

Digital Strategy and Agile E-Commerce Launch

An industry leading biological solutions company had identified an opportunity to tap into a new market and potentially reach thousands of new B2B clients. Traditionally, the organization had focused on large national and global accounts but believed it could tap into new growth if the company could reach a different market segment using new digital capabilities.

Within a couple of months, Clarkston developed a digital strategy and launched the client's first e-commerce platform in a holistic manner. Our work covered digital strategy through execution: defining the ambition and gaining organizational alignment, development and launching of a new e-commerce website, digital branding and creative, digital marketing campaigns, creation and optimization of product pages and descriptions, development and execution of content strategy, 3-D product prototypes for A/B digital testing, e-mail marketing campaigns, and the end-to-end management and execution of the program.

By partnering with Clarkston, the client successfully launched an e-commerce and digital platform in true agile fashion, finding hundreds of net-new B2B clients, making the pilot a success and beginning to successfully migrate from pilot to a full-on roll out.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Biotechnology

PRODUCTS & SERVICES:



Research, development and production of biopharmaceutical ingredients

PRIMARY OBJECTIVES:

- Develop a comprehensive digital marketing strategy, including but not limited to launching the company's first e-commerce website, developing all marketing creative and assets, launching of paid social media campaigns, creating an SEO and blog content strategy, partnering with professional association sponsorships, and constantly leverage digital analytics data to iterate and fine-tune the approach along the way.
- Develop a holistic understanding of the customer via digital profiling and segmentation, as well as 1:1 in-depth interviews with customers and industry experts to understand the challenges they were facing and how the proposed products and solutions alleviated those pain points. selling and engaging online. Business Model components included storefront, payment, tax, supply chain and 3PLs, customer service, IT enablement, portfolio and pricing, processes and roles & responsibilities.
- Create a brand-new digital team for our client, consisting of agile teams with cross-functional roles including digital strategists, scientists, sales and marketing, and other technical experts.

RESOLUTION:

- Rapidly launched an e-commerce presence to test and iterate on product development, messaging, and overall digital approach.
- Leveraged key learnings from digital audits and customer behavior to develop a deep understanding of the customer.
- Tailored the website layout and content to best engage with prospective and returning customers using data-derived insights.
- Developed a digital marketing strategy leveraging Clarkston's Enterprise Destination Mapping (EDM) methodology to create digital goals, metrics and measurable KPIs.
- Developed a high-level digital marketing playbook to streamline future launches into other product verticals.
- Detailed operational best practices to highlight day-to-day considerations for executional success.
- Implemented digital marketing and analytics platforms.

KEY BENEFITS:

- Successful launch of e-commerce platform and establishment of a brand-new digital team.
- Hundreds of new B2B clients with above industry average recurring purchase rates.
- A reusable digital marketing playbook and training resources to onboard new employees as the company grows their digital capabilities.
- Increased knowledge of digital marketing and analytics best practices.
- Understanding of how to use an agile approach for digital marketing and rapid prototyping.

CLARKSTON CONSULTING



**100's of new B2B clients
buying through digital
platforms**



**100's of digital marketing
campaigns and optimizations
to digital spend**



**Millions of paid views, site
visits and engagement across
a variety of digital platforms**

