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Rochester Institute of Technology

School of Communication

College of Liberal Arts

Integrated Marketing Communication Project for American Aerogel

by

Samary De La Cruz Rosado

A Thesis presented

in partial fulfillment of the Master of Science degree in

Communication & Media Technologies

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The members of the Committee approve the thesis of
Samary De La Cruz Rosado presented on June 14, 2019.

Kelly Norris Martin, Ph.D.
Associate Professor
School of Communication
Thesis Advisor

Grant Cos, Ph.D.
Professor and
Director of Graduate Programs
School of Communication
Thesis Advisor

Andrea Hickerson, Ph.D.
Associate Professor and
Director
School of Communication

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INTEGRATED MARKETING COMMUNICATION PROJECT FOR AMERICAN AEROGEL

Samary De La Cruz Rosado

School of Communication

College of Liberal Arts

Master of Science in Communication & Media Technologies

Term Degree Awarded: Summer Term 2019 (2188)

Abstract

This project created a marketing plan for a specific company “American Aerogel” to increase sales and to penetrate Clinical Research Organizations; thus, the project considered the comprehensive integrated marketing communication in the company. A survey was used to determine whether the marketing strategy selected for the project—direct marketing email—would be beneficial for the company to help it increase brand awareness in the clinical research field. More specifically, emailing a marketing campaign to a specific target audience is likely to increase results. Therefore, data from 150 surveys about email marketing was collected and analyzed to determine the usefulness of email marketing for American Aerogel. Findings indicated that Clinical Research Organizations were receptive to email marketing to initiate and continue a business relation. Also, the study found that using a specific target market could maximize email response speed rate and facilitate a prospective sale.

Keywords: cyberspace, marketing project, clinical research organizations, direct marketing email

Integrated Marketing Communication Project for American Aerogel

About The Company: American Aerogel

This company creates and produces aerogel-based insulation products that are performance-oriented. The goods are typically deployed within thermal packing systems, which will go on to contain products or goods that are sensitive to temperature changes. In the last seven years, the firm has given cold chain solutions for a vast variety of industries, including pharmaceuticals, clinical trials, biomedical transportation, medical gadgets and devices, and more. The founders of the company began research during 1999, and then spent over seven years building the optimal procedure through which the world's only organic aerogels would eventually be produced. It was in 2008 that the firm developed a pilot line, and by the year 2011 the firm walked into the expansion of its facility for manufacturing. The firm continues to grow and address consumer wants and needs, despite the constantly changing nature of the market it operates in. American Aerogel describes themselves as follows:

American Aerogel provides life science companies with insulated shipping containers for the protection of temperature-sensitive payloads. Our patented product, Aerocore[®] VIP, allows customers to ship larger payloads, with less coolant, in smaller containers, and over a longer period of time. We also operate ISTA-certified and authorized testing equipment, allowing us to pre-qualify shipping solutions for our customers and to offer testing services for any other shipping solutions. We are proud to say that our life science customers have shipped thousands of products in Aerocore[®] insulated shippers with no product loss due to temperature variations.

As American Aerogel is still considered to be a very young company, their goals are more short-term and focused on initial growth and establishing a footprint in the shipping of temperature-sensitive materials. Once they have established their footprint, a more long-term vision should be established to provide them guidance and a strategic pathway leading them into the future. It is recommended that within this vision, American Aerogel identify the specific market segment(s) to whom they intend to provide their services, both currently established segments as well as those newly identified.

Despite having a product that has been proven to be one of the best in the market, American Aerogel is suffering from a lack of market penetration and brand awareness. This small company produces aerogel-based performance-leading insulation goods, that are used in a variety of industries linked to the health industry overall. The technology implemented in its products makes it possible for end consumers to transport bulk payloads that require a much smaller amount of coolant, smaller-sized containers, and can last a much longer time period.

The main contributor to the problem is that the company is new in the market; therefore, the company is having difficulty proving to the market that its product will effectively solve customers' problems and satisfy their needs. This project aims to increase American Aerogel's brand awareness by creating a marketing plan to increase sales and to penetrate a new segment of clinical research organizations. Thus, the project covers comprehensive integrated marketing communications in the company. A direct marketing campaign has been created to identify and segment a new target market for the company. Direct marketing was selected because, based on the company needs, it is a method that provides direct contact with large numbers of specifically targeted customers with a low cost.

The previous marketing communication plan involved sending samples of the products to customers along with ice cream samples in the cooler (direct marketing). However, only minimal follow-up was performed with prospects leads due to a shortage of a marketing sales-person. Currently, based on the American Aerogel marketing plan, the main forms of marketing communications is participation in tradeshow and direct personal communications by phone (most used), email (secondary usage), or face-to-face meetings (only done with larger and higher potential clients). The American Aerogel website (www.AmericanAerogel.com) is also utilized as a primary source of marketing communications as it provides in-depth technical analysis of each product as well as examples of the value that American Aerogel can provide to its customers.

Market Opportunity for Growth

Once a drug has been developed and its toxicology tests on animals have been completed, it is then ready to be administered to humans for testing. Organizations dealing with clinical studies are developed for, and experts in, conducting such testing or trials (Bert, 1991). This helps the newly created drug acquire an assessment that is rooted in objective examination. Such organization will find the efficacy of the product in question, along with how safe it is, its frequency for treatment, and the diagnostic goods created for humans. Furthermore, such an organization would take the investigation and research from the process and create data and information that can outline new solutions to health issues that may prove to be helpful to people with a variety of illnesses. Apart from these roles, such organizations also have studies in health services, mental health, epidemiology, physiology, and more (Bert, 1991). These roles make up the core functions of the organizations in question.

The process of clinical research is split into multiple phases. During these phases a new drug is developed and completed. To start with, extensive preclinical research is undertaken to study cell culture. This can include animal experiments through multiple doses of drugs so that data can be found on pharmacokinetics, efficacy, and toxicity. Once this is done, testing then shifts its focus towards human subjects. Most studies will recruit around 100 healthy participants to volunteer for the task. Here, the drug is checked to see how safe it is, and what tolerability is like (Bert, 1991). Subsequent to this, trials begin with a larger sample of people, normally 100-300, to see how the drug in question functions.

The last phase, that is phase three, is created in a manner whereby the efficacy of the intervention can be gauged. Here, it is also evaluated what its value would prove to be during clinical practice. Around 300-3000 patients are added into the mix during this stage. This quantity can change depending on the condition that the drug was created to address. This phase is also called the premarketing stage. It is extremely expensive, complex, and time consuming in terms of the trials that are initiated under it, both in terms of design and execution. It helps check how a consumer would respond to the product (Bert, 1991). Once this stage is complete, the drugs are open to being sold in the market.

During the clinical trial process, one of the most integral parts is to analyze the test samples taken from the trial participants. The samples could be in the form of blood samples, tissue samples, biomedical solutions, or experimental compounds (drugs). It is of the utmost importance for the clinical research organizations (CROs) performing these trials to keep their samples safe, part of which is keeping them in a temperature-controlled environment. Therefore, American Aerogel offers the highest packaging standard to transport any resource. Since clinical

trials are continually being innovated with new, advancing medical treatments, American Aerogel packaging is reusable and easy to use.

Because of the widespread geographical nature of the trials and the locations of their participants, the samples will inevitably need to be shipped back and forth between sample-taking labs and research facilities for performing the necessary tests on the samples. Throughout the shipping process, during which they could be exposed to a wide range of external temperatures, the samples need to be maintained in a temperature-controlled environment. In addition to the controlled environments desired by the CROs, many of these samples are also under the tight control of FDA regulations. It is mandatory for the CROs to comply with these regulations in order to complete their trials.

Using this target to increase sales would be a success because there are a persistent demand and a necessity to develop new medical treatments that are effective and safe in addition to emerging markets in clinical trials, such as India and China. Regarding growth, a large clinical trial may require several hundred shipments each month. It is essential to mention that clinical trials focus more on the temperature control of their products during transportation, so there is an increased awareness of the underlying issues alongside a greater choice of solutions to the challenge of temperature control in distribution (Almac Group, n.d.). Thus, it is crucial for this target that the products' security, safety, and temperature control are being taken into account, and those considerations are what best define American Aerogel.

Related Direct Marketing Studies

American Aerogel is aware of whom their target buyers are, but their main difficulty lies in sealing the deal. American Aerogel must provide quick and legitimate proof of its product concept to easily convince its targets either to switch or to communicate with the company to

learn more. Currently, the company's primary source of advertising is trade shows. In fact, this channel is its most significant source for creating relationships with its customers, as 64% of the marketing budget is invested in the trade shows, and only 6% is invested in Email Marketing.

Direct Marketing

Sargeant and West (2001) define direct marketing as a marketing approach that treats customers individually and classifies each based on past behavior. Their study establishes how direct marketing has experienced several changes that relate to changes in technology and society's expectations. Arnold and Tapp (2001) describe direct marketing as a channel-agnostic form of advertising, which allows organizations to communicate directly with the customer. They feel that this form of marketing is the most influential in creating the brand and product awareness.

Examples of direct marketing include cell phone text messaging, interactive customer websites, emails, flyers, promotional letters, catalog distribution, response-generating print media, and targeted television commercials. One of the characteristics of direct marketing includes having a database of information that contains names and contact information. Another aspect is that marketing directly addresses customers specifically. Moreover, this form of marketing is characterized by the emphasis it has on traceable and measurable responses regardless of the medium.

Arnold and Tapp (2001) explain that the success of direct marketing depends on several parameters. One of the settings is the target list. The best targeting could yield six times the response. Another setting is the offer, and the best offer can generate three times the response. Moreover, the ease of response is also considered, and it can produce 1.35 times the response when effectively done. Creativity is also an attribute that ensures a yield of 1.2 times the

reaction. Finally, timing is also essential in providing maximum results from direct marketing.

Arnold and Tapp's study suggests that, even before the actual marketing takes place, an analysis needs to be done to establish the nature of these factors to know how to do the marketing best to suit their needs. The influence of each of the factors has an absolute magnitude on the overall effectiveness of direct marketing.

Furthermore, an organization needs to consider several factors when deciding on the most effective method to use. Sargeant and West (2001) identify factors that can affect the exact type of direct marketing to be done. One factor is the actual product being marketed. Some products require extensive direct marketing for much effectiveness. As a result, such products could require direct marketing through the Internet. The study identifies that competitors play a significant role in determining the actual type of marketing. Although marketing should be uniquely done, the organization needs to identify the strategies used by others producing similar goods and then make some variations to them. Each industry has some methods that lead to creating awareness to as many people as possible. Besides, Arnold and Tapp (2001) feel that the size of the organization and the spread and depth of its operations also need to be considered.

Emailing Direct Marketing

Email direct marketing is one of the media technologies categorized as interactive direct marketing. It is an extension of direct marketing that utilizes media technologies to permit two-way communication between sellers and buyers. The advantage of emailing marketing is that it can communicate with people with messages that can be personalized and customized in order to be more relevant to customers (Roberts & Paul, 1999). Email marketing is the strategy that has been selected for the marketing plan because it would reinforce to the target market the reason why they should choose American Aerogel with a visual understanding of the products the

company offers. For clinical research organizations, this method of marketing is not only cost effective but also allows efficient monitoring and obtaining information about the latest technology.

Sargeant and West (2001) indicated that emailing is an outstanding way of direct marketing, and the increased use of the Internet has facilitated this method. People increasingly using email as a way of communicating since it is more efficient and can be used to convey formal messages as well as long information. Organizations that employ direct marketing specifically regard email as better than paper since it enables the sending of bulk messages, meaning several emails can be sent at a time. Additionally, this method gives a personal approach to marketing since the customer feels personally appreciated by the organization.

Furthermore, unlike some other forms of direct marketing that could lead to customers' discomfort due to the insistence and regular messages from the marketing organization, emails can be regarded as spam, meaning that the customer can choose whether to continue receiving direct messages. With email, customers can also provide feedback unlike other forms of marketing such as catalog distribution and television commercials.

Another noteworthy benefit of email direct marketing is that it is comparatively low cost. Some methods such as promotional letters and television commercials are costly, so emailing could provide a cost-effective measure to the organization and serve the purpose of maximizing the profit. Arnold and Tapp (2001) also state that the emails could promote e-commerce since they can include links that the customer can use to purchase an item.

Direct Marketing vs. Emailing Marketing

One of the issues that affect the direct mailing marketing strategy is the fact that sending mail does not just happen once. In reality, one would be part of many in the larger flow of the

mails that are going to be sent out over the course of time (Piersma & Jonker, 2004). This can be a problem since direct marketing strategy is used to maximize profits and to minimize cost. Sending any kind of unwanted communication to a customer can actually hurt the long-term bond that a company has developed, and can effectively make them irritated towards any offerings, even ones they may need or want. The likelihood of direct mail being sent to a consumer then is dependent on how the company has assessed them, if they are likely to respond well, then they will continue to get such mail. Also, Hasouneh and Alqeed (2010) mention that Email marketing is one of the most interesting new channels allowing interactive marketing because of its advantages compared to traditional direct media. Therefore, some of the benefits are cost-effective contacts, and interaction with the target can be tracked and measured.

Broderick (2008) describes some advantages of direct marketing in general. Also, the study recognizes that direct marketing can allow for tracking the results. The success of direct marketing can easily be assessed, and appropriate measures can be taken to ensure maximum results. This aspect makes it possible to test direct marketing's effectiveness on a smaller scale before it can be exercised on a larger scale. Furthermore, an outstanding advantage is that it creates customer loyalty to the brand, and customers can receive information on discounts and deals. Then, customers are more likely to come back for recurrent purchases. According to Sargeant and West (2001), the customers feel more appreciated because of the personal approach, making them wish to use the organization's products continuously.

Rukstales and Hansotia (2002), however, describe some challenges facing direct marketing. One of them is that customers feel that their privacy is intruded upon. In addition, regular messages can make the customers feel uncomfortable and wish to end the unsolicited contact from organizations. Another challenge is that some forms of direct marketing are

extremely expensive. Compared to indirect advertising, which could involve a third party that gets between the organization and the customer, direct marketing such as billboards could be expensive, so not all organizations can afford it. Additionally, Broderick (2008) states that some methods of direct marketing might not be effective in reaching the target population. For instance, marketing through the Internet might not reach customers in marginalized areas. Finally, Arnold and Tapp (2001) summarize the challenges that the organization may face because of its difficulties in determining the most appropriate ways to exploit the parameters.

Studies by Sargeant and West (2001), and Rukstales and Hansotia (2002) provide viable solutions to the challenges identified herein. They establish that personalized messages can be structured in a way that allows the customers to choose whether to receive the messages. This solution mostly applies to text messages and emails, in which the customer is able to stop and to restart getting messages from the organization. In addition, the organization can first conduct a survey to test the effectiveness of a method of direct marketing before the actual marketing. This survey could help to assess whether the method is likely to provide returns to the organization in terms of an increased number of sales that corresponds to the amount of marketing. Moreover, the studies provide another solution—having customers suggest the ways in which they wish to be contacted. Not only could this solution help to ensure that the customer is reached through the media in which they can be easily reached, but it also ensures that there is no information that does not reach the customer.

A recommendation, suggested by Broderick (2008), is that organizations can carry out corporate direct marketing. Firms in the same field can collectively market the products provided by the industry before each begins to market into its own brands, making direct marketing more

effective. An organization can also promote all its products in a portfolio rather than promoting one product at a time.

All the studies discussed above are comprehensive in their analyses of direct and email marketing. The general implication in these studies is that several organizations prefer direct marketing to indirect marketing due to the indicated advantages. The most accentuated benefit is the personalized methodology that deals with customers individually. The studies also look into the drawbacks that the organization faces in utilizing direct marketing and the solutions to those disadvantages. They verify that emailing overcomes most of the challenges and can be concluded to be an important method of direct marketing. Despite the fact that the investigations are not exact and depend on auxiliary data, they all recommend that, if the parameters are deliberately considered, the company can significantly profit by direct marketing

Survey Design

Due to digital technology approach emailing marketing campaigns are becoming a major tool for businesses to promote products and services. Previous studies have found that direct marketing is the most influential for creating the brand and product awareness (Arnold & Tapp, 2001; Sargeant & West, 2001) The survey will help reveal if an email marketing campaign would have a positive impact in Clinical Research Organizations (see Appendix A) This project addresses the following research question:

RQ: What are the benefits and drawbacks of using direct email marketing for American Aerogel?

Methodology

For this project, an online survey was used to determine what specific factor might influence the customer's decision about a company after receiving a direct marketing campaign that has a specific target— in this case, clinical research organizations. Furthermore, the survey

helped determine whether the marketing strategy selected for this project was beneficial for the company to help it increase brand awareness in the clinical research field. Despite having many studies about the speedy response in direct marketing, there is a gap finding results of email marketing. This study aims to demonstrate the effectiveness of email marketing having the desired target list and the product that satisfies their needs. The Sheehan and McMillan (1999) framework was used in this study with several modifications. Sheehan and McMillan (1999) divided the sampling into two studies having the same survey to find how the subject and pre-notification might affect response rate and response speed. Therefore, for study one, an individual message was sent via email with different subheads for each recipient. For study two, researchers created a list of subheads, and the survey was sent in one message to the target. A program was used to merge a list of email addresses with the survey (Sheehan & McMillan, 1999) in order to avoid the issue of multiple recipients.

Sample

For this American Aerogel project, a collection of email addresses from clinical research organizations was gathered from the clinicaltrials.gov database. The list was accurate and reliable since the National Library of Medicine at the National Institutes of Health maintains the clinicaltrials.gov data updated. An online survey using Survey Monkey as the survey tool was used for the data collection. Then, a survey was sent directly to the person in charge of the department of shipment and safety regulation in each clinical research organization. For this sample, 150 surveys were sent within a particular timeframe (Monday – Thursday) for two weeks.

A reminder was sent if a completed survey was not received in a specified time (one week after it was sent). Also, two days after a reminder was sent, a follow-up call was given to

any respondents who may have forgotten to take the survey, and the respondents were kindly asked to complete the survey.

Analysis

For this project, the American Social Scientist Rensis Likert Scale was used because of its reliable methods to measure opinions, perceptions, and behaviors (Subedi, 2016). Likert-type scales were used for research questions 1 through 3 of the survey. These questions asked about the accessibility of email campaigns, frequency of reception, and business perception after an email campaign. Research question 4 has measured the probability to coordinate a product trial after an email marketing campaign by using a multiple-choice question.

In this part, the respondents were asked to indicate a specific period that they were more likely to buy a product after an email campaign. After the data was received, I entered the survey data into a table for analysis. For survey questions 1, 2, and 3 the positive measures for the study were *always*, *usually*, and *sometimes*. *Rarely* and *never* were considered negative. For research question 4 the positive scales were *monthly*, *twice annually*, *quarterly*, and *annually*. Then, *never* was a negative measure for this question.

Findings

The primary purpose of this project was to determine if the selected marketing strategy “Email Marketing Campaign” would be beneficial for American Aerogel as an advertising medium since the company is spending a considerable amount of money in their primary source of advertising, trade shows brand appearance. Results from the survey for RQ1: How often do you read direct email marketing campaigns?, indicated that 35.07 percent of respondents rarely were interested in reading direct email marketing campaigns. Similarly, 32.84 percent reported that sometimes they were involved in the email marketing campaigns. Another 16.42 percent

responded that usually they were likely to read online campaigns. A 10.45 percent said that never were they expected to invest time in reading email campaigns. Lastly, a total of 5.22 percent answered that they were always willing to read email campaigns (see Figure B1).

In responding to survey question 2: How often would you like to receive email-marketing campaigns? 32.09 percent answered that rarely would they like to receive emailing campaigns. A total of 28.36 percent said that sometimes they were able to receive the campaign. Additionally, 26.12 percent responded that they never want to receive an email campaign. The minority of responses were 7.46 percent for those who usually were likely to receive an email campaign, and 5.97 percent for those that were always able to receive an email campaign (see Figure B2).

To understand if email marketing can have a positive impact on American Aerogel brand awareness, survey question 3 was asked: How likely are you to get in touch with a company after a direct email marketing campaign? The majority of respondents had chosen rarely with 36.57 percent. A total of 29.10 percent of respondents said that never were they likely to get in touch with the company, while 26.12 percent said that sometimes they might be in contact with the company after receiving an emailing campaign. According to the results, the lowest percentages for RQ2 were usually (4.48 percent) and always (at 3.73 percent), however, that group of participants can have a positive impact in the future after they engage with the brand, converting them to prospects leads (see Figure B3).

Furthermore, when asked survey question 4: How often do you coordinate for a new product trial after a direct email marketing campaign? Surprisingly, those who said they would never schedule a product trial meeting after receiving an email campaign gaining 54.48 percent obtained the highest result. A total of 16.42 percent responded that they would coordinate for a product trial annually. Following those results, 11.94 percent preferred a quarterly product trial

reunion. Other respondents said twice annually with 11.19 percent and monthly with the lowest 5.97 percent (see Figure B4).

The findings contribute that email-marketing campaigns are becoming more influential and cost-effective for a company's marketing plan. The study shows that Clinical Research Organizations represent an opportunity for American Aerogel. Based on the survey results, the target was positive in the reception of email marketing campaigns. The main objective in the study was to investigate if the marketing strategy selected would be satisfactory for the company, and, based on the results it was demonstrated that it would be a successful method to attract the client's attention.

Some of the drawbacks in the findings indicated that in order to close the deal with the prospective client it is important to have a follow-up email or phone call after the email campaign is sent. This follow-up can be done a few days later, including more detailed information regarding the primary campaign or offering a free sample of the product. In this case, American Aerogel can easily send a few CRS medical trial packages to remind them that the company has potential and the solutions they need.

Discussion and Conclusion

Undoubtedly, digital marketing continues to be an essential channel for brand exposure for American Aerogel. After having finished the project, I can affirm that the beginning of a new brand positioning in the market is difficult but not impossible to accomplish. Some researchers, Arnold and Tapp (2001), and Sargeant and West (2001) have found that direct marketing is the most potent instrument for creating brand and product awareness. The study confirmed that direct marketing could affect positively the consumer's reaction to the brand when sending a visual advertisement with the needs of the market. However, Piersma and Jonker (2014) stated

that sending unwanted mailings could harm the relationship with a customer as it can lead to irritation towards the company. Findings from this study indicate that if American Aerogel identifies the weaknesses for their target market CROS then it is more likely to receive positive feedback rather than an irritation behavior towards the company. This project found that for RQ1, one of the negative variables "rarely" from the multiple-choice list had the highest percentage of responses. However, it is remarkable that the difference between rarely and the second highest percent for RQ1, which was "sometimes," with 2.23 percentage variation between them. This type of target market is difficult to approach since they are continually receiving information from different companies about packaging technologies. Thus, having 32.84 percent of the respondents that are actively reviewing email marketing campaigns is a proper margin for American Aerogel to penetrate the target. It is noted from the results that still an open gap for email campaigns strategy.

The same reaction happened in the results for RQ2 gathering a 3.73 percent difference between *rarely* (32.09 percent) and *sometimes* (28.36 percent). As a result, the percentage variation between those results was very close. Although the study did not obtain the results with the most significant impact on the desired marketing strategy, but the target is interested in email campaigns. There is a good chance for the company to explore the selected strategy since American Aerogel has a product that has been proven to be one of the best in the market. Besides, they understand the target market behavior and are capable to adjust client's needs to their product.

Limitations

I found some limitations due to the data collection method used for this project. First, the use of an online survey for this target can be seen as a spam email due to the number of emails

that CROS receive daily. Consequently, a phone call was given as a reminder to complete the online survey, and it was challenging to get in touch. Also, since the survey was conducted for the project, it was very general, and I did not include any information about the company or their product for privacy purposes, so responses could be unbiased. Secondly, the target market has a wide range in the United States to cover, and I only sent a limited amount of surveys. Then, it would be trustworthy to sample a larger group. For future research, I would suggest sending a more specific survey with the company information for better results.

Recommendations for the Future

Findings from this project demonstrate that American Aerogel has a group of respondents interested in direct email marketing. According to the Clinical Connection database, there are more than 15 clinical trials located within 100 miles of the Greater Rochester Area. Those Clinical trials can provide a profitable beginning for American Aerogel. Therefore, to engage with that group and have outstanding results, I would suggest the following:

- As the company needs to improve their marketing method, the use of Hubspot could be a marketing solution for the company. This software is an automated marketing tool that has all the strategies needed for the company growth. Using this marketing software, the company would be able to manage any marketing aspect in just one place. According to Hubspot prices, a yearly cost for the company could be 8,400 dollars.
- Slogan and Taglines: “Nothing Ships Cold for less” is their current slogan, I recommend to add a supporting tag line to sound more solid “Revolutionary Material” “Superior Products” “Rock Solid confidence” “Simply Reliable” (see Figure C1).

- The company can provide to the target a more direct, quick, and easy legitimate proof of American Aerogel value proposition. For example; on their website, they can include testimonials, and videos simulation about their products (see Figure C4.)
- For the trade show, increase appeal and visibility, use of technology, and have sample products performing simulated and realistic demos (see Figure C2).

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Appendix A
Survey

- How often do you read email marketing campaign?
 - Always
 - Frequently
 - Sometimes
 - Rarely
 - Never

- How often would you like to receive email-marketing campaign?
 - Always
 - Frequently
 - Sometimes
 - Rarely
 - Never

- How likely are you to get in touch with a company after a direct email marketing campaign?
 - Very likely
 - Somewhat likely
 - Neutral
 - Somewhat Unlikely
 - Very unlikely

- How often do you coordinate for a new product trial after a direct email- marketing campaign?
 - Monthly
 - Twice annually
 - Quarterly
 - Annually
 - Never

Appendix B
Survey Responses

Figure 1.

How often do you read direct email marketing campaigns?

Answer Choices	Responses	
Always	5.22%	7
Usually	16.42%	22
Sometimes	32.84%	44
Rarely	35.07%	47
Never	10.45%	14
	100.00%	134

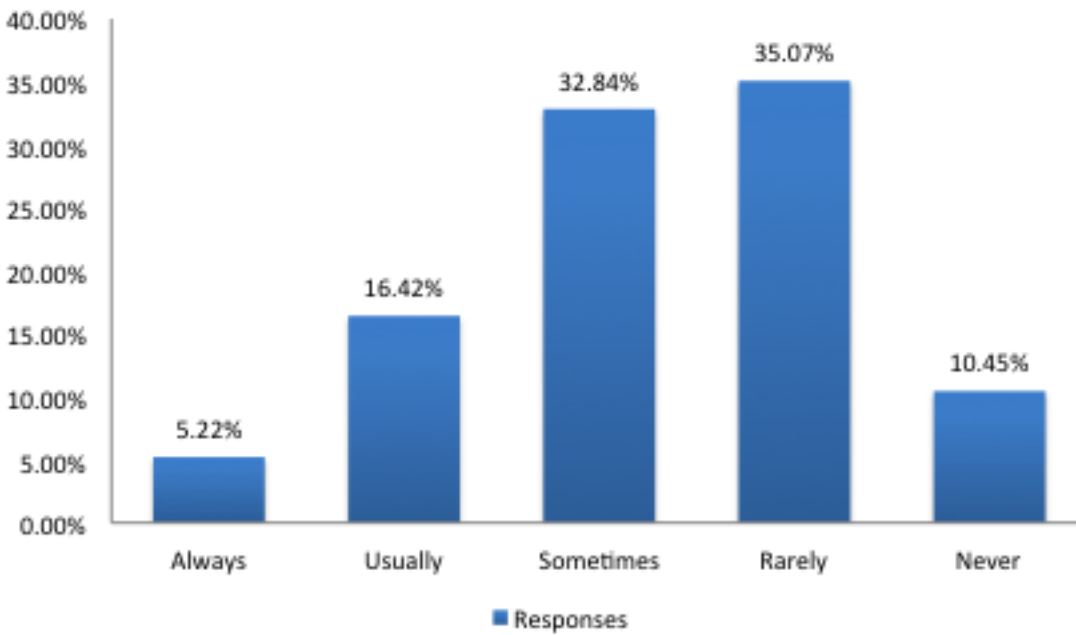
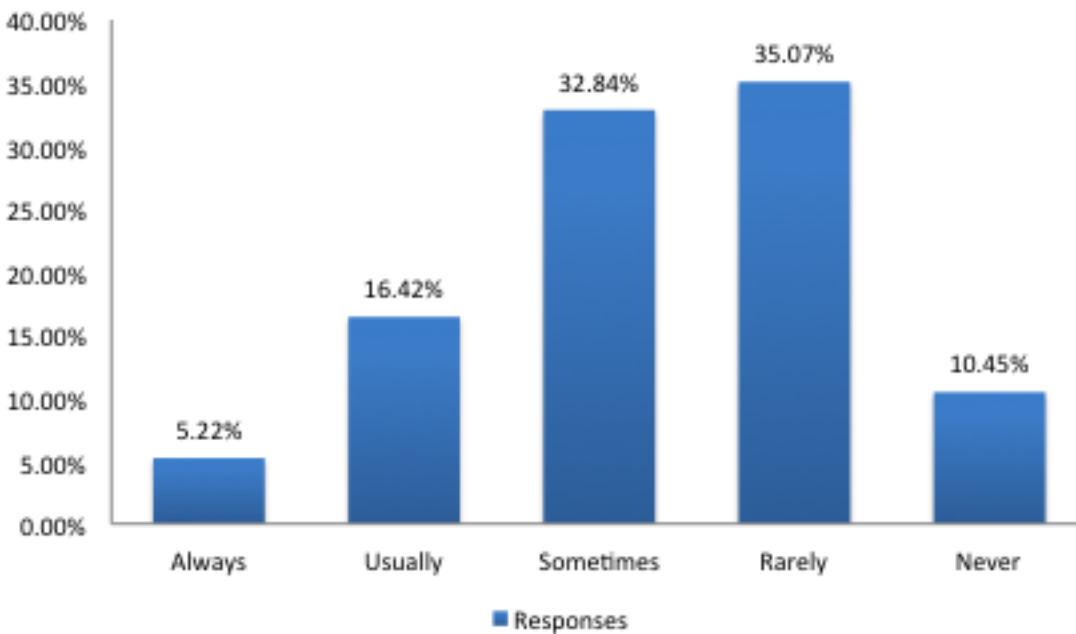


Figure 2.

How often would you like to receive email-marketing campaigns?

Answer Choices	Responses	
Always	5.97%	8
Usually	7.46%	10
Sometimes	28.36%	38
Rarely	32.09%	43
Never	26.12%	35
	100.00%	134



*Figure 3.***How likely you are to get in touch with a company after a direct email marketing campaign?**

Answer Choices	Responses	
Always	3.73%	5
Usually	4.48%	6
Sometimes	26.12%	35
Rarely	36.57%	49
Never	29.10%	39
	100.00%	134

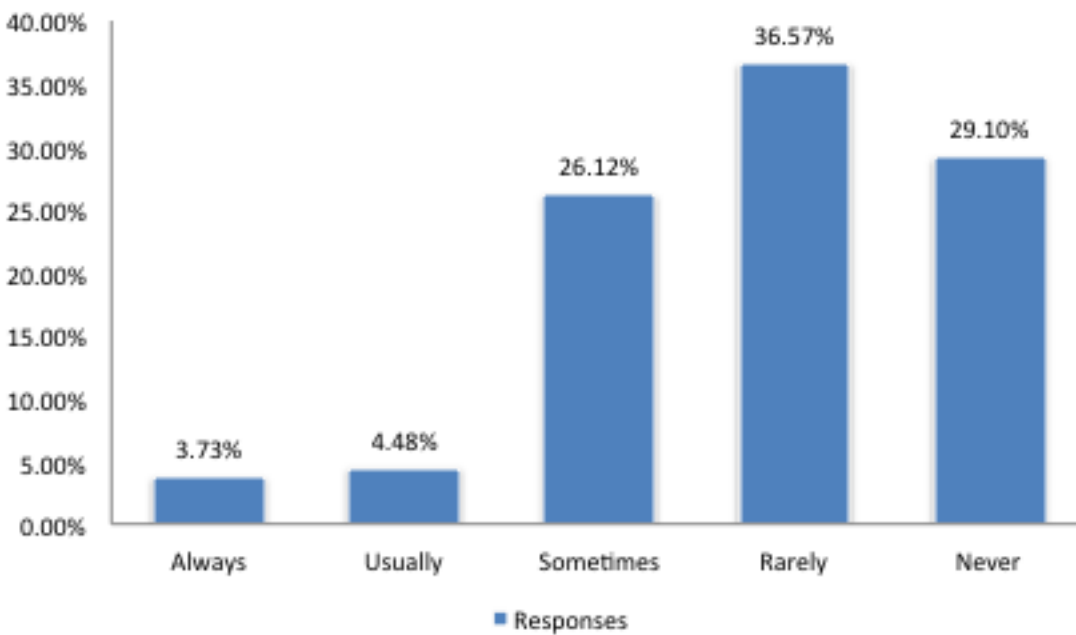
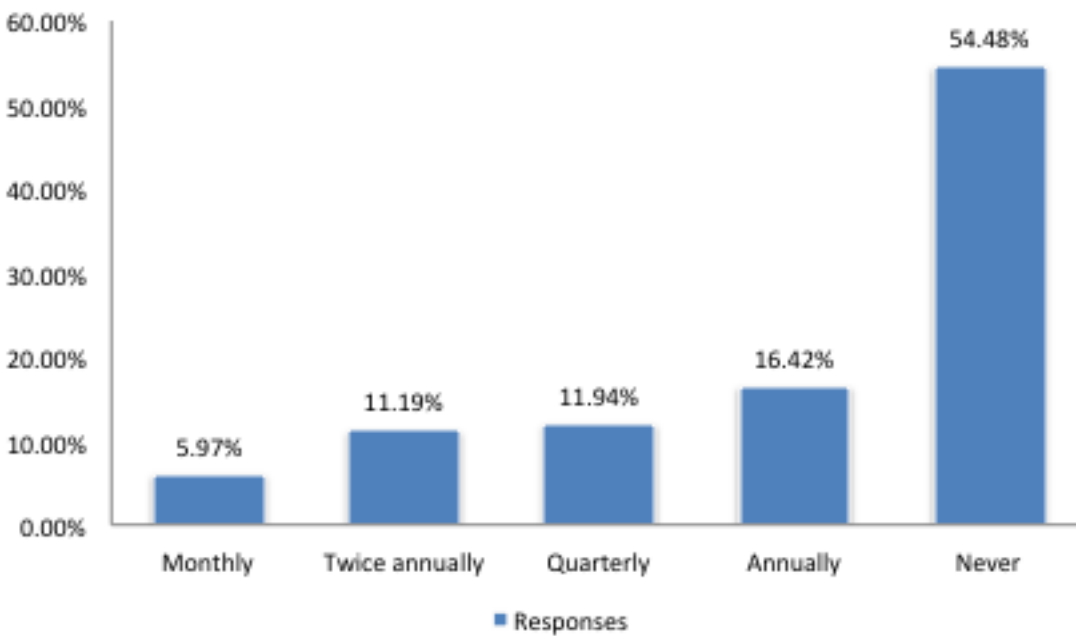


Figure 4.

How often do you coordinate for a new product trial after a direct email- marketing campaign?

Answer Choices	Responses	
Monthly	5.97%	8
Twice annually	11.19%	15
Quarterly	11.94%	16
Annually	16.42%	22
Never	54.48%	73
	100.00%	134



Appendix C
Recommendations

American Aerogel™

Revolutionary materials. Superior products.

Stable

Our technology will keep your product within whatever temperature you need. Our product will be there when your sample means the most.



Efficient

We get it, you cannot afford any more product loss. With our technology, you will not have to worry about that anymore.



Reliable

With increasing regulations from the FDA, products need to be shipped safely and soundly. Our boxes come pre-certified to meet standards and keep your product safe to



PUT THE TRUST IN US

Figure 1. Future marketing advertising including supporting tag line.



Figure 2. Current trade show booth.

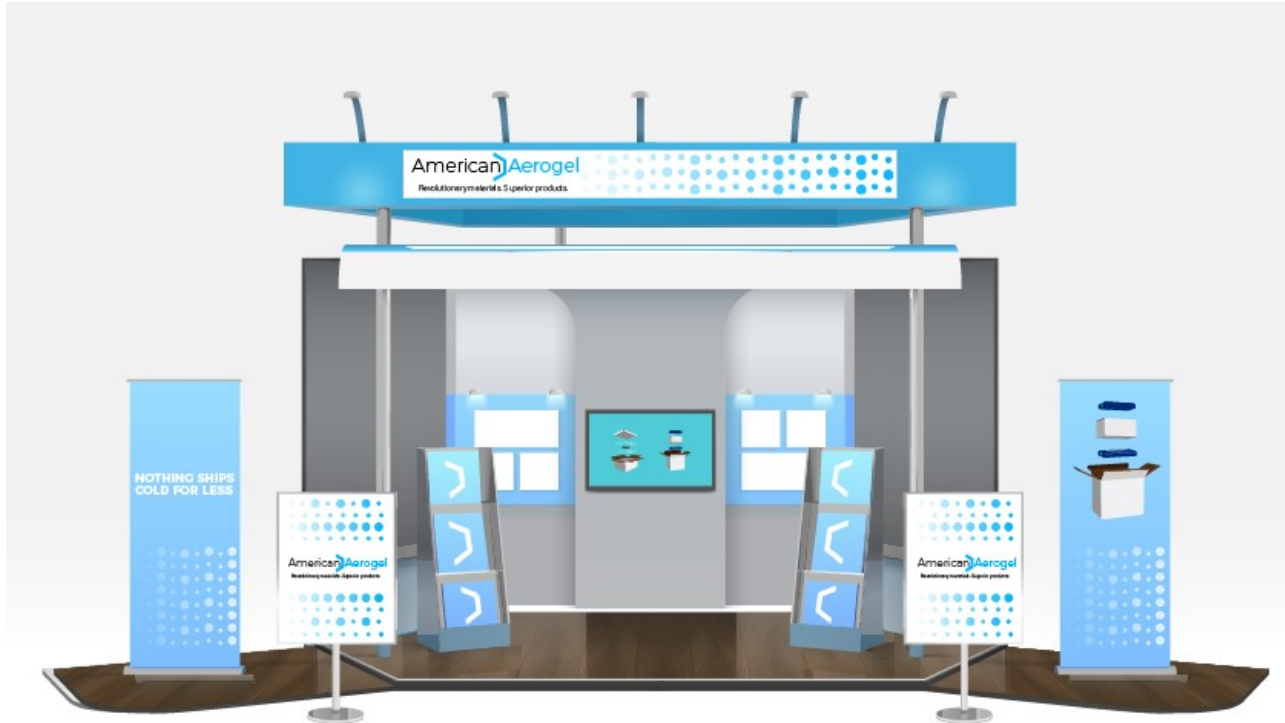


Figure 3. New booth proposal.

Figure 4. Digital video proposal:

<https://youtu.be/ohcQVLnrH4g>