dollar' selected.
 - Budgeted Cost in Campaign:** Text input field.
 - Actual Cost in Campaign:** Text input field.
- KPI Information Section:**
 - Primary KPI Type:** Dropdown menu with '-None--' selected.
 - Primary KPI:** Text input field.
 - Primary KPI Goal:** Text input field.
 - Secondary KPI Type:** Dropdown menu with '-None--' selected.
 - Secondary KPI:** Text input field.
 - Secondary KPI Goal:** Text input field.

Campaign Naming Convention

Campaign Name example:

APAC SINGAPORE CBB ZE5 Product Demo at NTU - June 2017

{Region} {Product Business} {Campaign Description} {Date}

LEGEND:

- {Region} eg:

APAC INDIA = India campaigns / APAC SEA = Southeast Asia campaigns / APAC CHINA = China campaigns / APAC HONGKONG = Hong Kong campaigns / APAC TAIWAN = Taiwan campaigns / APAC JAPAN = Japan campaigns / APAC PACIFIC = Pacific (ANZ) campaigns / APAC KOREA = Korea campaigns

- {Product Business} eg:
LSG = multiple LSG businesses / PCD = Process Chromatography division / PPB = Protein Purification business / PQB = Protein Quantification business / ACD = Antibody Content division / GXB = Gene Expression business / DBG = Digital Biology group / CBB = Cell Biology Business / DDD = Drug Discover & Development business / FSD = Food Science division / CDG = multiple CDG businesses / BVD = Blood Virus division /
CMD = Clinical Microbiology division / QSD = Quality System division / CSD = Clinical Systems division /
IHD = Immunohematology division / IDD = Infectious Disease division
- {Campaign Description} eg:
ZE5 Product Demo at NTU / Summer Dhamaka Promotion
- {Date} eg:
- June 2017
- *** Adding a Date ensures that the campaign name remains unique to similar campaigns ran in previous years**

Step 1



Campaign Types & Primary KPI Types

Define your Campaign Type*

The screenshot shows a dropdown menu for 'Campaign Type'. The menu is open, displaying a list of options. The first two options are '--None--'. The subsequent options are: Awareness, Lead Generation, Operational, Promotion, Revenue, Sampling, Trade Show/Event, Umbrella, and Webinar. The 'Lead Generation' option is highlighted in blue.

Campaign Type
--None--
--None--
Awareness
Lead Generation
Operational
Promotion
Revenue
Sampling
Trade Show/Event
Umbrella
Webinar

Step 2



* Note:

Primary KPI type should be relevant to the Campaign Type.

Primary KPI Type ?	--None--	
Primary KPI ?	--None--	i
Primary KPI Goal ?		

Primary KPI Type ?	--None--	
	--None--	
	Engagement (#)	
	Lead/Opportunity (#)	
	Revenue (\$)	

Secondary KPI is optional

Secondary KPI Type ?	--None--	
Secondary KPI ?	--None--	i
Secondary KPI Goal ?		

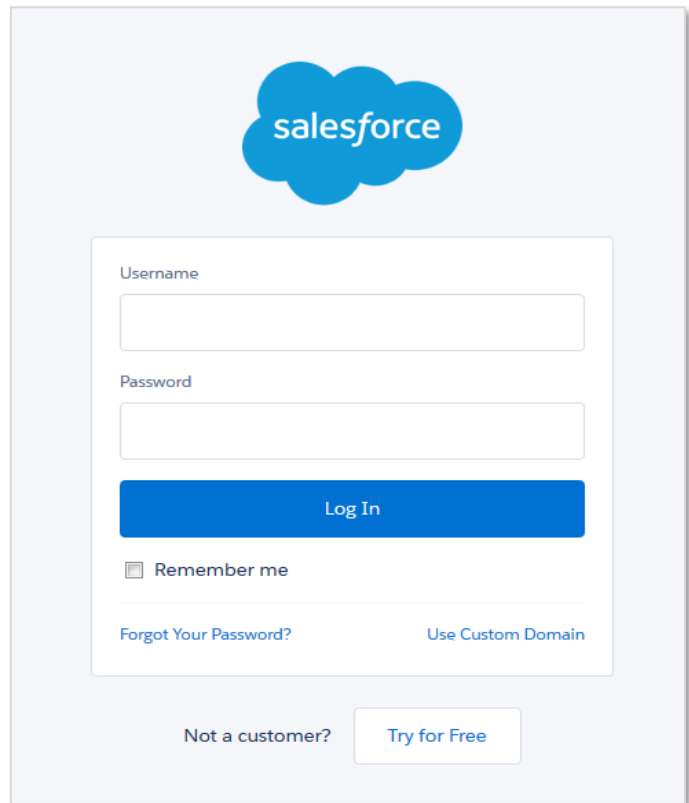
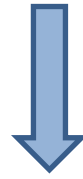
How to add campaign members

Distribution list is the first parameter to add in the campaign. SFDC is the website or the software which is founded by America. This software is used for collecting the data about their customer by who are reliable to them. This SFDC portal also used for making the marketing campaign. Also helps to marketing communication messages to the customer.



Step 1

Login to SFDC



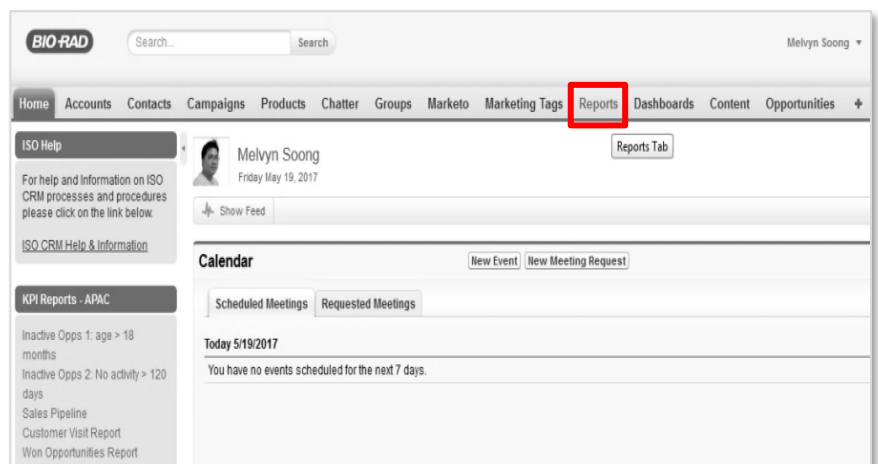
The screenshot shows the Salesforce login interface. At the top is the Salesforce logo. Below it is a login form with fields for 'Username' and 'Password'. A blue 'Log In' button is positioned below the password field. Underneath the button is a 'Remember me' checkbox. At the bottom of the form are two links: 'Forgot Your Password?' and 'Use Custom Domain'. Below the form, there is a link 'Not a customer?' and a 'Try for Free' button.

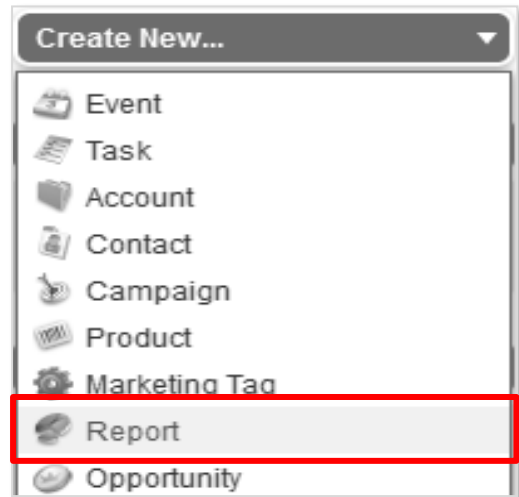
Step 2

Accessible from the **top** or **left** navigation bar in

SFDC

Create New Report

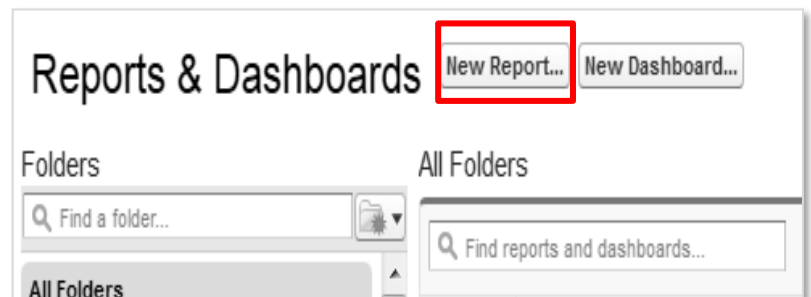




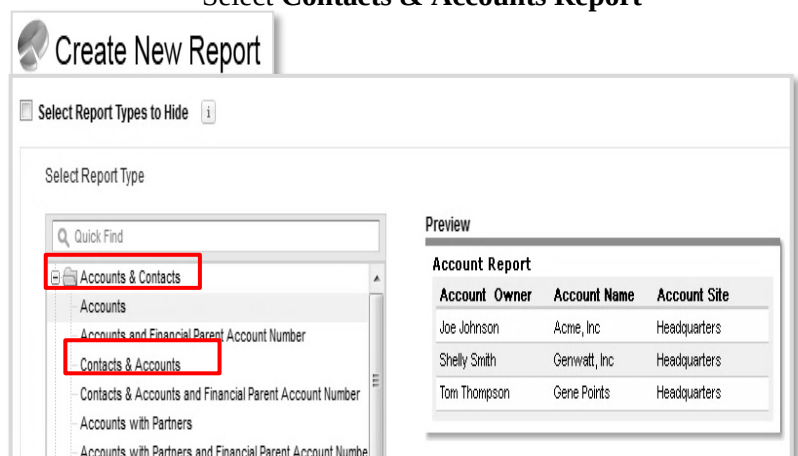
Step 3

Click on **New Report**

**Choose Report Type:
Contacts & Accounts**



Select **Contacts & Accounts Report**



Step 4



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.)

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
00313000029rRH	-	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

Step 5



Run the Report

Report Type: Contacts & Accounts
LSG KR - Emaillable Contacts

Run the [button: Report Properties] [button: Add Report Type] [button: 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)						

Step 6



i) Once satisfied with your report, Click the **Add to Campaign** button

**Add to
Campaign**

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
------------	------------	-----------	-------	----------------	--------------	------------------------

ii) Type in your **campaign name** and/or use the **search icon**

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

Conclusion And Recommendation

Marketing campaign

This study has given the execution plan for the marketing campaign drive workflows for the India.

- ❖ Researcher and marketing team of the company added more customer through social media.
- ❖ Team also segment customer of the company
- ❖ There are so many data which not filled completely, so team have made the strategy to engage their sales team by which they collected data from their customer to create the useful data base which directly helps the organization to do much more CRM activities.
- ❖ Researcher and team of marketing get to know about their potential customers, and we segmented them to target the marketing campaign.
- ❖ This segmentation also increased their social media visibility on LinkedIn.
- ❖ Researcher and marketing team of Bio-Rad also used marketo software to increase consumer data base and social media awareness of organization in different platforms.
- ❖ Through various event we generated a method of adding new customer in a segmented way.

Social media

- ❖ Team started new pages according to different verticals on LinkedIn for organization.
- ❖ The engagement activity planned by team has been successfully implemented on page and the result was increasing in segmented followers according to the page.
- ❖ These pages become the same platform for the company member and the customer.
- ❖ By this page follower can collect the information about the upcoming updates and the related field information's.

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.
