



## eMarketing Campaign Services from eBiochemica Solutions

The emarketing campaign is an end-to-end service consisting of a series of mailers designed, maintained and circulated by eBiochemica for you to increase your sales by reaching out to new and existing clients. This can be used to promote your services or products to targeted groups and/or individuals within the pharma, biotech, chemicals, equipment and other ancillary services/products groups within these and other cross- industry segments.

*Please Note:*

*Customer – Refers to the company/group doing business with eBiochemica*

*Client – Refers to the clients of the customer (as defined above) to whom the mailer is being sent*

### How it works:

The mailer is sent out periodically as decided with the customer (monthly, quarterly, bi-annually or at any other frequency suitable to the customer). With each circulation, the eBiochemica team refines the client list based on the analytics gathered from the circulation of previous mailers. The analytics include unsubscribe requests from clients, which are addressed when the next batch of the mailer is circulated.

eBiochemica could build the list for you from scratch (based on a target audience defined by you), build on a list that you already have or keep your list as is, adding to it only on your request. You would be required to give the initial inputs for the services/products to be marketed, review the final mailer before it is circulated and provide updates on this information as and when required. eBiochemica takes care of the rest of the process (please refer to diagram on the next page).

### Circulation Criteria:

The circulation would be developed specifically for you based on your requirements and could be based on criteria such as -

- Indication or area of expertise e.g. Cancer, HPLC, Process Research etc.
- Geography such as Europe, North America, APAC or by country
- Companies in these and other cross-industry segments that would use your products

### Pricing:

The cost components for each mailer are based on the following criteria –

- Mailer design – Includes graphic design, copyediting, HTML coding
- Frequency of circulation of the mailer - As mentioned earlier, it could be monthly, annual, bi-annual, thrice a year, quarterly or as defined by the customer
- Frequency of updation of the mailer content
- Server setup – This is a onetime fee, usually bundled with the cost of the first mailer
- Data Curation Services – This is a recommended option as it enables us to refine the reach circulation list, improving the marketing efficacy of the campaign
- Client list development – Cost would be higher if eBiochemica built the list or added to an existing list from the customer. If the list is supplied by the customer, this cost component will not apply.
- Size of the circulation list- The circulation list can vary in size from 1000 clients to 250,000 clients

A higher frequency and a larger number of clients lowers the cost/mailer, enabling eBiochemica to pass on the volume benefits to its customers.

The payment model can be flexible. The customer can be charged per mailer, or for a number of mailers published and circulated within a specific period of time (usually recommended for higher volume, multi-year/multi-industry contracts).



The diagram below outlines a typical mailer cycle.

