



## METRIC MARKETING

# ■ Akadeum Life Sciences Case Study

In 2015, when biotech company Akadeum Life Sciences started to really consider their marketing needs, they identified several priorities, including integrating customer relationship management (CRM) software and a redesign to their website, with the goal of improving its ability to draw qualified leads. They wanted long-term solutions and a partner to help manage their marketing.

Akadeum holds the patent for a crucial improvement to cell isolation. Their Buoyancy Activated Cell Sorting (BACS) uses tiny microbubbles to isolate testing targets through flotation-based separation. This new system is an improvement on their competitors' volume and equipment restrictions, and a significant boon to the medical industry.

## The Problem

Customers weren't finding Akadeum organically, and despite some inbound word-of-mouth interest, Akadeum had no system for storing contact information or mapping out marketing campaigns.



*"I've been working with the team at Metric on SEO, paid search and social, and content marketing campaigns. Without a doubt, their guidance and work-product has been a major boost to our commercialization efforts. As a direct result, we have seen consistent gains in web traffic, conversions, and happy customers. Having worked with other firms in the past, it's obvious that Metric excels at leveraging modern digital marketing tools in the most capital-efficient way."*

- Vice President of Business Development, Cell Therapy

## ■ What did we do?

- Scientific Illustration
- Marketing Automation
- Copywriting
- Website Development
- Social Media Marketing

- Search Engine Optimization
- Content Marketing
- Graphic Design
- Paid Search/Social Advertising
- CRM Implementation
- Event Promotion

## Brand Guide

We first identified Akadeum's buyer personas and pain points. This allowed us to explore how Akadeum could provide solutions and stand out to their audience. Our design team then created a brand guide to establish Akadeum's personality, voice, and style for their marketing materials.

primary logo



dark logo



light logo



## Paid Advertising

Advertising is important for any business, but when you create a new technology like Akadeum did, it's arguably even more important.

In the early years of the relationship, Metric was tasked with reaching Akadeum's niche market in a cost effective way. So we started where we always start - with buyer persona development and a paid ads strategy. After working collaboratively with Akadeum on the strategy and getting approval, we launched highly targeted campaigns across multiple platforms including Google AdWords, Google Display, LinkedIn, and Facebook.

These campaigns were critical in the early stages of the company. Over the years they've become more robust and efficient, and these channels continue to be a key part of the marketing mix years later.

## Website Design

Next up was designing and building a brand new website. The goal was to make it just as beautiful as it was functional, because what's the point in designing a masterpiece if no one sees it? This website is more than a pretty face – it also has some serious SEO power. Additionally, the site supports Akadeum's sales efforts with e-commerce functionality and a HubSpot integration. This allows their sales team to manage the sales cycle with complete visibility into contact and deal records.

Let's take a trip back in time to see where the website started, and where it is today!



## SEO & Content

In addition to paid advertising, Akadeum needed more ways to be found online. There was already a healthy amount of search volume for keywords they wanted to show up for, like "cell separation." Now, it was Metric's job to help them rank organically for these terms.

Enter, content strategy. This content strategy was aimed at building up Akadeum's experience, expertise, authority, and trustworthiness in the cell separation space. The Metric team drafted long-form, informative content about cell separation and how Akadeum's microbubble technology can act as a viable alternative to traditional methods.

In preparation for content creation, Metric Marketing performed in-depth keyword and competitor research and asked Akadeum to provide information for topics that would showcase their expertise in the area. We then married brand, technology, and products. From there, we laid all of the necessary SEO foundations into a content outline, including keywords to target, headings to include, and word count.

## Emails + CRM Implementation

After going to market, Akadeum began to create quite a buzz in the cell separation space. People were interested in learning more about their technology and as a result, Akadeum's contact database began to grow.

Akadeum needed a sophisticated solution that would allow them to track, organize, communicate, and sell to their contacts. Their needs included:

- Contact relationship management (CRM)
- Landing page generation
- Email generation
- Sales enablement
- Transparent reporting to better understand customer journey & marketing ROI

After listening to Akadeum's needs, our team recommended HubSpot Marketing Pro and Sales Pro. As a HubSpot-certified agency, Metric Marketing was able to both onboard and manage all HubSpot services.

## The Results

- From 2019 to 2020, sales increased by 27% - and nearly doubled by 2021.

2020 vs. 2019:

**131%**

INCREASE IN TRAFFIC

2021 vs. 2020:

**731%**

INCREASE IN ORGANIC TRAFFIC

2022 vs. 2021:

**99%**

INCREASE IN ORGANIC TRAFFIC

- **Connect with Us!**

CONTACT US TODAY AND SCHEDULE YOUR FREE WEBSITE AUDIT

