



Five Elements of Highly Effective Sampling Campaigns

THOUGHT LEADERSHIP FOR B2B LIFE SCIENCES COMPANIES

SCIENOPSIS

The Five Elements of Highly Effective Sampling Campaigns



Sampling and New Product Adoption

The success of a product and even an entire enterprise often hinges on how well their respective markets adopt and take up newly launched products.

It is not enough to create innovative products, success in the market place requires the creation of processes aligned with consumers' uptake journeys.

Thus, an effective sampling campaign requires an understanding of the customer adoption process and how sampling fits in this process.



There are generally five stages in the product adoption process: Product Awareness, Product Interest, Product Evaluation, Product Trial, and, Product Adoption.

Stage 1 – Product Awareness

This is when customers become aware that a product/service is on the market. Awareness is everything: if customers do not know about a product it doesn't exist!

Therefore your company ought to create different informational materials that raise awareness. Needless to say informational materials should also be easily accessible.

A strong social presence facilitates wider reach at a relatively low cost.



Stage 2 – Product Interest

In the second stage, consumers learn more about the new product and/or service. At this stage, it is important that companies work to guide customers through this phase by providing easily accessible information about the benefits the product or service brings.

Among the methods that are most successful today are a website describing the product, blog posts, tutorial or instructional videos, white papers, and other sources of info that the potential consumer can review in depth.

When customers need a more specific answer, it is essential for them to have access to a technical resource to walk them through the new product and resolve any issues quickly.



Stage 3 – Product Evaluation

Prior to purchasing, customers assess, compare and evaluate the product/service. The more critical, complex or expensive the product/service relative to their existing product/service is, the more intense will be the evaluation process.

Today, customers are going online and using social media to probe and inquire about your product or service. This is why information that sets out why a product is different and the benefits it brings to the table relative to the opposition, must be available at this point.

Within the life sciences, webinars are a great channel because they permit in depth communication to potential customers while also offering opportunities for Q&A.



Stage 4 – Product Trial

This is the stage where the customer takes the step to test out the product/service. There is nothing more impactful than a customer actually trialing out a product or service for themselves. At this point, companies should provide their customers with free trial material.

It is critical to set the customer expectations correctly and deliver on said expectations.

The kind of information needed at this point should include application data sheets, quality/regulatory information, certifications, etc., to facilitate confident trialing/evaluation.



Stage 5 – Product Adoption

Stage 5 is the product adoption stage. Here, the customer is ready to purchase the new product/service. All companies aspire to get their customers to this stage.

When the customer is here, your company must ensure that the product is available, easy to purchase and the purchase process is simple and pain free.

How Sampling fits in

As we have seen, customer adoption is key to the success of any new product or service. It is therefore important to create a strategy and the necessary tools that successfully take customers through these 5 stages.

Here are five elements of a successful sampling campaign

1. Identify Your Target Audience

Marketers are familiar with the strategic concept of Segmentation, Targeting and Positioning (STP). STP is relevant to sampling, too, as it seeks to identify specific niches and personas, to prioritize a proposition. The idea here is to focus on early adopters and innovators who often have the resources and desire to try out new things.



2. Communicate Ease of Use/Usefulness

After early adopters/innovators have been identified, it is important to create relevant tools that communicate the usefulness and ease of use of the new product.

Therefore, you should aim to provide tools and/or apps on product selection/application, as well as concept/formulae to inspire customers.

In addition, samples should have clear labeling, relevant documentation and application stories to drive intention to use.



3. Create a Buzz

Let's face it – no body wants to buy a product that's unexciting. It is the same with sample trials. So creating an early buzz and building on it will work magic in helping ensure the sampling campaign launches with a roar rather than a whisper. Here is how:

- Bring on board opinion leaders/influencers early
- Host an event about your product or speak at an event/conference, and demonstrate its utility/innovativeness
- Write guest articles in relevant trade magazines
- Reach out to journalists and PR professionals to profile the product/service
- Get early adopters to provide reviews/feedback about the product
- Distribute press releases on social media, PR sites/trade magazines



VIRAL

4. Make Ordering Easy

In today's fast-paced marketplace, customers want things quickly and conveniently.

In almost all situations, decisions about what products/services to use will be based on ease of access (as well as ease of use). This has implications for new products/services - if they are perceived as arduous and difficult to access, few will adopt them.

This is why your company ought to provide multi-channel sample ordering options, backed by a reliable logistics partner.





5. Track and Follow-up

There's a saying that goes like this: the fortune is in the follow-up. How true this is for sampling! After customers take samples for evaluation, companies should track and gather relevant information and statistics on who's sampling and why.

Follow-up not only helps assure customers that the company is committed to supporting them through the adoption process but it will ultimately help turn samples into sales.

About Scienopsis

Scienopsis is a London-based, full-service technical marketing agency that assists life sciences B2B companies with sales and/or marketing implementation of complex, technical products, solutions and technologies.

We are experts at crafting winning marketing strategies, PR & content marketing, trade shows/experiential, customer events, sampling and, lead generation, contract/outsourced sales and marketing services, that unlock deep loyalty and customer acquisition.

Our core clients are manufacturers and distributors of excipients, fine ingredients, technologies and solutions for pharmaceutical, cosmetic and food sectors.

Our intelligent approach to sampling is the smart way to drive trialing and speed up adoption. We are able to provide a complete service, working closely with clients, to execute campaigns that address specific business needs, whilst providing maximum payback. This includes sample preparation, distribution, user analysis and training, as needed.

So whether you're launching a brand new product, a new version of an existing product range or you just want to raise awareness of your brand, you can be sure that our sampling solution will increase trial and drive sales.

If you require more information or a confidential consultation, do get in touch.



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