

Summer Training
at
Bio-Rad

April 1, 2019 to May 31, 2019

REPORT ON
SOCIAL MEDIA OPTIMIZATION AND SALES FORCE DATA MANAGEMENT

By
Akanksha Saxena

Under Guidance Of
Rahul Sharma



MBA Pharmaceutical Management
2018-2020

CERTIFICATE

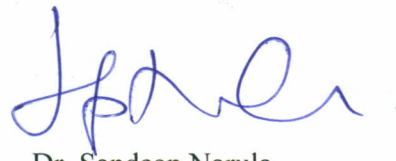
This is to certify that **Akanksha Saxena** has undergone Summer Training at **Bio-Rad** from 1st April 2019 to 31st May 2019.

The candidate herself completed the project assigned to her in summer training. 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.

I wish her success in all her future endeavors.

A handwritten signature in blue ink, appearing to read 'Rahul'.

Mr. Rahul Sharma
Asst. Associate Professor
IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula
Dean-in-charge
IIHMR University, Jaipur

Date: May 31, 2019

To Whom So Ever It May Concern

This is to certify that **Akanksha Saxena** 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:

Project is like an endless ocean and one needs aid and guidance of many other persons to take out pearls from its depth. A major project like this is never done alone. The contributions of many different people, in different ways have made this possible. I extend my sincere gratitude to the dignitaries who never ceased in helping me until this report was framed.

Thank God for the wisdom and perseverance that he has bestowed upon me during this training, and indeed, throughout my life: “I can do everything through him who gives me strength.”

First and foremost, I would like to express profound sense of gratitude and whole hearted thanks to my Respected Mentor, Mr. Rahul Sharma for always helping me out and it was very easy to approach him at each step until I clear my doubts.

I would also like to express my sincere thanks to Mr. Vipin Manhas, my industrial mentor General Manager (country head) for mentoring and creating a favorable environment for the vital practical knowledge during this training. I am deeply indebted to his guidance and support

I am sincerely thankful, at the same time for the co-operation of administration, managers and all concerned staff of Bio Rad for their best guidance and Knowledge throughout my training period.

Finally, I would like to express my gratitude to my parents for giving me a good background, understanding and encouragement and faith in me. They have always helped me behind the curtains from the beginning till the end of the training.

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ACRONYMS/ABBREVIATIONS USED:

SFDC: Sales force dot com

CDG: Clinical diagnostic group

LSG: Life sciences group

CRM: customer relationship management

CME: continuing medical education

ML: marketing qualified lead

PSS: Professional Selling Skills

ROI: Return on Investment

EXECUTIVE SUMMARY/ ABSTRACT:

The project assigned was to derive social media marketing campaign workflow for India and sales force data management.

Now a days people worldwide are highly engaged with the web 2.0 technology and social media platform. People in their day to day life not only uses social platforms to interact with each other but also uses for business purposes so that they can interact with different consumers to grow their business. Any organization may use various social media platforms to increase awareness towards brand, drive traffic and for to generate lead. Various social media platforms like LinkedIn, Pinterest, Facebook, twitter is used for buisnes purposes.

GAPS IDENTIFIED:

1-There was a single page for all the verticals of Bio Rad on LinkedIn. The data was not segmented and was unfiltered. So in order to rectify the problem various steps were taken:

The main objectives : (social media Campaign)

To Create individual pages of different verticals on LinkedIn so as to segment the consumers and to calculate the lead conversion.

- To get followers on LinkedIn pages for five verticals of organization.
- For retention of the customer different engagement program are made.
- To Creating social media awareness for organization.

To perform search engine optimization (SEO): To increase the rank of the company in search results to increase the traffic flow and lead generation.

2- GAP IDENTIFIED : In SFDC there was 10000 complete data set of the customers out of which only 6000 data was clean. The remaining 4000 data was unfiltered. So need was to clean 4000 data. So as to identify the potential consumers of Bio Rad.

Sales force data management (OBJECTIVES) :

Total Contacts = 23096			
LSG		CDG	
15860		7236	
Have email data ▾	Do not have email d ▾	Have email data ▾	Do not have email id ▾
12447	3413	3775	3461

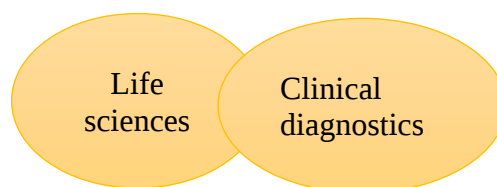
- To track record of potential customers and lead generation.
- To maintain complete data set of customers of different verticals of Bio - Rad.
- To rectify the errors in the entries of the customers like missing name, invalid name, missing email id, missing phone numbers, removing inactive customers.

COMPANY PROFILE :

Introduction :

Bio-Rad Laboratories set up in March 1975, is a distributor and manufacturer of life sciences products and clinical diagnostics products. It deals in high ended advanced equipments. It is B2B(buisness to buisness) type of the organisation. It means Bio Rad is not directly linked to the consumers. Its potential consumers are different buisness units like research institutes, hospitals, laboratories.

The Company deals into two segments:



The two segments are further bifurcated into:

CDG

- Blood Bank
- Accreditation Bodies
- Diabetes
- Oncology
- Thalesmia

LSG

- Proteonomics
- Genomics

Life sciences group:

Company in this segment manufactures, supplies, sells, supplies, develops the reagent apparatus and instruments which are used for biological research. It also markets a vast variety of products which are used to separation, analysing and purification of biologic materials like bacteria nucleic acid, proteins, cells.

Clinical diagnostic group:

This segment develops, manufactures and sells automated test systems, informatics systems, test kits and specialized quality controls for the healthcare market. The equipment's are used in the detection and treatment of various diseases like oncology, blood transfusion, diabetes monitoring.

The products of Bio Rad life sciences mainly include:

- Different instruments

- Different software
- Different reagents
- Instruments for gene expression
- Different instruments for protein purification
- Different instruments for protein quantification

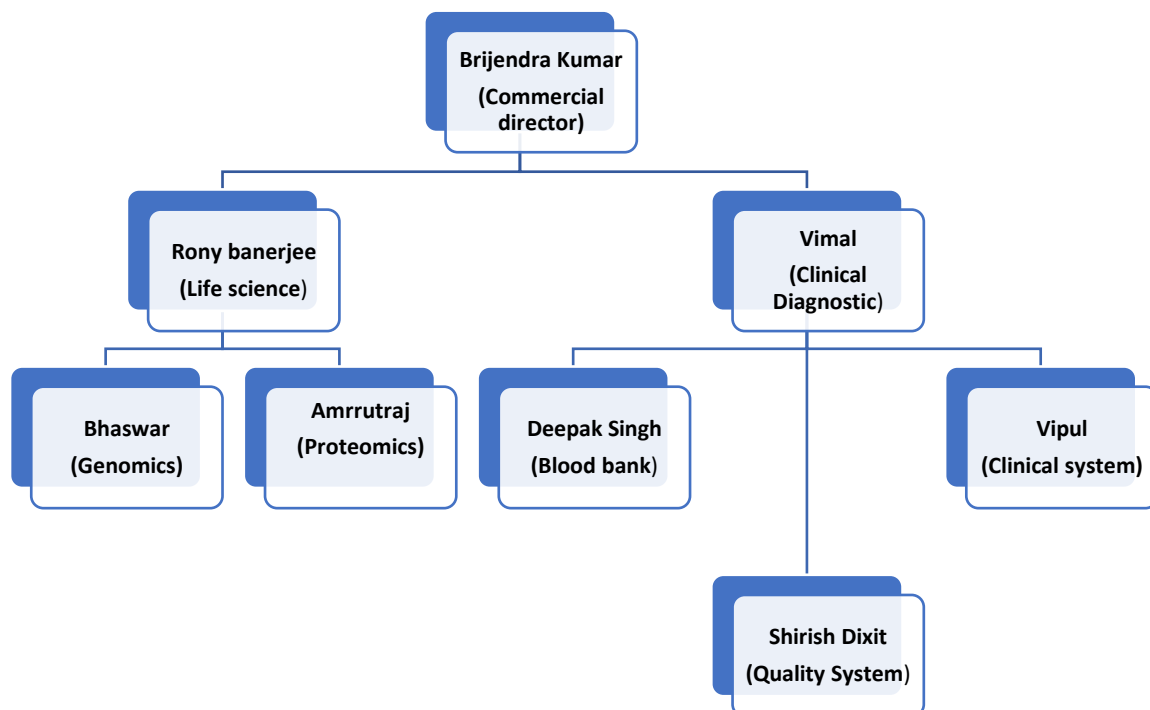
Tagline of Bio Rad:

Advancing, Discovering Improving Life Sciences

Bio Rad focuses on 4Is:

Innovation Integrity Independence Involvement

ORGANISTAION PROFILE:



PRODUCTS OF BIO-RAD:

VARIANT II Instrumentation : This instrument is a high testing system which offers the identification of a sample. It also provides kits for the identification of beta thalassemia and hemoglobin A



qPCR Analysis Software: It is used for collection of the data and analytical part. It has high resolution power which makes it very reliable to detect small parts.

DNA Extraction Kits: With the help of this kit the purification of DNA becomes easy due to its plasmid and PCR-ready genomic DNA extraction products. Bio-Plex Assays, Kits, and Reagents Luminex magnetic beads are used in this for the quantification of biologically relevant products. It also helps in assays of cancer, disease, inflammation.



INTRODUCTION OF STUDY :

This company holds a good brand image worldwide. But they are lacking behind as compared to other companies in terms of social media platform.

Reasons for lacking behind in social media platform:

- 1- A smaller number of followers on social sites such as LinkedIn, Facebook.
- 2- No individual groups for different segments of the company.
- 3- Very poor ranking on SEO.
- 4- No official page of the company on LinkedIn.

To increase the visibility on social media platforms company decided to launch Social Media Optimization Campaign.

Different techniques used by Bio Rad to perform social media optimization :

Social media optimization is the use of different strategies and digital tactics to promote awareness of any brand, product on social media platforms like facebook, instagram , LinkedIn etc

MARKETING AUTOMATION :

It is a software which performs the basic marketing operations. These tasks are performed automatically rather than manually.

- 1- **Use of Email newsletters :** It sends Email to the subscribers automatically. It also expands and shrinks the contact list.

Various email newsletters such as WordPress, Draft were used by Bio Rad so that subscribers receive the notification on the daily basis.

- 2- **Campaign tracking and reporting:** Different campaigns such as social media marketing campaign, template campaign, SFDC campaign were initiated by Bio Rad. Different types of people, their email ids, their phone numbers were included so that the progress of the campaign can be tracked.

- 3- **Email Marketing:** It is the source of communication with the consumers. An event is sent to its customers describing the events of the company, discounts and contents.

Layout of the social media campaign launched by Bio Rad team:

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, and 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	Tool	Measurement	
- Post/ abstracts/ research articles - Events update - Loyalty programs - Engaging programs ex – quiz etc.	- Likes and Sharing links - Quiz creators - Content writers	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.	

Subparts of this campaign:

- LinkedIn campaign
- SFDC Campaign

LinkedIn Campaign objectives:

- 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

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

- Diagnostic center's

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 their articles on the page.

Loyalty program to retain the followers.

Value proposition / Key Differentiator

- Official groups in LinkedIn pages, which is providing quality data to the customer.
- Solving queries and giving opportunity to interact among the people.

Campaign Tactic & Timing

Tactic

- Post/ abstracts/ research articles
- Events update
- Loyalty programs
- Engaging programs

Tool

- Likes and Sharing links
- Quiz creators
- Content writers

Measurement

- Social Visits: Increasing followers.
- Lead generated from social media: Increasing ROI and CLV.
- Lead generated from Social Media: rate of conversions from social leads to sales (real) leads.

Sales / Support Tool

- 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 their 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.

In India there are 50 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 two segment the different customer according to their needs and want to achieve a good traffic on LinkedIn pages.

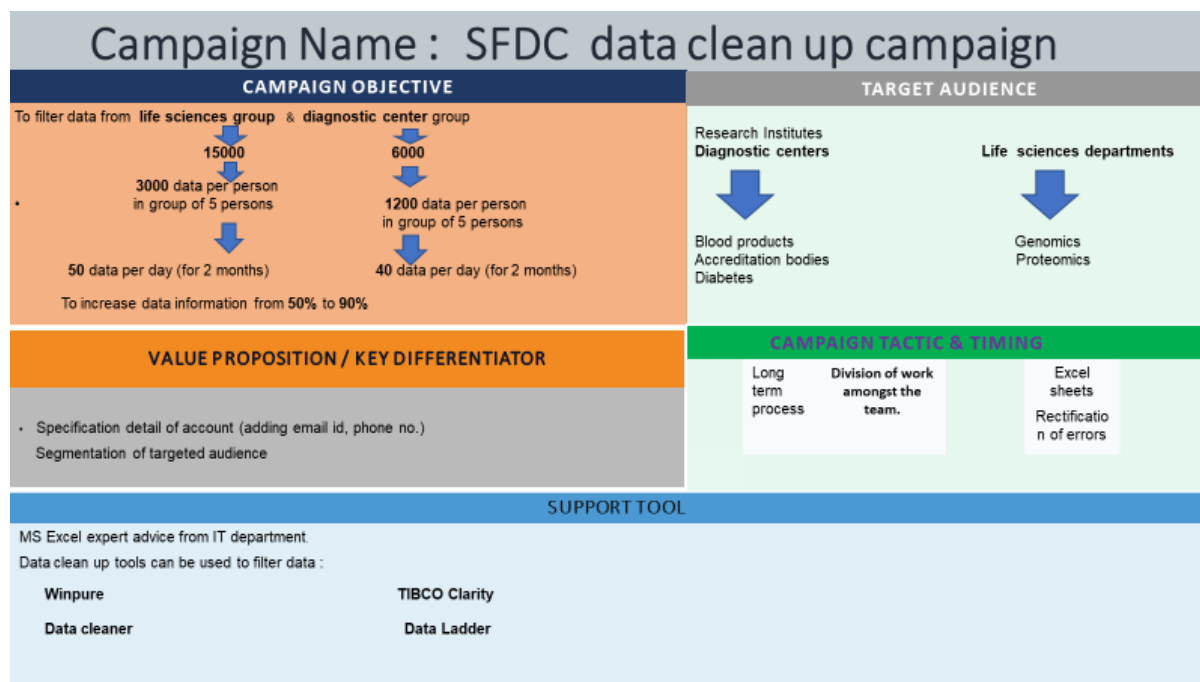
So, the segmented area was:

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

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

We also designed different engagement activities by which more traffic will attract to the page, because we challenge their own core area and ask them about their work area.

Layout SFDC campaign launched by Bio Rad team



To clean the data SFDC campaign was launched

SFDC clean up week was started from the week 6th May 2019-10th May 2019



SFDC

- Sales force .Com



SFDC campaign objectives:

Total Contacts = 23096			
LSG		CDG	
15860		7236	
Have email data	Do not have email d	Have email data	Do not have email id
12447	3413	3775	3461

To track record of potential customers and lead generation.

- ☐ To maintain complete data set of customer of different verticals of Bio - Rad.

To segment the consumers into different verticals.

To perform sales force data management of the consumers

To track potential consumers and lead generation

To perform CRM activities and attract more consumers through various events of the company

❖ Steps for lead generation

Data of delegates is collected



After the completion of seminar ppts are provided in form of pdf where the Delegates must give feedback about the event and are asked to fill up the personal details.



The collected data relates to SFDC.



If customers say YES, then the lead will be generated automatically.

MQL  SFDC  SALES

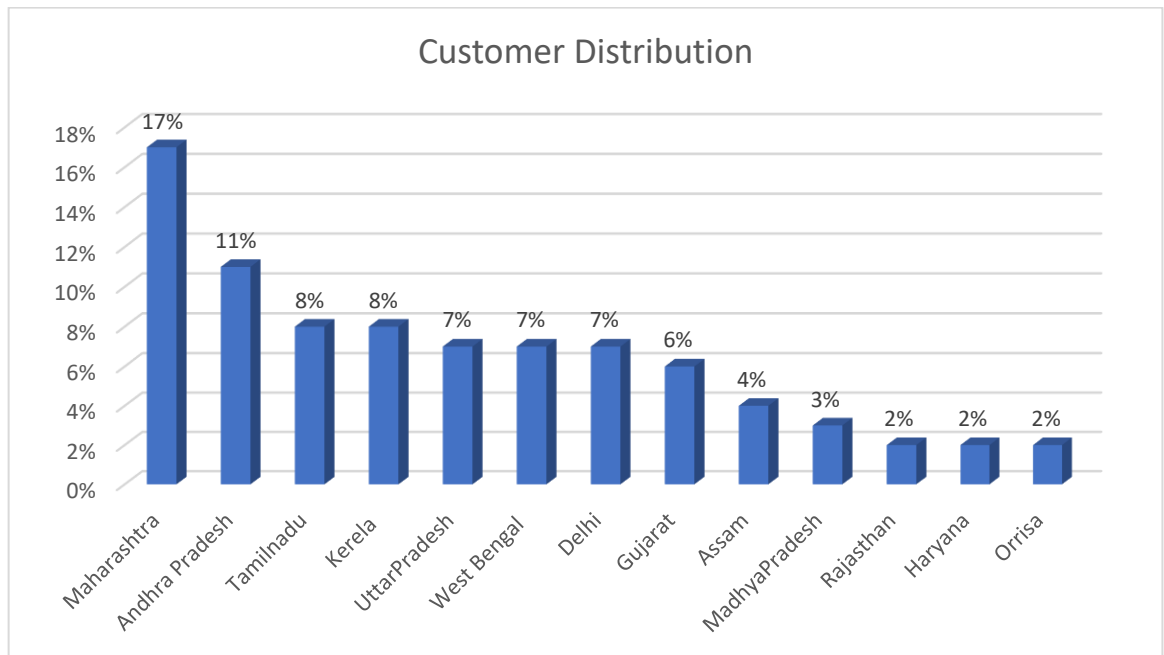
MARKETING QUALIFIED LEAD (MQL): -

This is the process of calculating leads which forecast future sales. Through MQL we can determine present position of the organization (win or lost report)

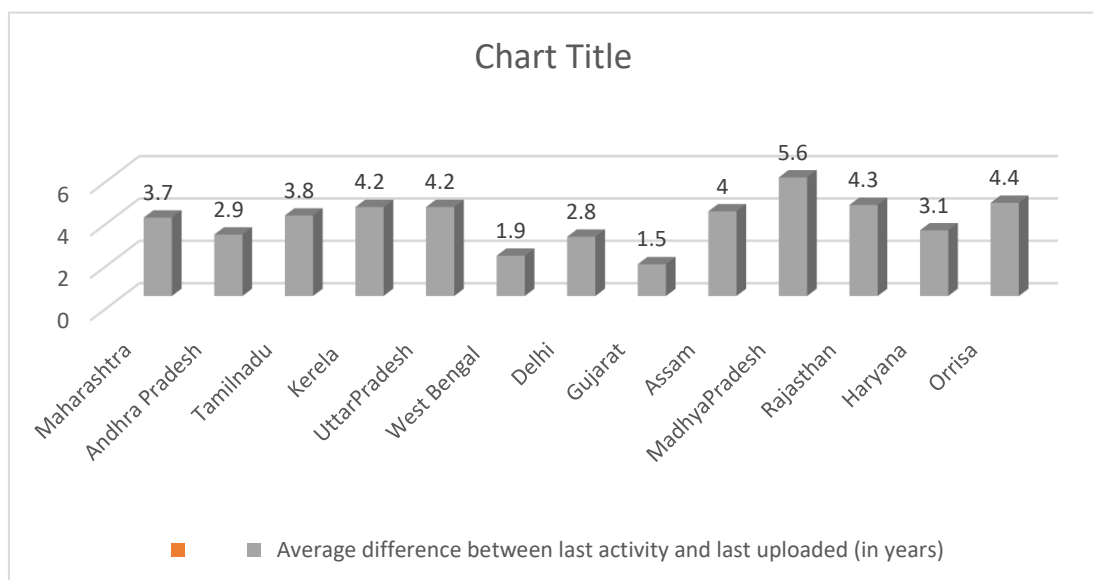
Five most important benefits of salesforce:

1. Customer information
2. Account planning
3. Time management
4. Team collaboration
5. Accessibility

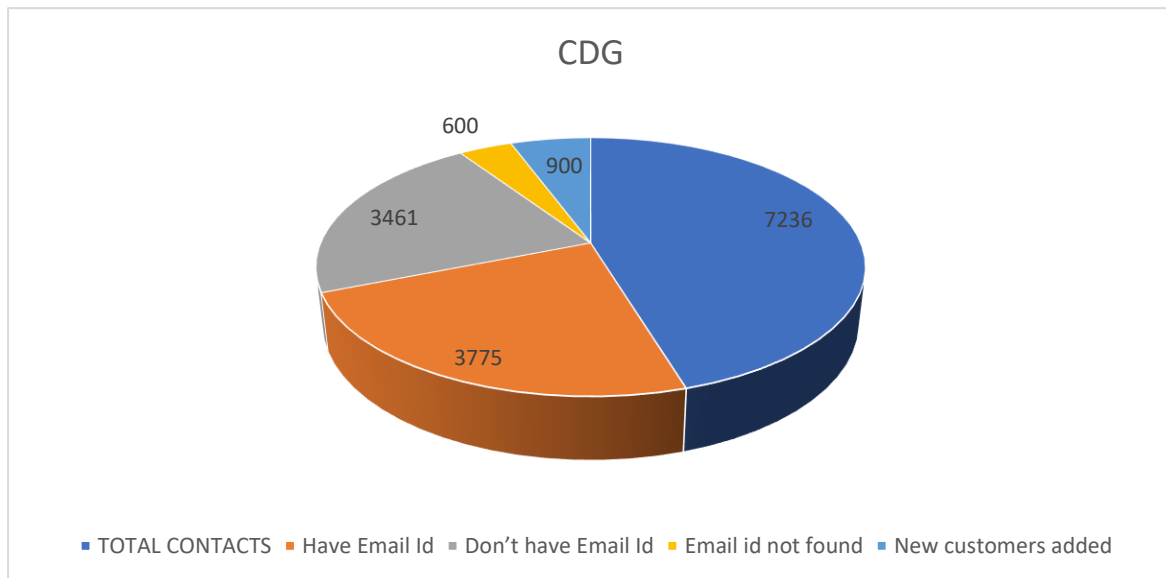
DATA ANALYSIS AND INTERPRETATION:



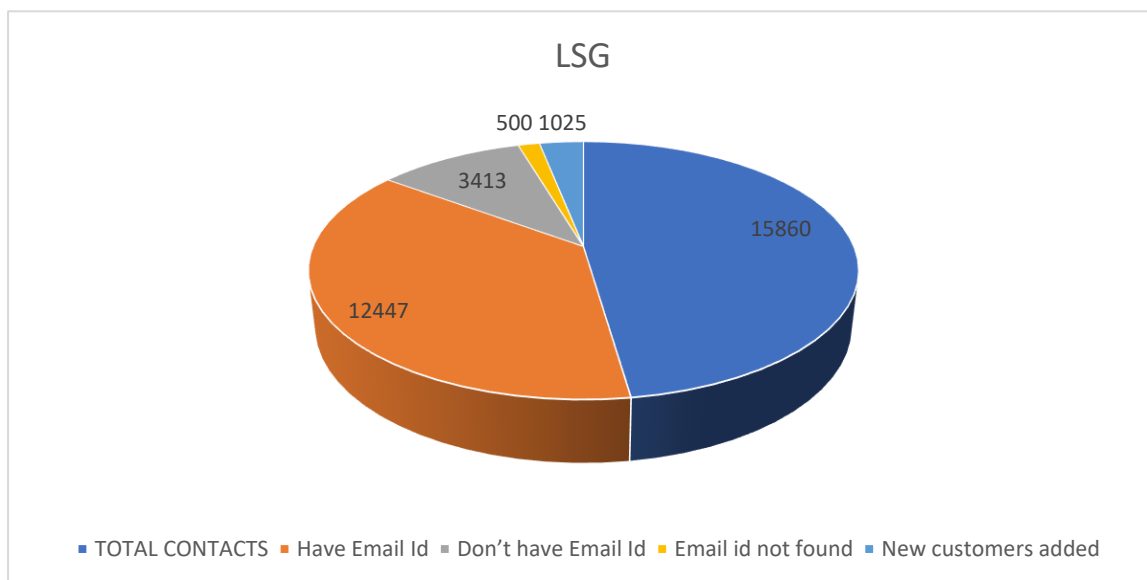
Above graph shows the distribution of consumers in different states. The maximum potential customers are in Maharashtra while minimum customers are in three different states – Orissa, Haryana, Rajasthan.



Above graph shows about the active status of the customers. It was found that maximum active customers were found in Madhya Pradesh while minimum numbers of active customers were found in Gujarat.

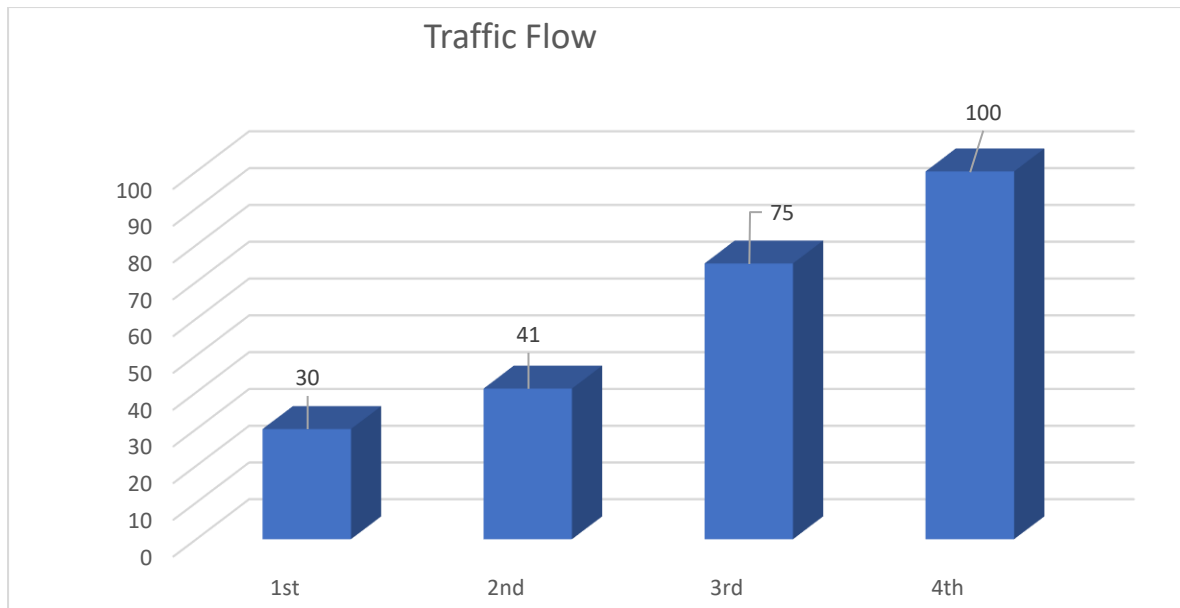


Above pie chart shows that 900 new customers were added in CDG by rectifying their email ids



Above pie chart shows:

There were **15860** total customers in which **12477** data were rectified but **3413** data were not rectified. So, we found out **1025** data of the missing details.



Above bar graph shows:

The traffic flow of consumers on LinkedIn has increased due to the LinkedIn Campaign intervention. In the first week there were only 30 customers. This number goes on increasing and it became 100 in the 4th week.

LEARNINGS DURING THE PROJECT :

Development of soft skills like :

- ✓ Photoshop
- ✓ Ms excel basic level and advanced level
- ✓ Professional selling skill.

Photoshop is a software which is used to edit the different types of the photos. This skill is very necessary in designing different types of designing templates, invites.

Different techniques in photoshop were learnt :

Blur the background

Adding Texture to Flat Graphic, Layering, Learnt the Basics of Photoshop

MS excel : It is a tool which is used for the simple as well as complex calculations. In order to clean the SFDC data the data was entered into the sheets of MS excel and options such as filter, waterfall, V lookup were used to clean the data.

Professional selling skill : these are the soft skills which were learnt during the meeting with the marketing collateral team. We were taught the techniques of professional skill. It includes steps such as :

Identifying the pain area.

Probing

Convincing

Close the deal.

Handling of softwares like MARKWT, SFDC software

Strategic management

Inventory management

Conclusion :

Following conclusions can be made :

- Different potential customers were identified in different states.
- Lead was generated
- Data was rectified
- Social media optimization campaign and SFDC campaign was successfully completed
- Traffic flow on LinkedIn was increased.
- Events were held to engage the customers and for the lead generation.

REFERENCES:

- Ates Bayazit Hayat (2013) studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media. Also studied social media which affects our lives in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviors of consumers.
- Ates Bayazit Hayat (2013) studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media. Also studied social media which affects our lives in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviors of consumers.
- Priyanka P. (2015) studied that social media can be used for increasing customers loyalty. With the help of continuous customers support services leads to improvement in customer retention. New application and social platforms will flourish and allow even greater personalization and real-time, location-based engagement in media.
- Kluemper and Rosen (2009) evaluated the use of social Networking sites in employment selection through accessing the personal profile of candidates on the sites. This study was conducted at a large public university in southern USA.

INTERNET SOURCES:

http://www.biorad.com/enjm/category/digitalpcr?gclid=Cj0KCQjw3PLnBRCpARIsAKaUbgseQpygpMSl4_kiRVJF-2zTbPRo8I_Aww0AlBvHpQ-D2G5UNE5eNc0aArfDEALw_wcB&WT.knsh_id=9a9f855c-760a-47bc-b2e3-56ada79561e3&WT.srch=1&ID=M9HE2R15&WT.mc_id=170125000661

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<https://www.shutterstock.com/blog/10-photoshop-tips-marketers>