



# UNC Core Laboratories Marketing Initiative

3 Dec 2025



# Objective

Develop a streamlined approach  
for marketing UNC Core Facilities

## Welcome and Purpose

Brief introduction and context

**Purpose:** Align on a unified approach that strengthens Core visibility and drives new business across all UNC Cores

## Solution Overview

Global Core Toolkit

Process Flow

Ambassadors vs Champions

## Input Needed and Next Steps

Feedback from Directors

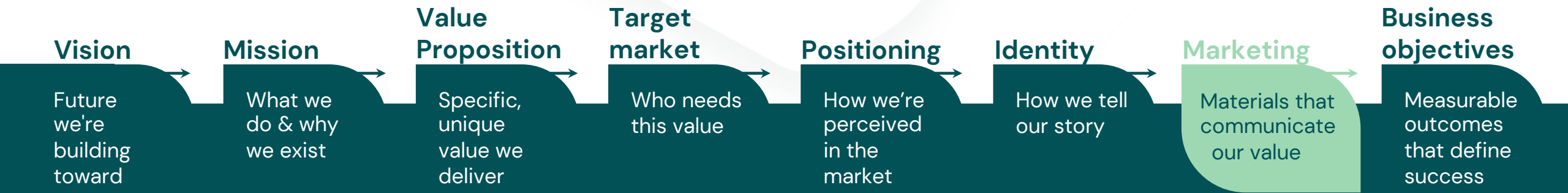
Working Groups

We need...

“...marketing  
materials”

# We need...

“...marketing materials”



# strategy first.

# strategy first.

Without it, you get beautiful marketing that doesn't convert



We need...

“  
...for them  
to know  
about us”



# Core Toolkit



Collective  
benefit

Marketing Kit

Workshops



QR card

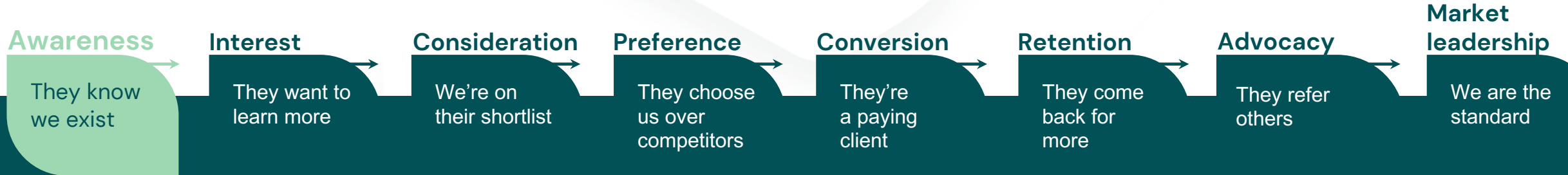
Digital & print  
leave-behind



Capabilities  
Deck Template

# We need...

“...for them  
to know  
about us”



# conversion.



# conversion.

Because someone who **knows you exist** ≠ a paying customer

When you call,  
**a scientist picks up.**

We catch  
problems  
before they  
become data.

Quick turnarounds on useless data isn't fast  
**Get it right the first time.**

On your third CRO project  
manager this year?  
**We're still here.**

The cheapest experiment  
is the one you don't have to repeat.

Hard to get into. **Impossible to Leave.**



# Process & Timing

KICKOFF



LAB I



Building  
Your Story

LAB II



Telling  
Your Story

LAB III



Disseminating  
Your Story

TOOLKIT  
DEPLOYMENT



REFINE

Tweak  
process  
before wider  
involvement  
of Cores

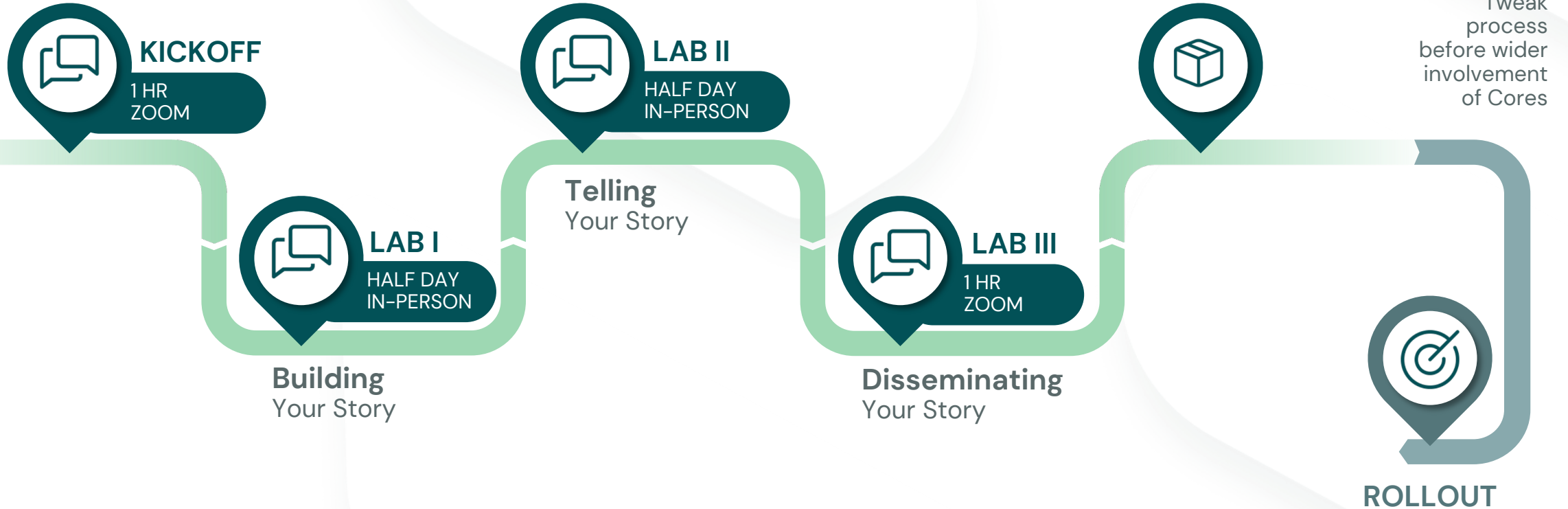


ROLLOUT

Core "Ambassadors"

Core "Champions"

# Process & Timing



 Pre-read (15 min)  
sent before each lab

11 CONTACT HOURS TOTAL

Core "Ambassadors"

Core "Champions"

# Ambassadors

vs.

# Champions

Access materials early

More streamlined

Involved in refinement

Process already refined

Greater time commitment

Less 1-on-1

Which  
should  
I join?

# Questions?

**Survey:**

