



Marketing for Scientists

Part I:

Modern Marketing for Scientists

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First, A Warm-Up

What research idea are you marketing today? This could be a model, a technique, a hypothesis, a data set, a protein, a research group, etc. We'll call this your "Signature Research Idea" (SRI).

Sales

What prop(s) could you carry around that would help you start a conversation about your signature research idea?

Branding

What are some of your favorite scientific brands and buzzwords?



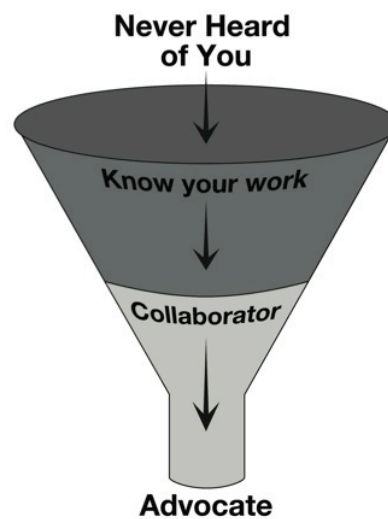
What makes these words memorable and intriguing conversation starters?

Does your signature research idea have a good brand name? Try to think of a better name for it.

Relationship Building

Who are your top 2-3 advocates? How do you maintain your relationships with them?

Who are 2-3 collaborators you'd like to become your advocates? What could you do that would really inspire them?



A Scientist's Marketing Funnel.

Think of 2-3 people (or groups) who know of your work, but do not yet work with you in any way. Who are they and how could you reach out to them?

What to Say When You're Standing by Your Poster at a Conference

1) Well, you know about _____, right?

(a well known research idea that's relevant to your topic)

2) I'm working on _____

(the brand name of your signature research idea)

(Explain how it improves upon the well known research idea above.)

3) _____?

(Ask a question to get your customer thinking about your SRI.)

More take-home tips:

- Instead of a canned elevator speech, bring a prop
- Don't promote yourself, brand your signature research idea
- Marketing is not about pushing ideas out; it's about pulling people down through your marketing funnel.
- Use citizen science to get laypeople interested in science by directly involving them in it.
- Put a link to a citizen science website at the bottom of every press release.
- Don't network; build real relationships.
- Markets are conversations--when you are standing in front of your poster at a conference, your first goal is to start one.
- Make a Weight Watchers figure to illustrate what your signature research idea does.
- When you're giving a colloquium talk, show that Weight Watchers figure three times so people remember it.