

# Technical Content for Lead Generation

Provide value to your potential customers, demonstrate thought leadership, and generate leads with high quality technical content. Our scientific writers have decades of experience in molecular biology and diagnostics.

With just a little high-level guidance from you, we can prepare an asset that will educate, inspire, and delight your target customers.



## Our expert writers can help you produce:

- White papers
- Case studies
- Guides
- App notes
- Data sheets
- E-books
- And more

## We do the heavy lifting, so your R&D team can focus on R&D

You Provide	We Can Provide
→ A customer to interview	→ A case study about your service/product
→ A challenge your audience struggles with	→ A heavily referenced how-to guide
→ A webinar recording	→ An engaging technical summary
→ A list of FAQs or collection of blogs	→ An e-book
→ Publication(s)	→ Case-studies, Educational white paper, or blogs

## Typical Service Packages

### White Paper — \$7,000

2-pg white paper, ~1000 words in length with up to 10 references. Includes two graphics or images and professional layout.

### Case Study — \$6,000

Interview a customer or use a customer publication to create a 2-page Case Study. Includes two graphics or images and professional layout.

### Webinar Write-Up — \$5,000

Repurpose a recorded webinar into an evergreen PDF asset. Includes two graphics or images and professional layout.