

BioImagene



I have always believed that the company name is the life of an enterprise. It carries responsibility and guarantees the quality of the product.....**Akio Morita, Founder – SONY Corporation**

Agenda

- Understand the brand called “**YOU**”
- Understand the brand called “**Company**”
- Understand your ‘**Products**’
- Understand your ‘**Audience**’
- Developing an effective ‘**Marketing Plan**’
- Developing effective ‘**Communication**’ channel
- Analysis

Understanding the brand called 'YOU'

- Why am I doing good one month and struggling the next?
- Why do competitors with less ability are doing better?
- Why I never seem to reach the desired goal?
- When does it get easier?
- How do I balance my personal brand and company brand?

Understanding the brand called 'Company'

- It's not about Company Logo, the Design Style, Color Schemes etc..
- It's not about the Corporate Slogan

Understanding the brand called 'Company'

- **It's about:**

- Identifying the current strengths
- Understanding the business landscape
- Maintaining strong perceptions in the minds of your customers
- The overall umbrella for the Company's activities and encapsulates its Vision, Values and Personality

Understanding your 'Product'

- Functional aspects
- Technical aspects
- Pricing
- Support
- Feedback

Understanding your 'Audience'

- Know your client
- Understand their needs
- Understand their current business model
- Understand their existing tie-ups
- Understand their current network
- **Getting to know your competitors**

Understanding your 'Audience'

Your target audience could be:

- Reference Labs
- Pharmaceuticals
- Reagent Companies
- Hardware Vendors
 - Scanner Manufacturers
 - Microscope Manufacturers

Developing an effective 'Marketing Plan'

The Key Drivers....

- Customer research and analysis
 - Look at the market **from inside your product**
 - Look at your product **from inside the market**
- Define customer needs
- Product and service development
 - Listen to your customers
 - Device a periodical delivery of new releases
 - Continuous monitoring of '**Market**' and '**Competition**'
- Never sell on price alone
 - Always **accept less** but **never ask for more**
 - Focus on the **value you add**

Developing effective 'Communication Channel'

- Over the Net
 - **Writing effective mails**
 - Introduce yourself
 - Be accurate and clear
 - Be brief
 - Be genuine
 - Speak their language
 - Put yourself in their shoes
 - **DO NOT PANIC**
- Telecons and personal discussions
 - **Have a positive attitude**
 - **Be excited about your work**
 - **Keep it simple**
 - **Movements**
 - Avoid moving too much
 - Talk 'to' your audience and not 'at' the audience
 - Try to answer clearly

The Next Step

- Analysis
 - **Reports**
 - Develop proper report formats
 - Reports should be accurate
 - Develop templates (if possible)
- Feedback
- Periodical Review
- Next Action Plan

THANK YOU!!

Biomagene Team