

Redefining a Niche Biotech Company's Brand from the Ground Up

InfinixBio is a small, highly innovative biotech firm with several unique qualifications. They are one of only a few companies with clearance for high-level government contracts. Because they are small and operate in a highly specialized niche, they are very selective about the clients they take on, and most come to them based on direct outreach through their existing network.

Though many pharmaceutical companies undoubtedly need their specialized services, InfinixBio was not reaching them efficiently. As a result, they were challenged to grow their business and engaged 2POINT to reimagine their marketing strategy from the ground up.

2POINT's multi-channel approach included a new website and branding, SEO, paid ads, social media, content strategy, and 1-1 emails. Within six months, we helped them expand their organic reach, increase conversions, and improve lead quality, enabling them to close a significant new deal that justified their investment three times over.

Redefining InfinixBio's Online Presence

InfinixBio had no online presence to speak of. Most of their leads were from their direct network, but because this entailed their executives attending in-person conferences, the outreach was not consistent or sustainable.

Plus, the old website was not telling their story meaningfully. We needed to find a way to reshape their narrative to highlight their incredible journey and the uniqueness of what they do.

2POINT met with the team to learn about their business, people, and qualifications and to understand its long and short-term goals. We used our internal brand identity questionnaire to determine the following:

- InfinixBio's unique value proposition
- How they wanted to present themselves
- The type of customers they wanted to attract
- The functionality they needed on their website

With a clear understanding of InfinixBio's goals, we built a new website from scratch, including all graphics, animations to draw the eye, and an engaging user interface relevant to their target audience.

A Fresh New Look for InfinixBio

The new InfinixBio website featured a fresh, clean new design and concisely worded content that speaks directly to their unique services in the pre-clinical biotech field.

The solution included:

- A new website from scratch
- Beautiful graphics and animations
- Service pages
- Optimized content throughout
- CTAs

The new graphics speak to their audience's preferences, with DNA helixes, microbes, and other lab-related images, striking a balance between science and design while maintaining simplicity for easy navigation. Animated graphics illustrate the pathways between their services and their applications, effectively reducing the verbiage required to explain their core competencies.

CTA buttons are placed in multiple places on each page, inviting potential customers to connect.

[insert lead gen improvement stats]

SEO

The new website was fully optimized to align with their ideal buyers and started generating high-quality leads almost immediately after launch.

We started with a keyword audit followed by detailed keyword research, which would form the basis of our content strategy. We went on to create optimized web content, blogs, and articles to highlight InfinixBio's expertise and authority.

- Keyword audit research
- On-page optimizations
- Individual service pages
- Optimized content throughout
- Extensive blog content

Success

A precise focus on SEO helped us boost InfinixBio's search engine rank. As a result, clients can now easily find them online by looking for the services they offer.

Our well-researched keyword strategy ensured visibility for their top-ranked search phrases, helping them get eyes on their website organically and reducing their investment in paid ads.

[insert SEO stats]

Content

A big part of this job was highlighting InfinixBio's significance in their industry. They are very niche and one of the few research teams that do what they do. As such, their services would appeal to very specific pharmaceutical companies looking for support on their journey from pre-clinical research to FDA approval.

The 2POINT team created:

- Web content to tell their unique story
- Articles and lead magnets to highlight their authority
- Pillar pages to create "families" of content based on specific topics
- An ongoing blog strategy to engage and build trust
- Landing pages
- Service pages

A content calendar was created months in advance with content focused on their breakthroughs and unique insights in the biotech field.

Success

Our content strategy supports all other marketing efforts, providing destinations for paid ads, engaging content to link to on socials, and enabling us to repurpose content on multiple platforms and formats, including video, social, and more.

A consistent posting strategy helped us boost SEO rank, drive web traffic, and measurably improve organic engagement on socials.

Paid Ads

InfinixBio was not using a paid ad strategy for lead generation. Their outreach was strictly in-person, leveraging their CEO's connections and attendance at in-person events and conferences. Ultimately, this approach was neither scalable nor sustainable, as once they did land a client, the entire team was all hands on deck to fulfill the contract.

They needed a marketing engine to bring the work to them so they could focus less on chasing it and more on doing it. Paid ads were just one tactic we applied to help them achieve their lead-generation goals.

We applied an end-to-end paid ad strategy that included:

- Search engine advertising
- Social media advertising
- Optimized ad content
- Landing pages for each ad instance
- Lead magnets

Success

Our paid ad strategy significantly boosted traffic to the site, driving content downloads, blog reads, and improving search engine rank.

We paired Google Ad campaigns with creative ad copy, optimized landing pages, increasing conversions dramatically through opt-ins, lead magnet downloads, and direct requests for information.

As campaigns ran, the 2POINT team monitored results and tweaked the messaging to continually improve response, ensuring the results aligned with campaign goals.

[insert ad analytics graphic]

1-1 Emails

We created several cold email sequences, applying personalization and segmentation and A/B testing the messages to get the approach “just right” based on where the prospect is in the customer journey.

Our 1-1 email strategy leverages:

- Personalization
- Segmentation
- Targeted leads
- Multiple sequences
- Automation

Our cold email process uses an AI engine to identify decision-makers that fit InifinixBio’s customer profile, ensuring that messages reach the right people earlier in the process.

Success

2POINT's 1-1 emails helped InfinixBio improve lead quality and accelerate lead generation while reducing the cost of new customer acquisition. Best of all, the process is entirely automated, virtually eliminating their early-funnel sales outreach.

Our approach helped the client promote their unique value proposition and attract well-qualified leads, exemplified by them closing a significant deal within six months of our engagement.

Organic Social Media

InfinixBio did not have a social media presence before they engaged with 2POINT. We created pages for them based on our new branding and messaging, establishing branded consistency across social properties on LinkedIn, Facebook, and Instagram.

- Streamlined, branded look on social media
- Content creation tailored to highlight their story
- Consistent posting strategy
- Engage with their audience to encourage shares and comments

Success

Our social strategy for InfinixBio included daily posts and engaging video content combined with paid ads to drive traffic back to the website. 2POINT is 100% hands-on with video production, sending our team to the client to create visually stunning and creative reels, posting consistently to raise their visibility and expand their reach.

- Boosted online visibility and social proof
- Establish authority in niche industry groups
- Increased traffic to the website
- Increased content downloads

[insert social stats]

Success: InfinixBio Triples ROI Within Six Months

Before the engagement with 2POINT, InfinixBio's online presence was not generating new leads.

Their messaging was unclear, and most of the leads they were getting did not represent the type of clients they were seeking. Not only were they not communicating their story adequately, but they were also hard to find, and their outreach was non-existent.

Working with 2POINT, InfinixBio started to see traction in the first quarter. Conversions increased, and leads became significantly more valuable because they were visible to the right people, many of whom were drawn into their funnel through 1-1 emails.

Six months in, InfinixBio closed a deal that justified the work we'd done and paid for the following 12 months of our comprehensive marketing services. It was a massive win for the company, having substantiated their investment three times over based on a single deal.

InfinixBio continues to see value from the engagement and can now focus on what they do best as 2POINT works on scaling the process and driving more business to its door.