Distributor meeting 2023

Digital Marketing

By Elisabet Núñez Gaitan



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Index

- Digital marketing strategy at LabRobot
- Social media:
  - LinkedIn
  - YouTube
  - Facebook
- Newsletter
- Google Analytics
- Competitors diamond
- Benefits of working with Dilucup®
- Where to find all the marketing material



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Digital marketing strategy at LabRobot



Objective

Get all the labs
where they make serial dilutions
to use the Dilucup System



How?

Through:

- Highly trained sellers
- More visibility on social media
- Google positioning



What do we do?

Frequent training of distributors

New informative material: photos, infographics, documents and videos

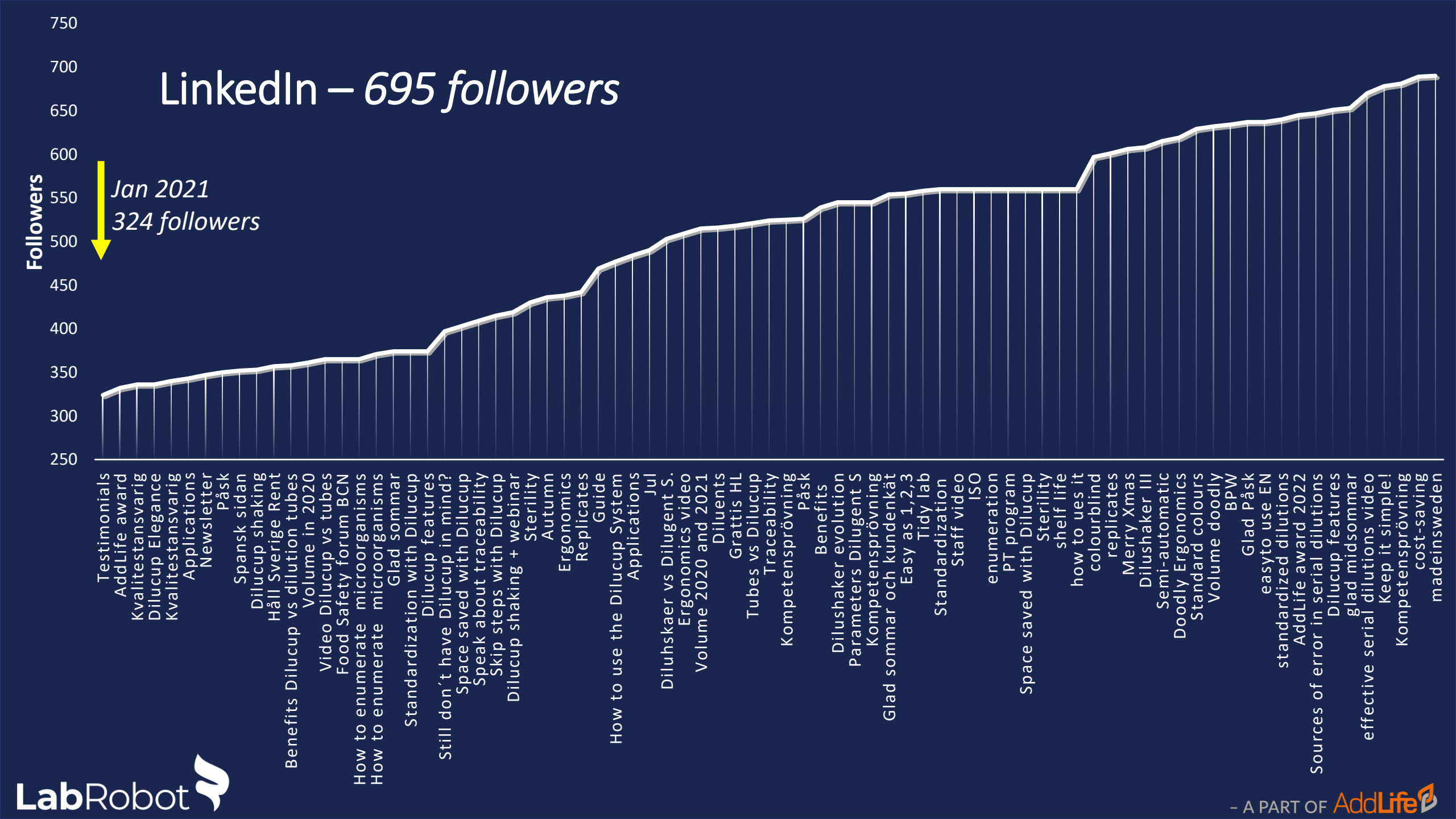
LinkedIn/Facebook posts every 2 weeks

SEO, webpage optimization…



LinkedIn – *our most important social network*

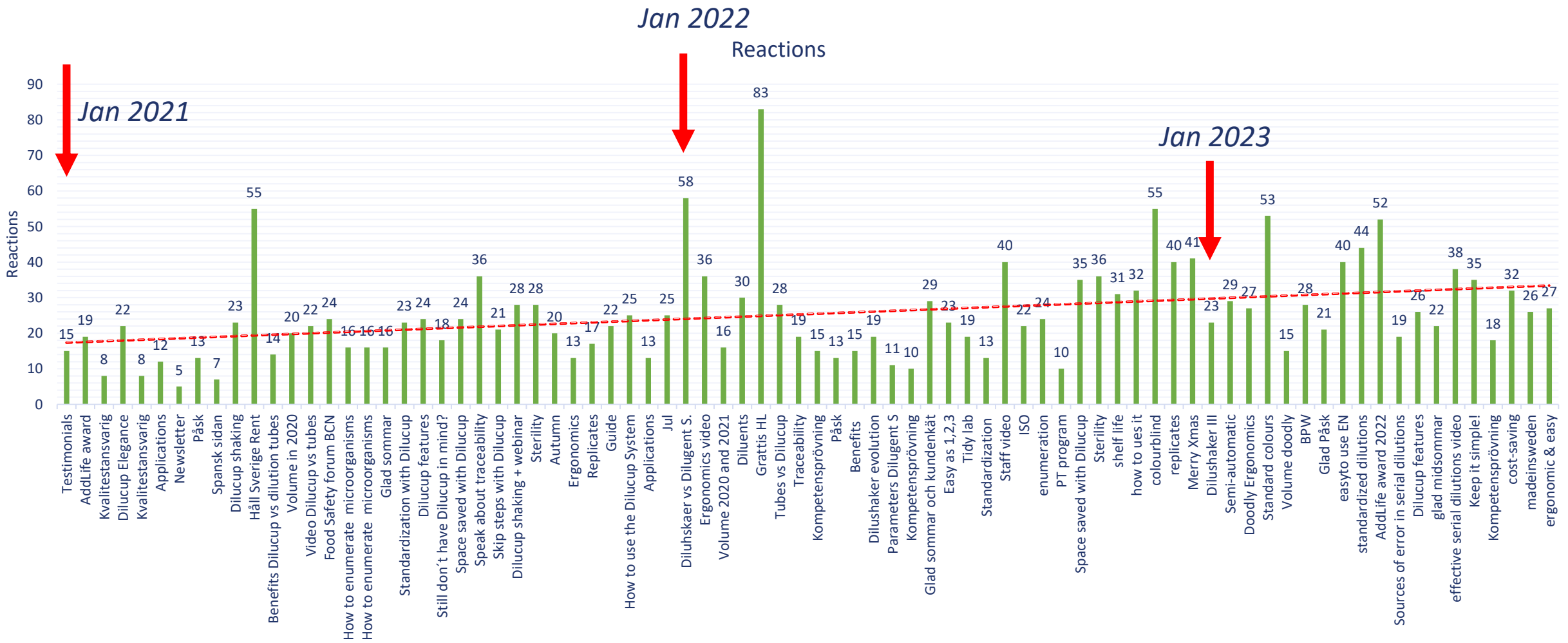
LinkedIn – *695 followers*



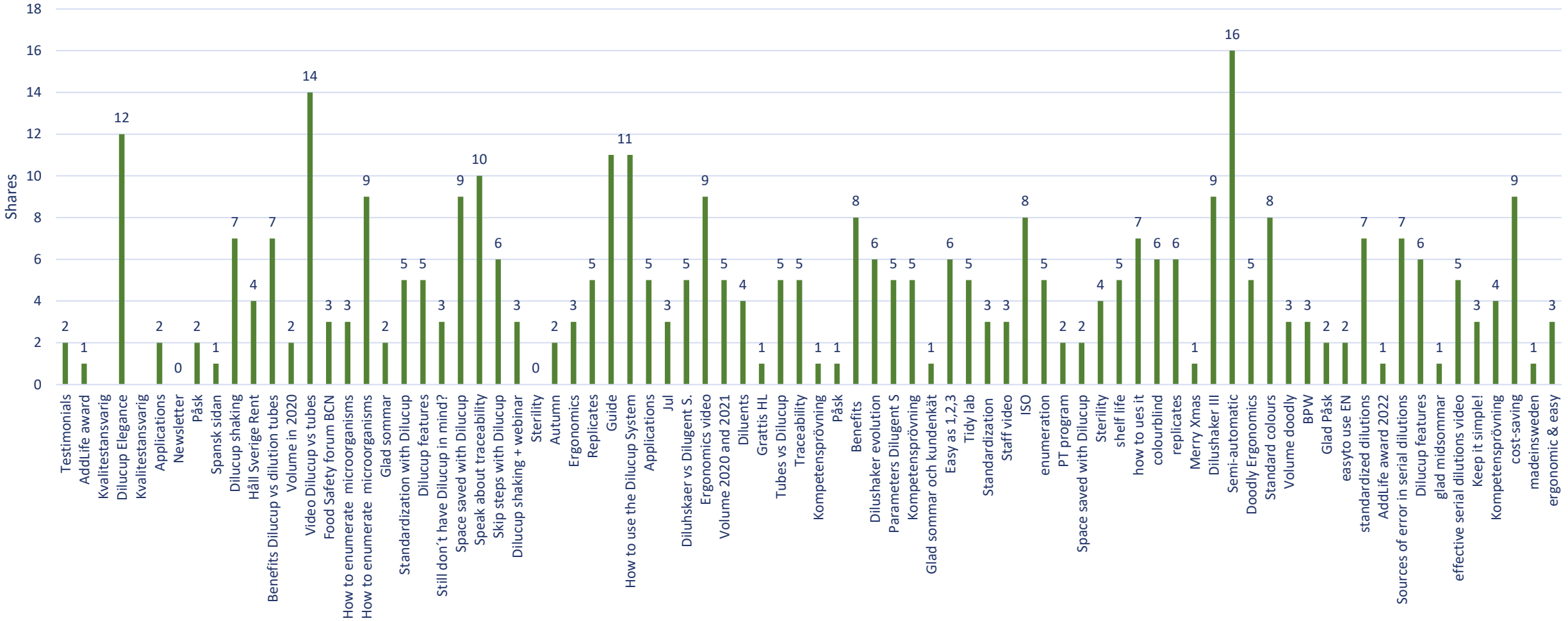
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LinkedIn – *Reactions*



LinkedIn - *Reposts*



	Benelux LEDtechno	UK Trafalgar	Spain Bioser	USA Hardy Diag.	Norway BioNordika	Biomedica Austria	Canada Innovation Diagn.	Denmark Holm& Halby	France Grosseron	Finland Immuno Diagn.	Argentina Hixwer	Ukraine Probiovet
Total shares In **2022**	7	2	15	8	2	8	2	8	3	1	1	0
Total shares In **2023**	4	9	3	5	0	3	5	3	4	2	1	2

LinkedIn – *Reposts per year*

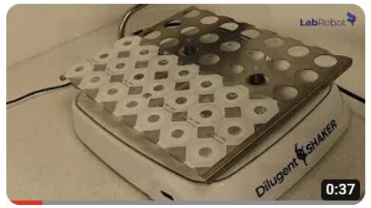
INICIO | VÍDEOS | LISTAS | COMUNIDAD | CANALES | INFORMACIÓN

Más recientes | Populares | Más antiguos



How to standardize serial dilutions?

7 visualizaciones • hace 3 meses



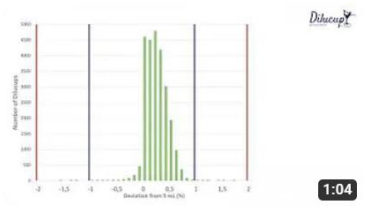
How to keep track of serial dilutions?

16 visualizaciones • hace 5 meses



The ergonomic solution for serial dilutions

32 visualizaciones • hace 5 meses



Latest volume accuracy analysis - Dilucup

15 visualizaciones • hace 5 meses



How to enumerate microorganisms

42 visualizaciones • hace 1 año



How to do serial dilutions

70 visualizaciones • hace 1 año



Ergonomic serial dilutions

27 visualizaciones • hace 1 año



Webinar: Benefits of the serial dilution method Dilucup System

124 visualizaciones • hace 1 año



How to do serial dilution with Dilucup System - 2006

17 visualizaciones • hace 2 años



Serial dilution with Dilucup Elegance - 2013

25 visualizaciones • hace 2 años



Serial dilution with Dilucup and dilutions tubes - 2006

7 visualizaciones • hace 2 años



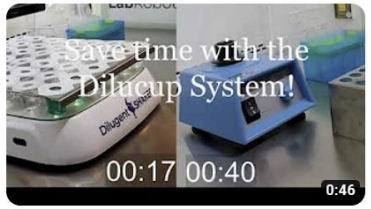
Diluciones en serie con Dilucup Elegance

13 visualizaciones • hace 2 años



Diluciones en serie con Dilugent Shaker

56 visualizaciones • hace 2 años



Dilución en serie: Dilucup vs tubos de dilución

190 visualizaciones • hace 2 años



Diluciones en serie con el Sistema Dilucup

115 visualizaciones • hace 2 años

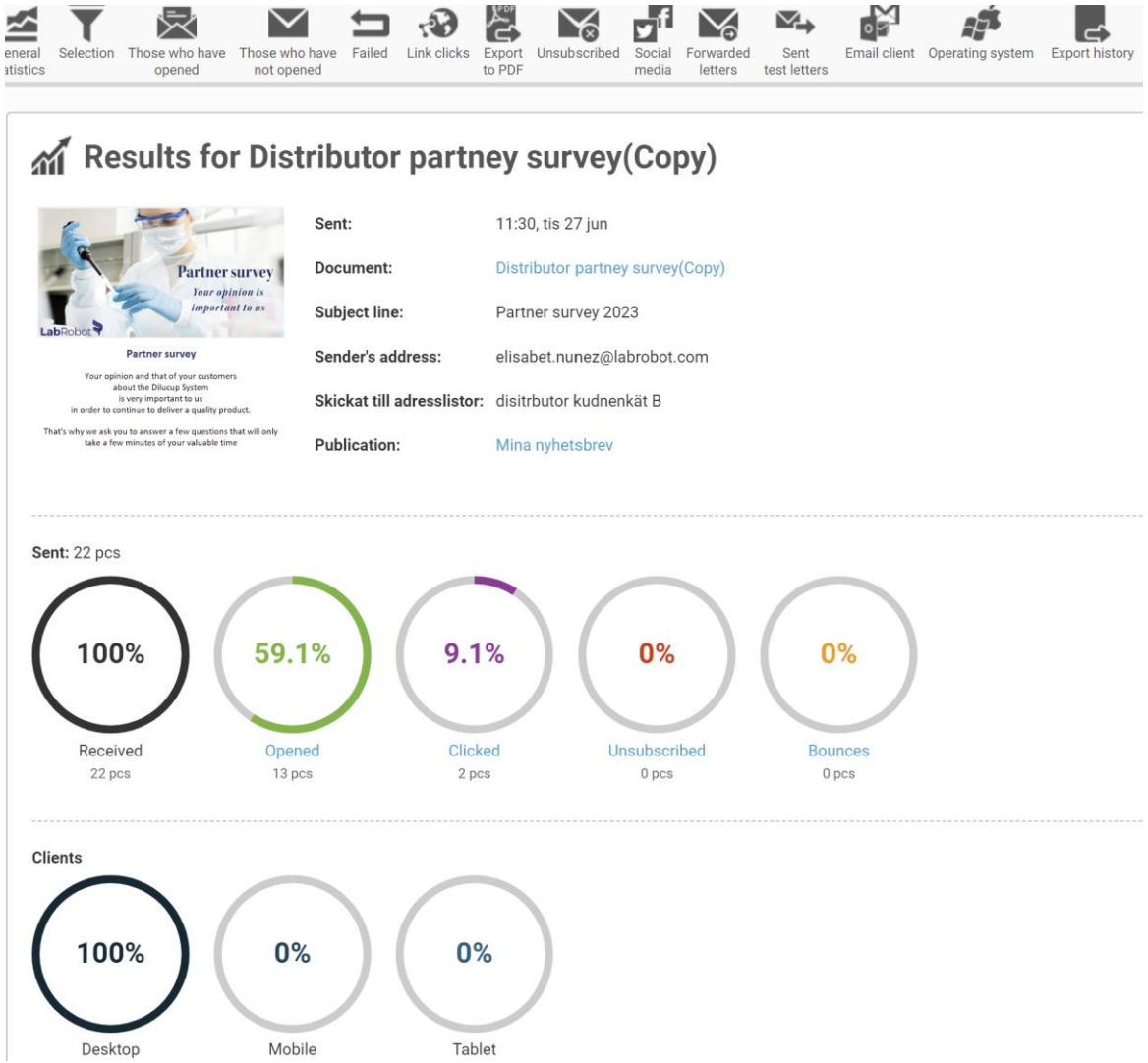
15 videos ready to be shared in YouTube

Do you follow us on Facebook?



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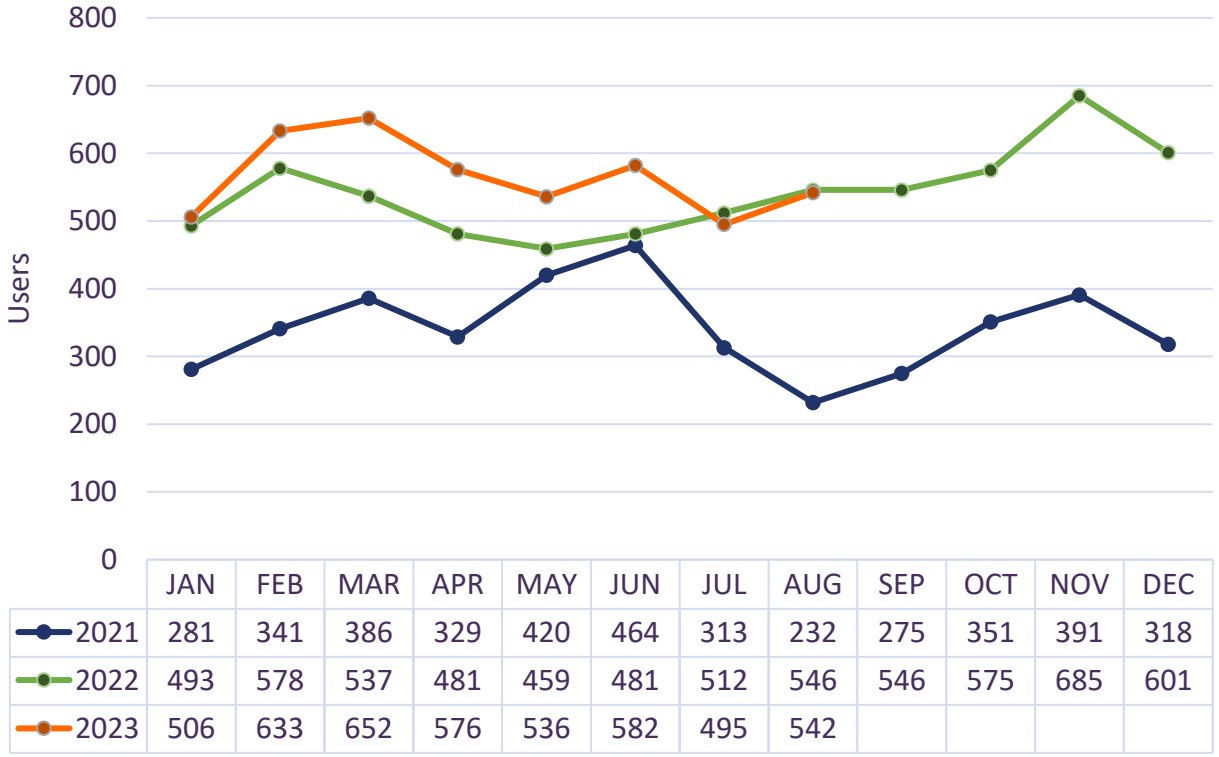
Newsletter every 2- 3 months

Important to read it to stay updated!

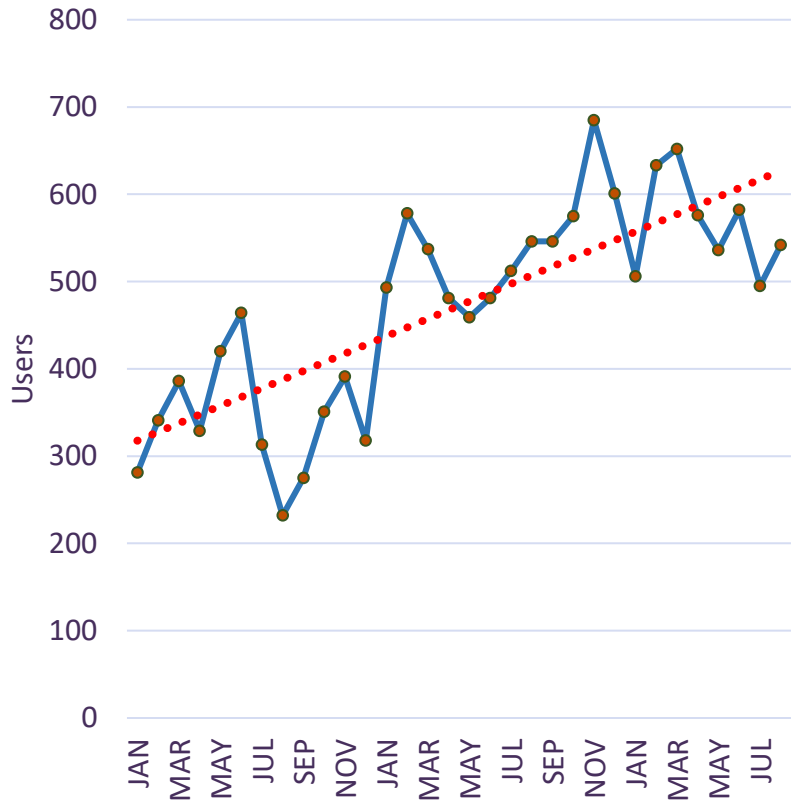
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Google Analytics: Users on https://labrobot.com/



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2021	281	341	386	329	420	464	313	232	275	351	391	318
2022	493	578	537	481	459	481	512	546	546	575	685	601
2023	506	633	652	576	536	582	495	542				

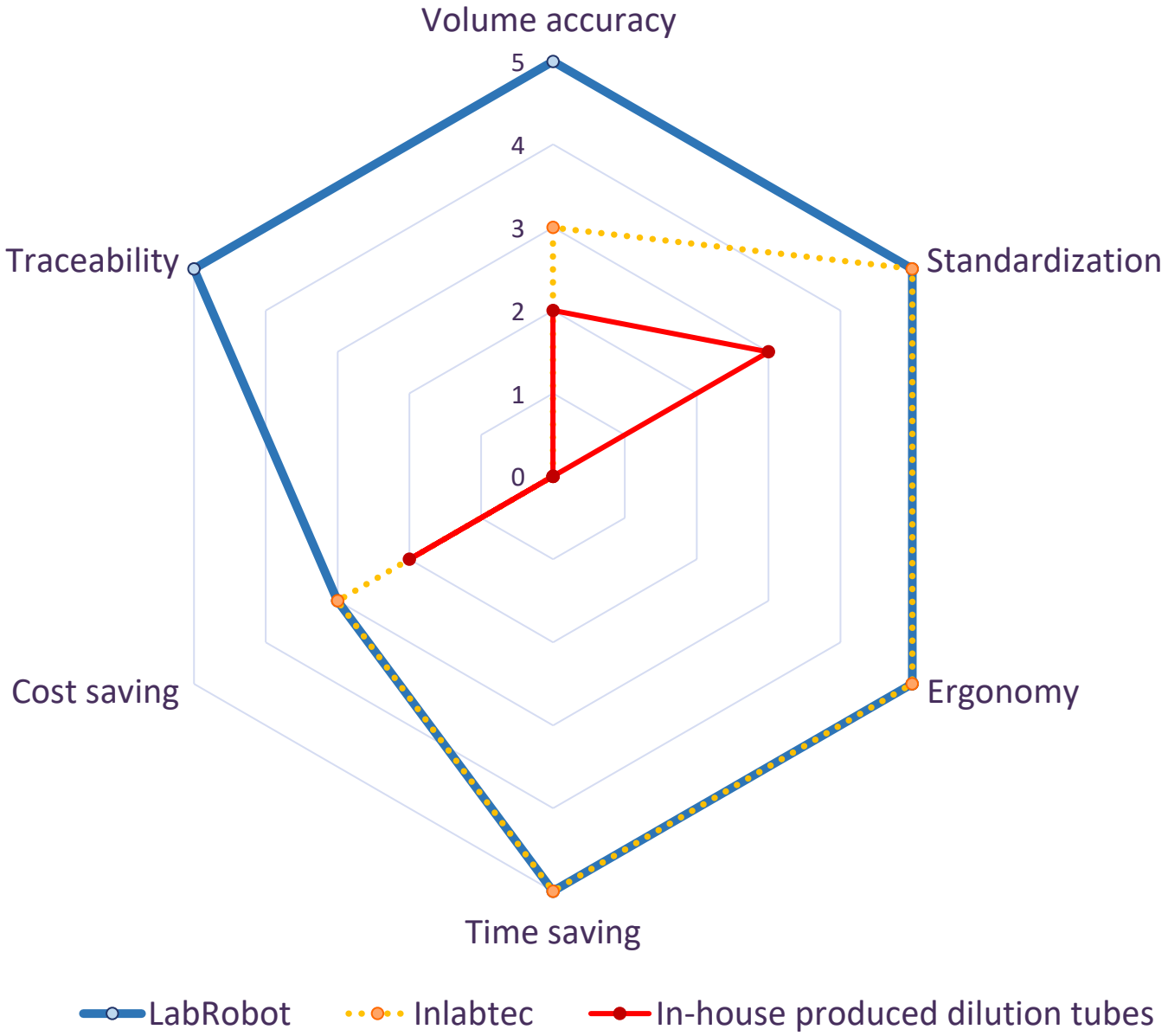




vs



Competitors diamond: *pros and cons*



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Benefits of working with Dilucup®

Save a lot of time

- Ready-to-use cups
- Half the time per dilution compared to dilution tubes

Increased quality

- Standardization of the dilutions
- Less variability
- Accurate volume
- Guaranteed sterility

Better control

- Traceability of the dilutions

Increased efficiency

- Save money
- Prevent work injuries (no vortex)
- Time saving

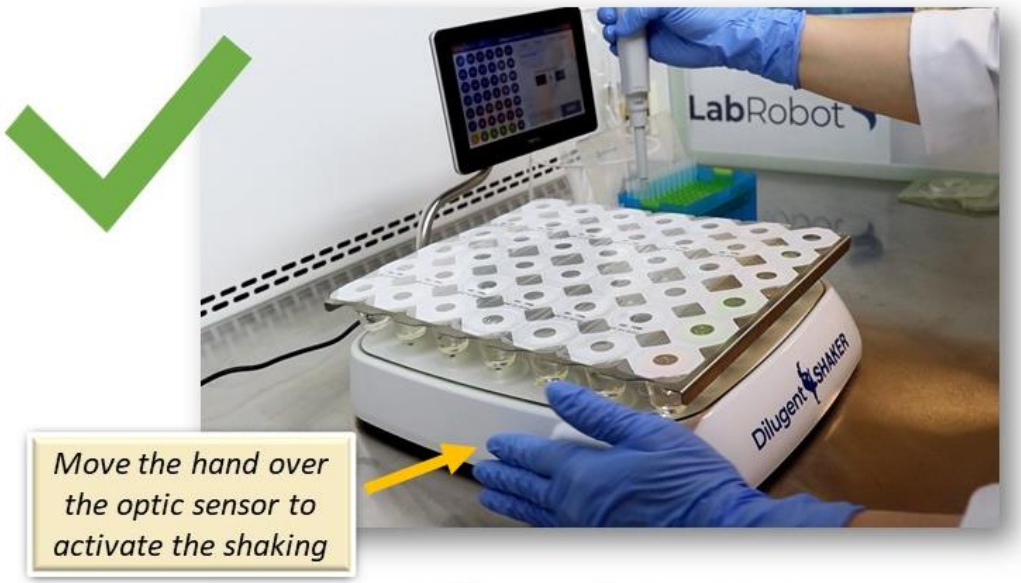
Easy storage

- 30 month shelf life (RT)
- 3 months (4°C)

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Better ergonomics



Dilucup® System



Dilution tubes

- ✓ Movement absorbed by the shaker
- ✓ No need of vortex
- ✓ Prevents work injuries like Repetitive Strain Injuries
- ✓ Comfortable to use and pipet


Less storage space
Easier transportation
60 tubes
50 cm³/tube
VS
168 Dilucups
26 cm³/Dilucup®
30 cm
25 cm
12 cm
12,7 cm
Save half the space with Dilucup®
10 cm
11,5 cm


Dilugent
indicates exactly
which cup to use
SHAKER

The first traceable dilution system

Easy export of data to an USB memory

Possible association to LIMS

A1 | id,rpm,duration,dilutions,sample_id,dilucup_batch_number,operator,timestamp

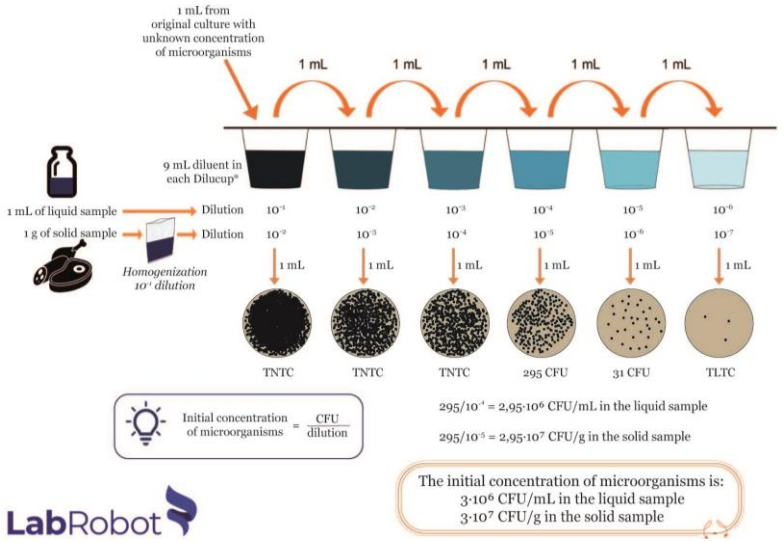
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4	3,5,5,4,1,NACL: 1633 EXP 14-APR-2022 08:03:48,Johan,2021-06-18 11:05:31											
5	4,5,5,4,2,MRD: 1637 EXP 28-APR-2022 14:00:36,Emma,2021-06-19 11:14:35											
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9	8,6,3,4,1,MRD: 1637 EXP 28-APR-2022 14:05:56,Emma,2021-06-22 13:30:09											
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14												

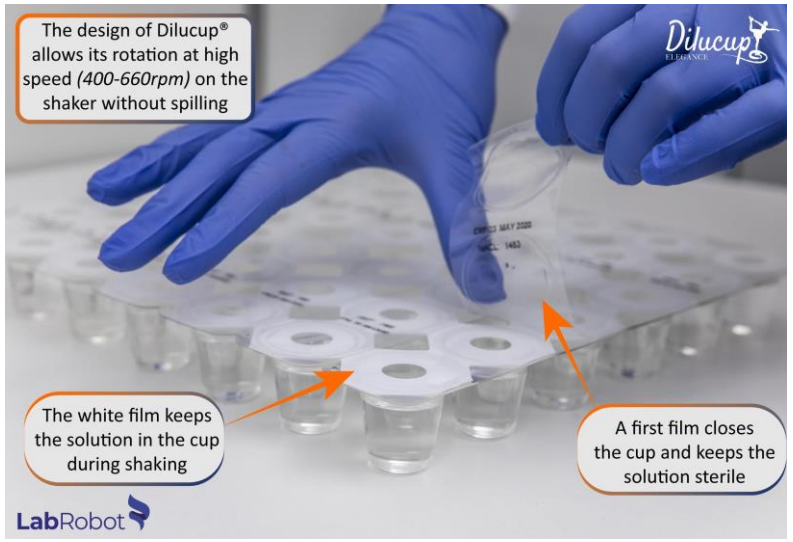


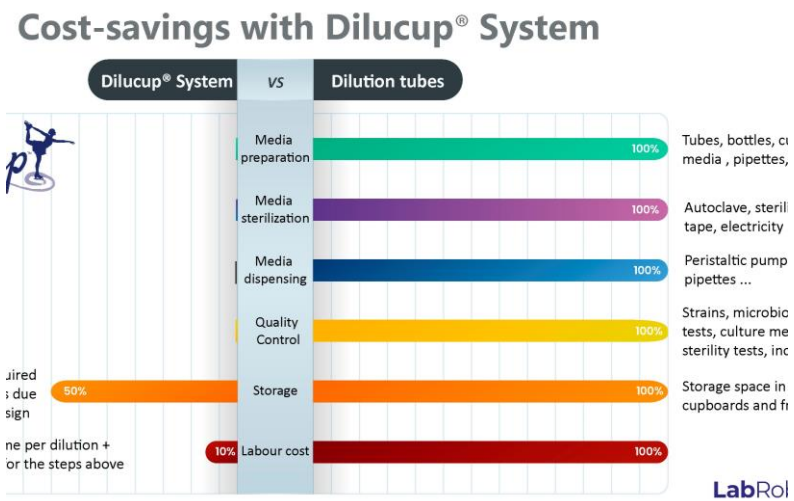
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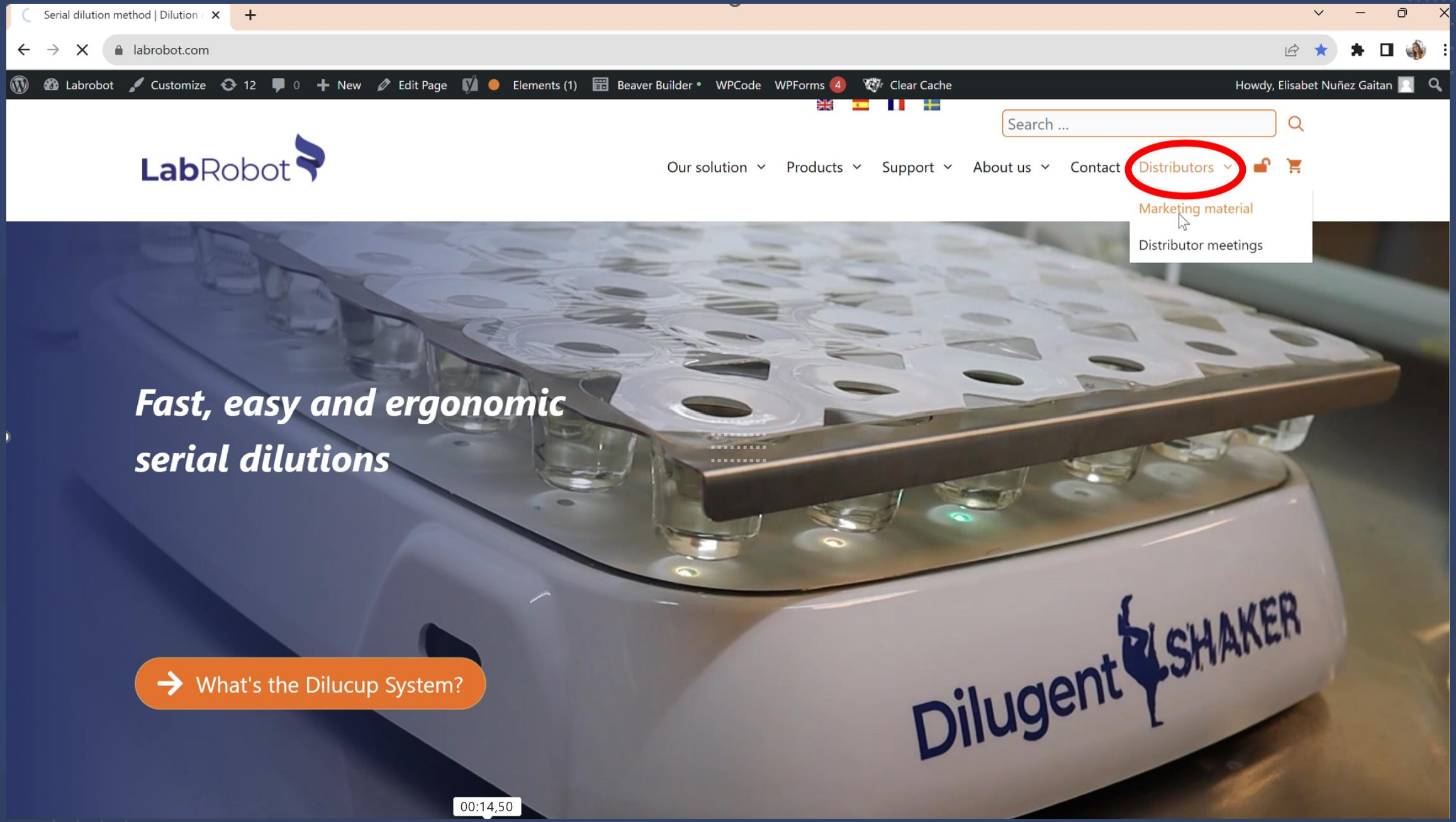








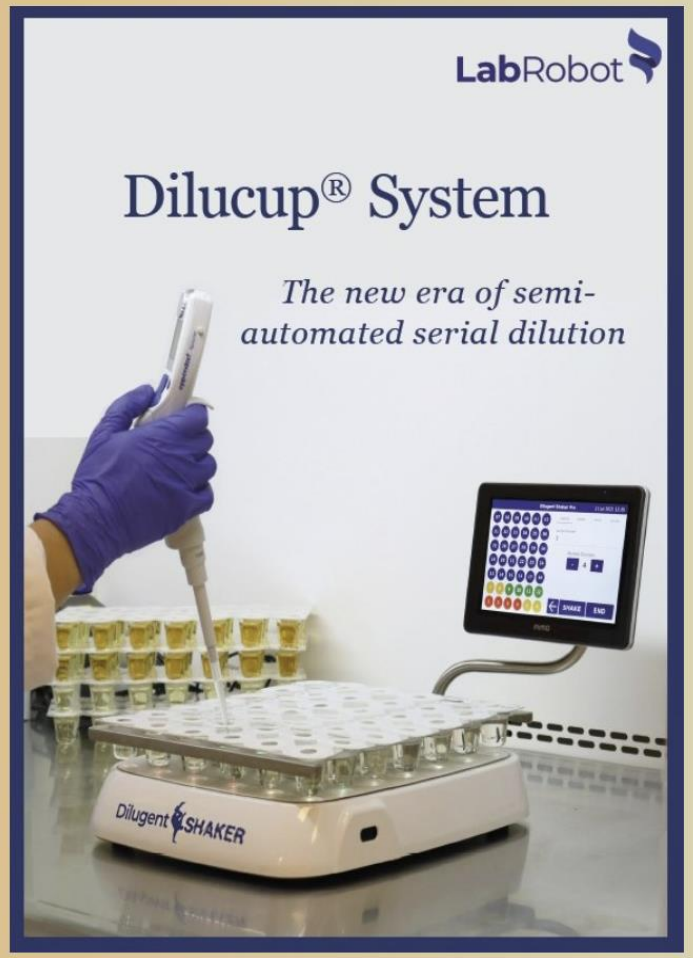
Where can I find all the marketing material I need?


Serial dilution method | Dilution
labrobot.com
Labrobot
Customize
12
0
New
Edit Page
Elements (1)
Beaver Builder
WPCode
WPForms 4
Clear Cache
Howdy, Elisabet Nuñez Gaitan
LabRobot
Search ...
Our solution
Products
Support
About us
Contact
Distributors
Marketing material
Distributor meetings
Fast, easy and ergonomic serial dilutions
What's the Dilucup System?
Dilugent SHAKER
00:14,50

Brochure

In this brochure you will find a compilation of all the information about the Dilucup® System.

We hope it inspires you 🙂



A document to keep in mind

Read it to get updated and inspired about the Dilucup System



https://labrobot.com/marketing-material/

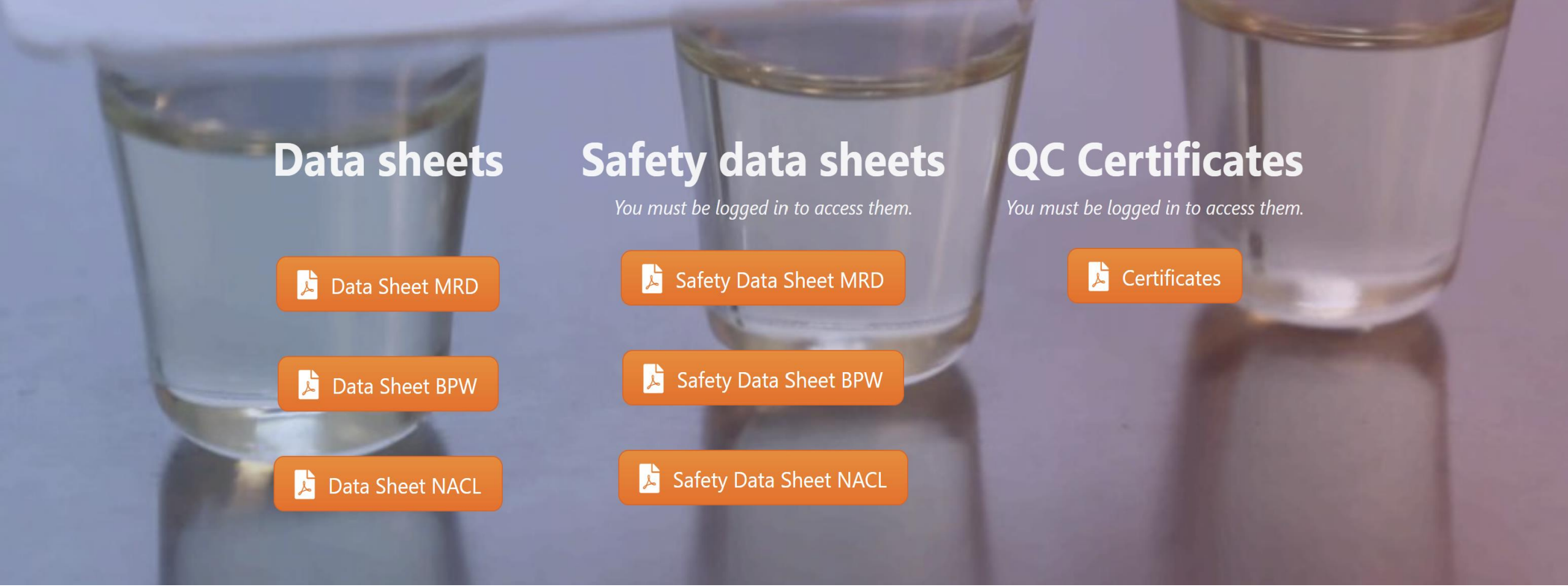


https://labrobot.com/dilugent-shaker/



https://labrobot.com/dilushaker-iii/

Where can I find the manuals?



https://labrobot.com/dilucup-elegance/

We are here for helping you

You can always contact me directly for marketing-related matters

elisabet.nunez@labrobot.com

Gracias! ☺

