

## BRAND STRATEGY

A brand strategy helps to determine how the brand should communicate with its customers and the messages it should be sending. They are largely based on selling propositions that talk to customer pain points. The propositions are succinct statements about what makes Toxicum better for the customer than any other product on the market.

The core pain points our product solves are:

- Clinic staff's exposure to harmful chemicals and waste;
- Clinic's legal requirements to store and dispose of waste;
- The administration time to organize, measure and remove waste;
- The cost of disposal; and
- Keeping accurate records of waste recorded.

Therefore, we can sum up the pain points we solve in these core values propositions.

Unique Selling Proposition.

*Help limit chemo's harm on your staff with immediate vapor elimination and waste disposal.*

Value Proposition

*You focus on saving patients, we'll focus on saving your clinic money.*

Value Proposition

*The proprietary smart device that records how much medical waste your creating.*

Value Proposition

*Temporary disposal of chemotherapy waste. Permanent improvement to your clinic and staff's safety.*

MARKETING STRATEGY

WEBSITE

The website will play a core role in the marketing strategy. Not only to facilitate easy online lead capture, but also to share valuable long form content and to build an engaged audience.

The core piece that is currently missing from the website's viewport (above the fold) is the Free Consultation / Free Trial lead capture form. This is imperative. If the marketing strategy is to drive traffic to the website, the website must be optimized to capture the details of the prospects that land on the website. In addition to the lead capture form, an exit intent pop-up could be used (although it might have SEO ramifications) to encourage prospects to sign up for an email marketing newsletter.

Because this is less of a commitment than the free consultation, Toxicum effectively get two opportunities to capture the details. The pop up just needs to be phrased nicely. *“Learn how to reduce your disposal costs with weekly tips”* is better than *“Sign up to our newsletter”*.

The other task to add to the website is the ongoing content. While the blog will take care of this, it is important to set the right tone. Toxicum has experience and science on their side. Therefore, they need to position the team and the product as the experts in the industry - thought leaders. Toxicum has research on our side, proprietary technology and online integration and need to use those to gain the trust of the customers. Thought leaders are sought out by the media, gain publicity through blogs and journals and get asked to speak at events. Accordingly, we'll focus on using expertise to achieve credibility.

Video content is also incredibly important to explain how the device works. It's one thing to say that the device integrates with software seamlessly and stores data in the cloud, it's another thing to show it. Toxicum will have product demonstration and how-to videos including:

- How it works;
- How to install;
- How to integrate with e-manifest;
- How to measure disposals / track medical waste;

- How to stay safe using Toxicum; and more.

Metrics to report on:

- Site visitors
- Referral traffic (ads, social media, email etc.)
- Free trial / lead form conversions
- Bounces
- Email newsletter sign ups
- Time on site
- Contact us form submissions

## **BLOG / CONTENT MARKETING**

Products that have a longer purchasing cycle (i.e. where it takes the customer a longer time to make a purchasing decision) usually require a lot of educational content to help pass customers through the various buyer's journey stages (awareness -> consideration -> decision). Toxicum is no exception, however, because everyone in the medical industry already understands the importance of proper disposal, more time and energy can be spent educating decision makers on the reasons to consider Toxicum over others in the market. At the consideration stage, content should include customer success stories, product comparisons, installation videos and reports (featuring the compelling statistics that is ubiquitous in this

business plan). The majority of this content can live on the company blog and be repurposed across social media channels

Potential blog titles to publish include:

- Differences between Toxicum and other existing chemo waste contamination cabinets;
- The personal risks of dealing with chemotherapy waste;
- How to save money on your medical waste disposal bill;
- Meet the oncology clinic that's using a smart device to get smart about their waste;
- How to use the Toxicum device;
- How the web-portal works with Toxicum to calculate waste creation;
- Five reasons Toxicum will reduce the cost of your medical disposal;
- User story: How Sue recognised the dangers in dealing with chemo waste;

Metrics to report on:

- Article visitors
- Video views
- Comments
- Shares
- Content downloads

## **SOCIAL MEDIA**

LinkedIn - Because most of our sales are B2B, LinkedIn is the natural focus our social media efforts. That's because the content is often more focused around technology innovations, visionaries sharing their missions, formal and consumers don't mind when brand talk about themselves (certainly they are more lenient than on any other platform).

LinkedIn also helps our sales team reach out to more and more qualified leads. For example, searches by institution or job title help us target prospects in our target audience. It will require a Premium LinkedIn subscription, but will substantially improve our chances of closing leads by narrowing the search to our core demographic. Once we have acquired customers in this way, word of mouth referrals through LinkedIn or email will help us add even more clinics and facilities.

## **CAMPAIGN WORK**

The competition for medical waste disposal is competitive. Countless websites offer medical waste disposal and other ancillary disposal services (veterinary services, syringes and so on). But most if not all of them are unlikely to have a patented system designed to make disposal safer and more economical for the medical facility. Toxicum is, and therefore needs to prove the effectiveness of its system to the

medical facility. The best way to do this is through regular lead capture campaigns. For example:

### 1. Free Devices

For a short time only, Toxicum can offer all new medical centers the opportunity to get a device shipped to them free of charge. The treatment center is required to set up a regular payment plan and sign on to a long-term deal. But the free device is intended to be a sweetener to the recurring revenue generated by the long-term deal. This is a similar marketing tactic that security alarm companies offer. They often give away the physical alarm system or cameras and charge for the ongoing surveillance.

How this is pitched to customers:

*“The only chemotherapy waste material disposal device to be granted four patents, and it’s yours for free when you sign up to our disposal services for a year.”*

### 2. Free Trials

Similar to the idea above, the free trial involves letting a medical facility trial the Toxicum device for a week or a month without charge to prove its effectiveness. We’ll deliver it, dispose of the material and pick it up once the trials finished. In return for signing up to the trial we get to add the prospects to our lead database. Once they are in the database we can continue to communicate with them and upsell them to paid agreement in the future.

How this is pitched to customers:

*“We’re so confident that our device will be safer for your staff to manage hazardous materials and easier for your administration staff to measure that we’ll give it to you for a month.”*

Metrics to report on:

- Site visitors
- Referral traffic (ads, social media, email etc.)
- Conversions
- Free to paid subscription conversion rate
- Bounces
- Churn (from paid to no subscription)

## **SEARCH ENGINE MARKETING (PPC)**

Although Search Engine Marketing is not expected to be a major contributor to leads and sales, it does ensure that both the brand name of Toxicum is protected when consumers search by brand name and could pick up some of the traffic that is being searched, like the most popular keywords in the industry such as:



<b>Keyword</b>	<b>Volume</b>	<b>CPC</b>
medical waste management	480	26.49
medicine waste management	50	0
Chemo medical waste disposal	30	19.49
waste management medical waste	10	20.78
waste management medical waste disposal	10	0
dumping of medical waste	10	0
medical waste disposal near me	210	26.88
medical waste removal	170	41.6
medical waste companies	140	23.69

The cost per clicks listed in the right-hand column above are incredibly expensive. Instead of competing on one of the highly sought-after search terms we will look for more savvy spending opportunities, which will reach our target audience but conserve budget. This may include long tail keywords and more specific search terms that include chemo, oncology or integrated.

Metrics to report on:

- Total spend
- Avg. position
- Avg. CPC
- Relevancy / quality score
- ROI

- Cost per acquisition

## EMAIL MARKETING

Using a marketing automation provider, we'll design triggered email work flows that will keep our target audience engaged and converting. Email addresses can be collected through:

- Newsletter sign ups;
- Face to face and phone-based prospecting;
- Social media lead ads;
- LinkedIn prospecting; and
- Website free consultations;

We'll use these leads to funnel through a lead nurturing sequence to move the prospect closer to a buying decision, to gain their trust and keep our brand at the front of their minds. Here's how a nurturing sequence could look:

- Email 1: What's the problem / pain point

This email would talk directly to the customer using the statistics we've researched over the years. E.g. *"Did you know that your staff are subject to 50% more dangerous chemicals than any other medical profession? Oncology is the most dangerous medical department in the US in terms of waste material*

- *do you want to give your staff a safer workplace and save money on your current solutions too?* Another example could be to use a customer story here, *“Marcia works in the oncology department and is getting worried about sealing and transporting chemo waste. Her boss, Linda, is sick of paying for it, especially when the solutions don’t work.”*

- Email 2: What’s the solution

The second email in the sequence is to answer the customer pain point you’ve highlighted in the first email. The solution is of course, Toxicum, however, it’s important to continue to be customer-centric in the communication. Benefits to the customer will be amplified, not product features.

- Email 3: What does it cost?

As the buyer gets closer to decision time, start indicating the investment they’re likely to make. But to really close the deal, show them the savings they are going to make thanks to the measurement ability of Toxicum.

- Email 4: Free trial offer

Finally, if the user hasn’t bought a system yet they are offered a free trial / free consultation or discount to do so.

This sequence might occur over a period of 30 days, so the user is not overwhelmed with marketing communications. The emails might incorporate body copy, blog link posts, videos or weblinks.

Metrics to report on:

- Deliverability report
- Open rates
- Bounces
- Unsubscribes
- Click through rate (clicked a link after opening)

Industry benchmarks:

<b>Industry</b>	<b>Open Rate</b>	<b>CTR</b>	<b>Bounce</b>	<b>Unsubscribes</b>
Medical, Dental, and Healthcare	22.43%	2.42%	0.72%	0.30%

**PR**

Brands of a medical nature have an excellent opportunity to lead the way in medical research and improve awareness and change attitudes amongst personnel. Toxicum

could use tactics similar to medical trials, but instead of surveying patients we can survey practices. For example, our studies may reveal the Toxicum reduces that amount of exposure to harmful chemicals by 25% at the same time reducing administrative time and cost.

Articles and releases of this nature will be distributed through medical journals, major newspapers and medical technology blogs, with the aim of changing attitudes towards personnel safety and transportation ease.

Metrics to report on:

- Publications / Press achieved
- Impressions
- Shares
- Comments