



# AmeriSci Group

## Digital Marketing Strategy

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Fall 2023 | Deliverable



## ● **BACKGROUND**

Research Overview & Goals

## ● **MARKET RESEARCH**

Competitor Analysis: Individual  
Consumer Base, Digital Marketing

## ● **MARKETING IMPLICATIONS**

Translate findings into insights for AmeriSci

## ● **NEXT STEPS**

Actionable timeline

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**BACKGROUND**

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# Research Focus & Context

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## Research Focus

Evaluate AmeriSci's existing marketing strategies, examine current market trends, and analyze the implications of these findings for AmeriSci's overall marketing strategy.

## Key Goals

**Current Marketing Assessment:** Evaluate AmeriSci's current brand perception and digital presence.

**Market Analysis:** Identify and analyze potential consumer demographics, and conduct a thorough competitor analysis to assess various digital and B2C marketing approaches in the market.

**Marketing Implications:** Translate the results of market research into actionable insights, outlining potential market strategies for AmeriSci based on the identified opportunities and challenges.

# Background

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## AmeriSci's Strengths



### Services:

- Accurate & Reliable
- Multifaceted

### Marketing / Digital Presence:

- Clear messaging & brand identity

### Website:

- Clean & User-friendly

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# MARKET RESEARCH

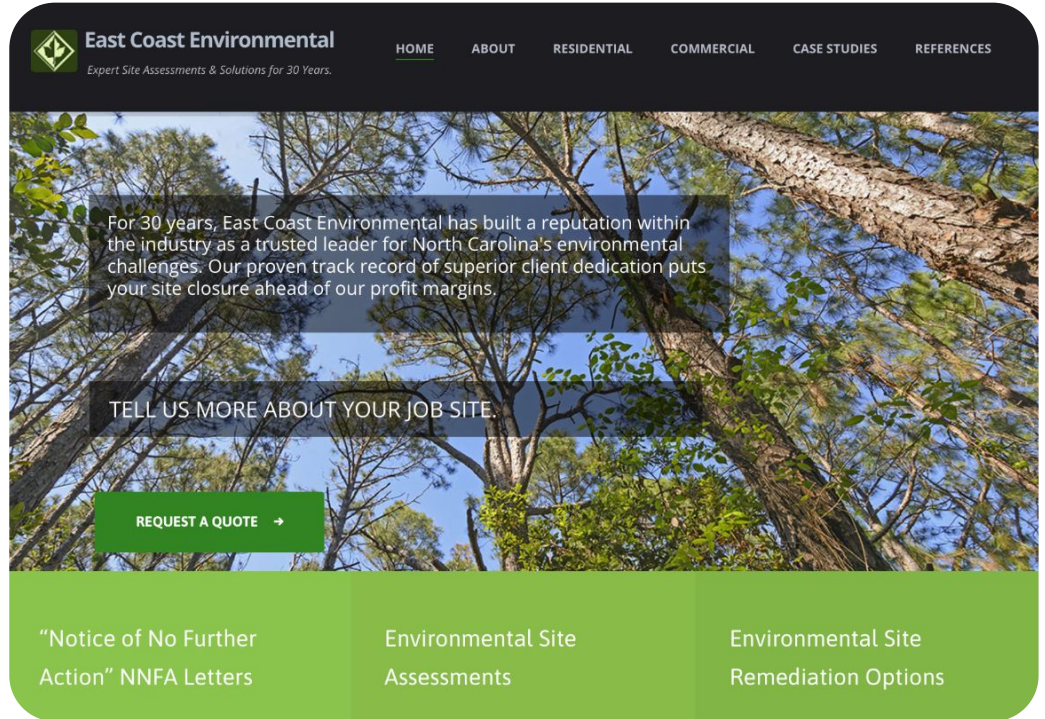
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# Competitor Analysis (1/3)

## Case Study #1: East Coast Environmental

[eastcoastenv.com](http://eastcoastenv.com)

- Clear **brand identity**
- Coherent theme
- **Dynamic & modern** web pages
- **Approachable** color scheme & photos
- Content is **results-oriented & consumer first**



Background | **Market Research** |  
Marketing Implications | Next Steps

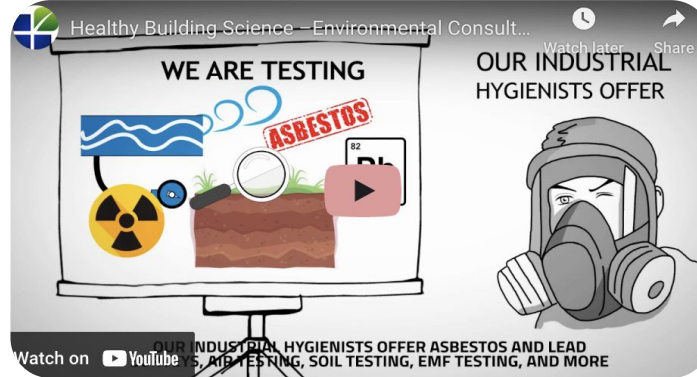


# Competitor Analysis (2/3)

## Case Study #2: Healthy Building Science

[healthybuildingscience.com](http://healthybuildingscience.com)

- Dynamic, **personable**, & **engaging** web pages
- **Consumer-focused**: e.g. explains scientific jargon & “why them”
- Presence on Youtube: e.g. informative video explaining environmental testing



### Who Is Healthy Building Science?

We are an environmental consulting firm based in the San Francisco Bay Area, a group of scientists working to make your indoor spaces healthier. We test your building or property to find harmful pollutants.

[Healthy Building Science](http://Healthy Building Science)

### Environmental Testing Services At HBS

- Air Quality Testing
- Water Quality Testing
- Soil Testing
- Asbestos Testing
- Lead Testing
- Mold Testing
- RF Testing – EMF Testing
- LEED IAQ Testing
- Silica Air Testing (OSHA)
- Compliance Testing USP 797

Environmental Testing

Background | **Market Research** |  
Marketing Implications | Next Steps



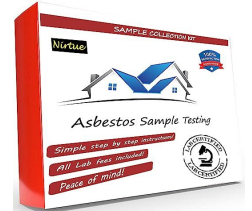
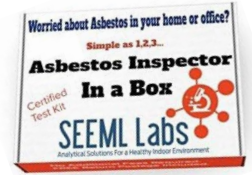
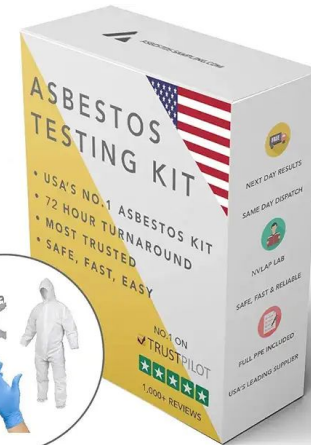


# Competitor Analysis (3/3)

## Case Study #3: AsbestosSampling.com ( & related brands)

[asbestossampling.com](http://asbestossampling.com)

- **Convenient:** Available on Amazon, send sample by mail
- **Efficient:** Results in 48-72 hours
- **Cost-effective:** \$25-35 per kit
- **User-friendly:** Step-by-step instructions, comes with PPE



Background | **Market Research** |  
Marketing Implications | Next Steps

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# MARKETING IMPLICATIONS

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# Consumer Base: Psychographics

## User Profiles



### Attitudes & Values

- Environment- & health-conscious
- Proactive



### Lifestyle

Recently took ownership of a new home/business for the first time



## Target Demographics

- **New homeowners or business owners**
- New parents
- Proactive about personal & environmental health

# Consumer Values

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## Convenience

“Very easy setup everything flows well. Received my sample kit. Post it for tracked next day delivery and got my results next day around 4pm.” –Reviewer, Feb. 20, 2024 (about [AsbestosSampling.com](https://www.AsbestosSampling.com))

## Efficiency

“**Fast results!** We did the test kit only. I shipped it priority with USPS and got the **results in 48 hours** vs 72 hours! Really happy with the service and have a piece of mind that there is no asbestos!” –Reviewer, Nov. 10, 2023 (about [AsbestosSampling.com](https://www.AsbestosSampling.com) via Amazon)

## Price vs. Value

“Quick turn around and for a fraction of the cost that a local company would charge.” –Reviewer, Sep. 11, 2023 (about PRO-LAB Asbestos Test Kit via Amazon)

## Customer Service

“They were able to educate me on mold, mycotoxins, and toxic chemicals and spent the time necessary on the phone answering my questions.” –Reviewer, Jul 17, 2023 (about Healthy Building Science via Yelp)

# Marketing Implications (Website)

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## Increase opportunities for user engagement

1. Streamline customer account creation process (**integrated client form**)
2. “Shopping cart” option
3. Personalized quiz (e.g. to find out which type of testing someone needs)

## Increase personability

1. Case studies, past tests
2. Include self-authored images (also mitigates photo copyright issue)

## Other

1. Improve SEO
2. General interface aesthetic (e.g. layout fixes)
3. Emphasize customer service

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# NEXT STEPS

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# Prospective Timeline

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1

**Futher understand  
consumer behavior**



Conduct  
In-depth User  
Interviews (IDIs), UX  
research, etc.

2

**Develop  
go-to-market plan**



Local → National  
level

3

**Digital marketing  
& online presence**



Update website &  
social media

4

**Promote service**



Targeted ads,  
testimonials, etc.

Background | Market Research |  
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