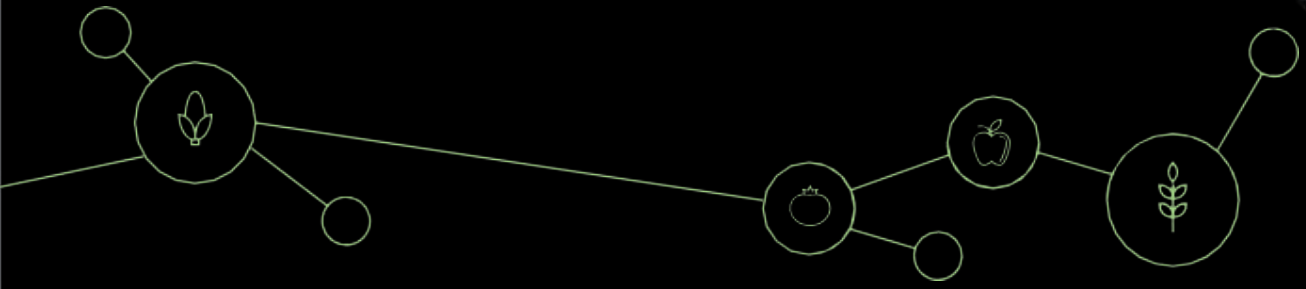
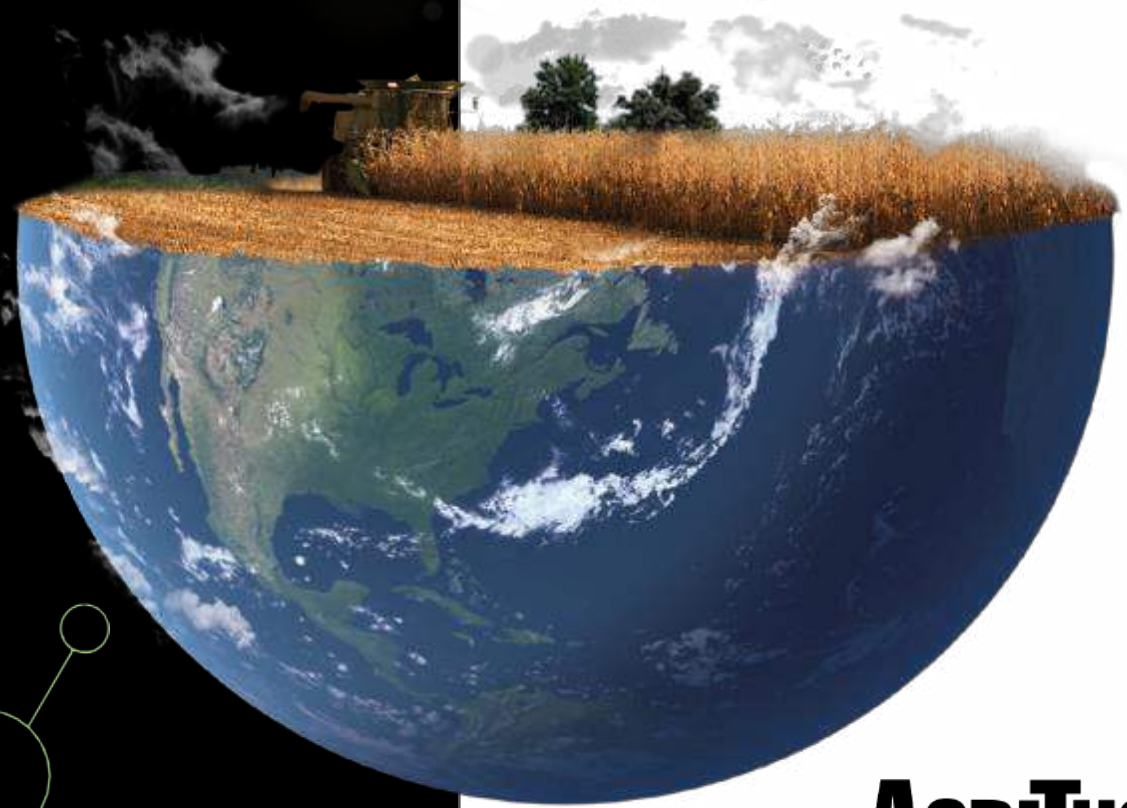


Business Success: Marketing a Research/Consulting Business

Rachel Robinson,
Communications Manager, AgriThoriTY®



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What does a potential client need to know to choose a CRO for a particular project?

- Develop an image of your areas of expertise and experience.
- Promote your facilities and access to testing sites.
- Clearly inform of capabilities (geography, crops, pests)
- Inform types of trials (GLP residue, regulated GMO trials, efficacy, on-farm large plot trials).

Pitch your People

The training, experience and credibility of you and your staff are your BRAND.

- Credibility is the primary commodity you are selling.
- You and your staff are the key components of your credibility.
- Define skill set and dedication to doing it right.



Business Marketing and Promotion: Strategies

Communicate the message through excellent service and quality.

- Keep your customers
 - Good client management
 - Under-promise and overdeliver
 - Timeliness and accuracy are important
- Most effective means for promoting a CRO's services to potential clients.
 - Website
 - Trade publication coverage and membership
 - Social media
 - Customer Statement/Word of mouth
 - Google Ads
 - Speaking engagements at scientific meetings

Business Marketing and Promotion:

Tactics

AGRITHORITY®

Website

- Clearly identify all areas of:
 - Expertise
 - Location
 - Crop and pest combination.
 - Include customer statements from clients wherever possible
- Search Engine Optimization
 - Keywords
 - Content
 - Updates



Business Marketing and Promotion:

Tactics

Trade Publication Coverage and Membership

- NAICC
 - Ensure your profile thoroughly represents the pest and crop spectrum
 - Scientific disciplines
- Other regional and/or crop organizations
- Network



Business Marketing and Promotion: --- Tactics

Social Media

- Regular posting
- Don't overdo platforms (LinkedIn, Facebook, Instagram, SnapChat, etc.)
- Videos are very effective
 - No more than 2 minutes.
 - Up to 1 minute ideal
 - Shoot horizontally
 - Be engaging!



Business Marketing and Promotion: --- Tactics

Customer Statement/Word of Mouth

- Follow up in a timely fashion
- Gather customer feedback and permission to share
- Check in with past clients



Business Marketing and Promotion: --- Tactics

Speaking Engagements at Scientific Meetings

- Showcase expertise
- Ensure you have permission
- Prepare, prepare, prepare
- Record and listen to refine



Business Marketing and Promotion:

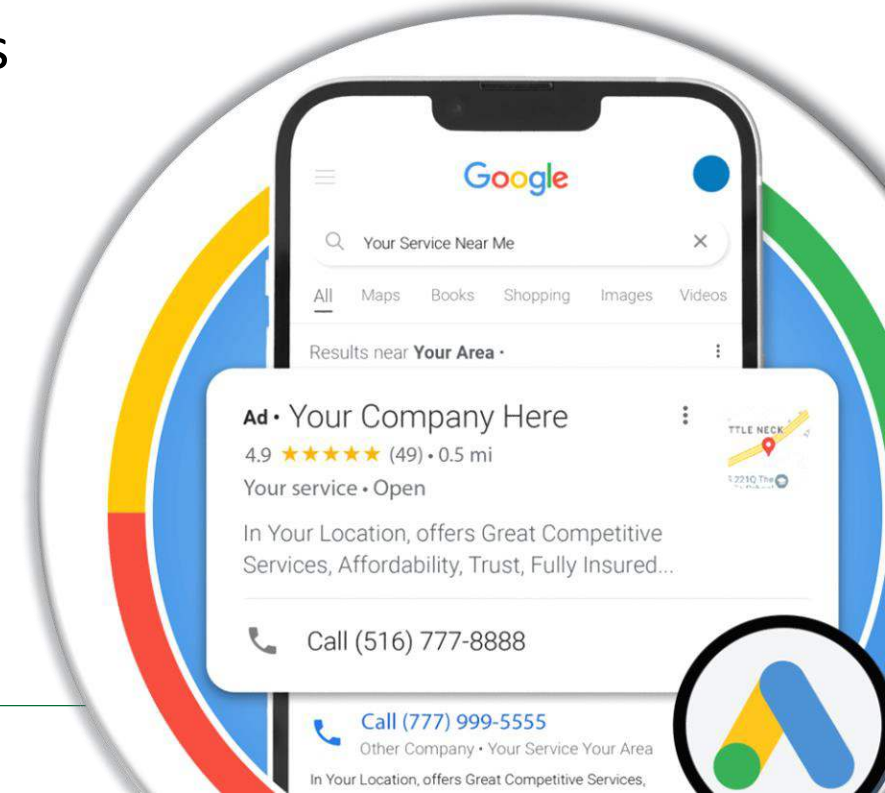
Tactics

Google, LinkedIn, Facebook ads

- Highlight expertise and credibility

Types of Google ads:

- Search ads
- Performance Max Campaigns
- Display ads
- Demand Gen campaigns
- Shopping ads
- Video ads
- App ads





Thank you!

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