



Applied Biological Materials New Campaign Strategies

Applied Biological Materials (ABM) faces a competitive biotech tools market where decision-makers prioritize speed, cost efficiency, and reliability. Based on their UVP (custom lab materials with 40% faster turnaround) and industry trends, here are **5 campaign strategies** to cut through the noise:

Strategy 1: "Lab in a Box" Video Series

- **Target Audience:** Lab managers at biotech startups (11–50 employees).
- **Pain Point:** Time-consuming in-house reagent production delaying experiments.
- **Messaging Hook:** *"Stop waiting months for custom reagents—get lab-ready kits shipped in 2 weeks."*
- **Outreach Channel:** LinkedIn Carousels + YouTube Shorts.
Example Hook: *"Your CRISPR project doesn't need a 6-month delay. We ship pre-validated gene-editing kits so you can start tomorrow."*^{[1][2]}

Strategy 2: AI-Powered Reagent Savings Calculator

- **Target Audience:** CTOs at SMB pharma companies (\$1M–\$20M revenue).
- **Pain Point:** Outsourcing costs 3x more than budget allows.
- **Messaging Hook:** *"See how much you'll save switching from in-house to ABM—without sacrificing quality."*
- **Outreach Channel:** Personalized email campaigns with ROI case studies.
Example Hook: *"Why spend \$12K/month on lab staff? Our calculator shows how ABM cuts costs by 60%."*^{[3][4]}



Strategy 3: "Lab Readiness" Audit (Hormozi-Style)

- **Target Audience:** Principal Investigators at academic labs.
- **Pain Point:** 88% of experiments fail due to misaligned tools/processes.
- **Messaging Hook:** *"Before your next grant deadline, get a free Lab Readiness Audit to fix what's holding you back."*
- **Outreach Channel:** Cold calls + SMS.

Example Hook: *"Your lab could be 3 weeks behind and not even know it. Let's find out—audit slots open this week."*^{[3][5]}

Strategy 4: Case Study Webinars with ROI Metrics

- **Target Audience:** R&D Directors at mid-sized biotechs.
- **Pain Point:** Unreliable suppliers causing inconsistent results.
- **Messaging Hook:** *"How [Client X] saved \$240K and 6 months using ABM's viral vectors."*
- **Outreach Channel:** LinkedIn Event Ads + Zoom Webinars.

Example Hook: *"Their gene therapy trial was stuck until ABM delivered—see exactly how it worked."*^{[6][7]}

Strategy 5: Collaborative Grant Program

- **Target Audience:** Early-stage biotech founders.
- **Pain Point:** Limited funding for custom tools.



- **Messaging Hook:** *“Apply for our grant—get \$50K in ABM credits to fast-track your research.”*
- **Outreach Channel:** Partner with incubators + targeted LinkedIn Sponsored Content.
Example Hook: *“No budget for custom cell lines? We’ll fund your project if you’re solving [specific disease].”^{[8][2]}*

Why These Work:

- Leverage 2025 trends: Video dominates B2B engagement^[1], AI tools personalize outreach^[9], and audits/create urgency (Hormozi method)^[3].
- ABM’s differentiators (speed, cost, customization) directly address top pains from prior research.
- Channels like LinkedIn and hyper-targeted emails align with biotech decision-makers’ habits^{[4][6]}.

Next Step: Test hooks like *“Your lab’s bottleneck isn’t your science—it’s your supplier”* in A/B campaigns, prioritizing LinkedIn and ROI-driven email sequences.