FASEB uses **digital advertising** to help promote the SRC:

- Placing ads on research journals with high readerships
- Draft social media content (Twitter, LinkedIn)
- Digital conference ads in various print and electronic formats
- PowerPoint slide that can also be printed and used as a flyer
How FASEB Marketing Supports Your SRC

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How FASEB Marketing Supports Your SRC

On FASEB.org, we establish your SRC with a high-quality webpage:

• We take the description you provide and turn it into high-quality marketing content that appeals to your audience

• Will hold all pertinent information for your program, organizers, and speakers

• Information for attendees to submit abstracts and award applications
Search engine optimization (SEO) gets your SRC seen and ranked:

• We use digital tools to enhance page popularity
• SEO makes your SRC’s content easy to find
• Share your SRC on your social and professional networks to increase your ranking on search engines.
FASEB’s Email Marketing targets your audience directly to their inbox:

- General emails for all SRCs sent to over 80,000 recipients
- Emails to targeted audiences promoting the conference
- Emails highlight awareness, abstracts, programming, speakers, registration, and location
Social Media Marketing gets the word out about your SRC:

• FASEB promotes all SRCs directly on our social media accounts to nearly 15,000 followers

• We tag organizers with social media accounts to easily share with your networks
FASEB’s exhibits at *external events* where we interact with researchers on a one-on-one basis:

- Staff members interact directly with conference attendees discussing FASEB programs, including SRCs
- We collect contact information for the ability to directly market to our target audience
FASEB provides **marketing support** to help guide you through the process:

- Assistance with crafting your own emails and social media posts to your personal and professional networks
- Guidance for best practices and strategies