

Case Study

LI-COR Biosciences

LI-COR uses ResearchGate Sponsored Email to reinforce the company's position as a thought leader in western blot.

The company

LI-COR technology enables scientists around the world to improve lives by advancing discovery. The company is a leading innovator in systems for plant research, climate change, drug discovery, protein research, and small animal imaging.



The challenge

One of LI-COR's key product segments is western blotting. In order to effectively market western blot products, they need to be seen as a thought leader.

According to Emily Kirkwold, a marketing specialist at LI-COR, "We want to establish the LI-COR brand as the global thought leader in quantitative western blotting, and to do that we need to educate our customers on best practices. If we can reach them with content, hopefully they will realise that we are the world leaders and that they should come to us with their western blotting needs."

By sharing best practices, providing examples, and sharing technological developments, LI-COR has managed to establish itself as the company that researchers look to for guidance in this area.

The solution

According to Kirkwold, "We wanted to drive traffic to our website and educate the ResearchGate audience". To do this, LI-COR used ResearchGate's Sponsored Email to share information with the right members.

Here's how they did it:

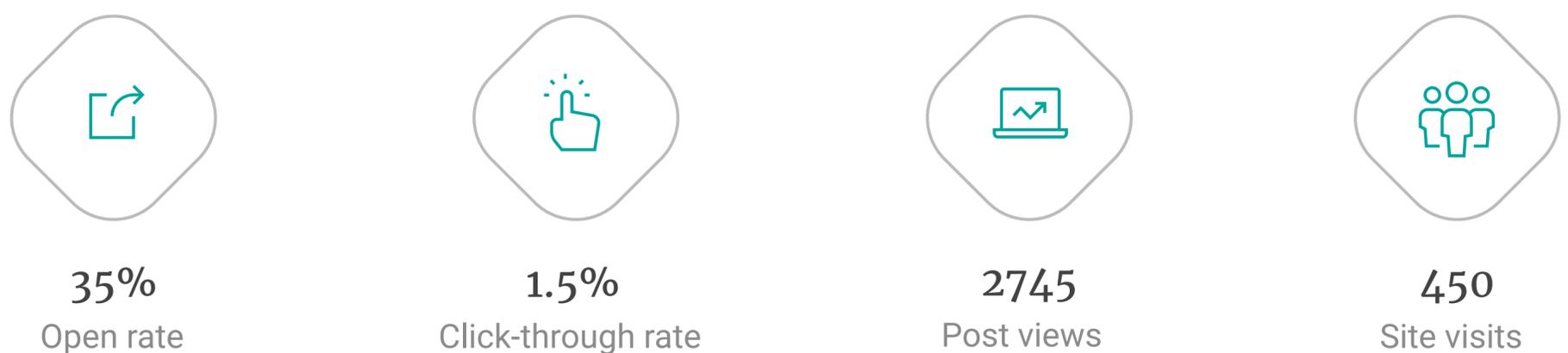
- 1) ResearchGate's targeting team came up with a list of relevant members with western blotting as a skill
- 2) LI-COR chose 2 content pieces to promote. Both are focused on advising scientists about quantitative western blotting
- 3) The content pieces were posted on LI-COR's institution page on ResearchGate
- 4) 37,000 ResearchGate members were sent emails highlighting the informative content from LI-COR

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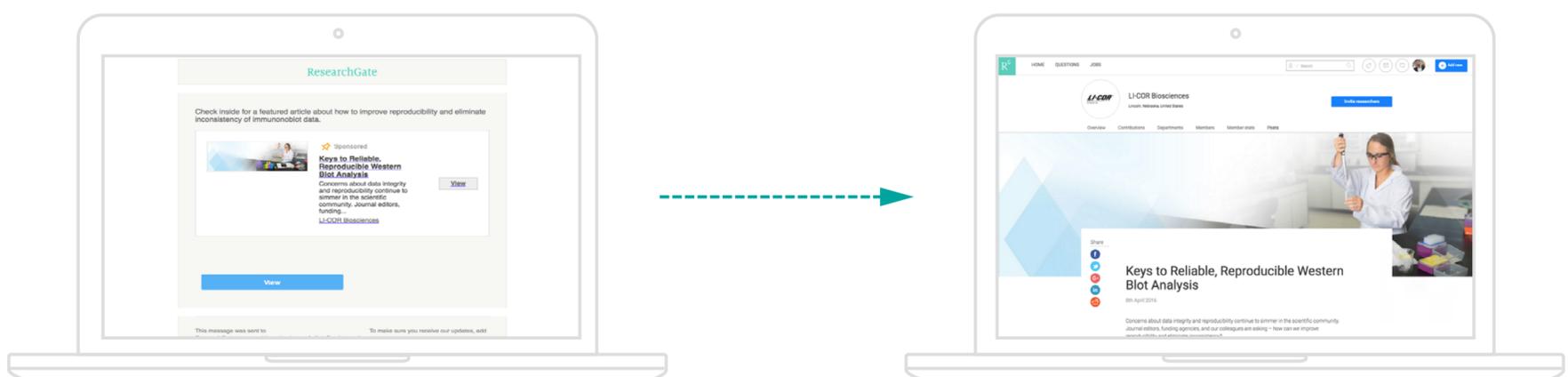
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Results



The sponsored emails have had an open rate of 35% and click-through rate of 1,5% so far. This has resulted in a total of 2,745 views for LI-COR's posts on ResearchGate. Furthermore, 15% of views on these posts resulted in a visit to LI-COR's website, with 450 visits thus far. "Through targeting our content, we were able to get a higher conversion rate. We had hundreds of clicks for each post. Those are fantastic results." said Kirkwold.

Reaching so many verified scientists and researchers has helped LI-COR position itself as a global thought leader in quantitative western blotting. After the campaign, Kirkwold said, "Through providing content, we are able to meet our customer's pain points with solutions and engage them. Then we can push them down the sales funnel."



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Facts



About LI-Cor Biosciences

- World leader in life sciences
- Innovator in systems for plant research, climate change, drug discovery, protein research, and small animal imaging



Goals

- Increase thought leadership in quantitative western blotting
- Drive relevant traffic to LI-COR website
- Reach email open rate of above 20%
- Maximize click-through rate (CTR)



Approach

- Post 2 content pieces about western blotting on LI-COR's ResearchGate institution page
- Include links to LI-COR website on posts
- Email content pieces to 37,000 sent to relevant ResearchGate members



Results

- Increased thought leadership among life scientists
- 2,745 views of content pieces
- 450 visits to LI-COR website
- 35% email open rate
- 1,5% email CTR

“We wanted to establish the LI-COR brand as the global thought leader in quantitative western blotting. *Through targeting our content, we were able to get a higher conversion rate.* We had hundreds of clicks for each post. Those are fantastic results.”

[Emily Kirkwold, Marketing Specialist, LI-COR Biosciences](#)