



# **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

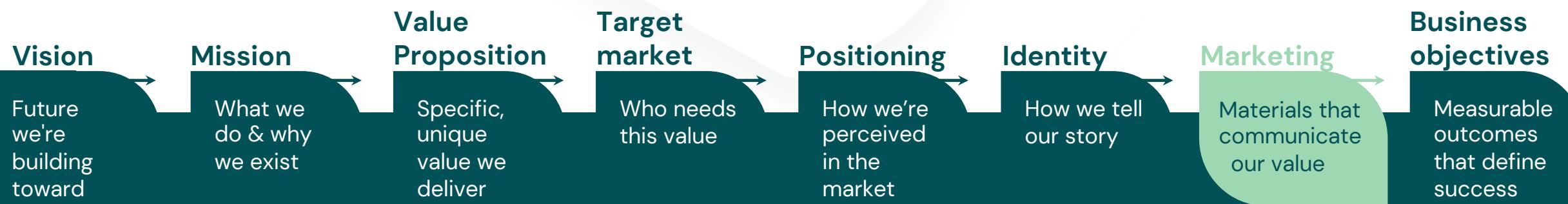
Feedback from Directors

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



Marketing Kit

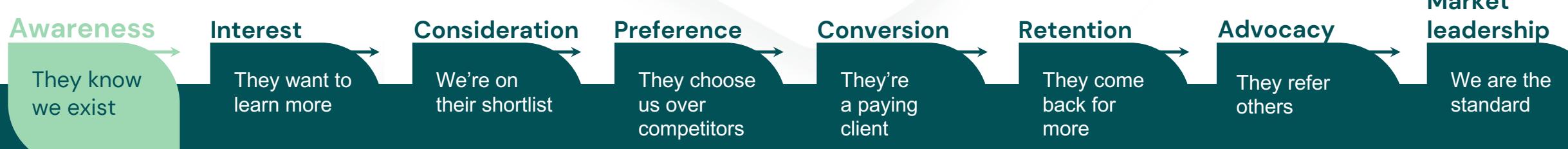
Workshops



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.

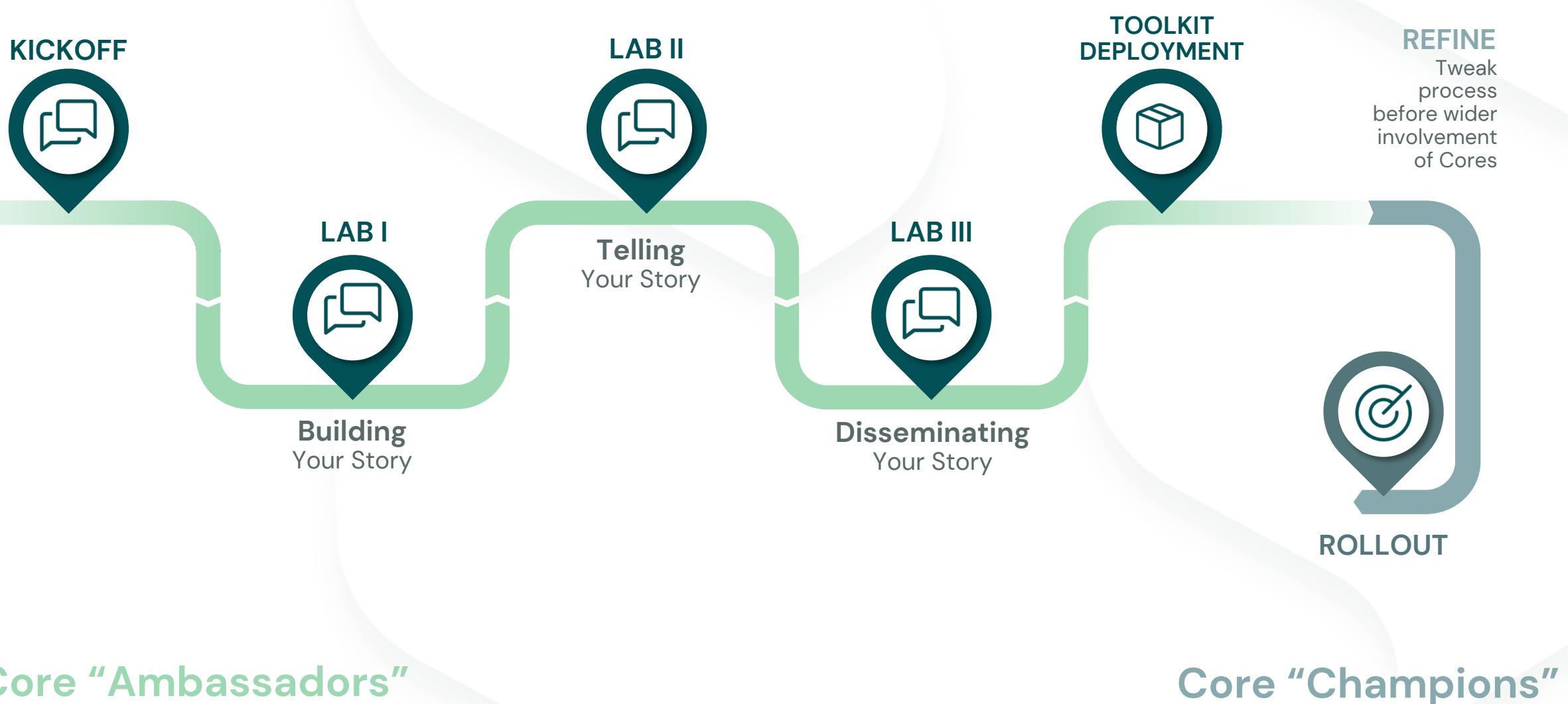
Quick turnarounds on useless data isn't fast  
**Get it right the first time.**

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

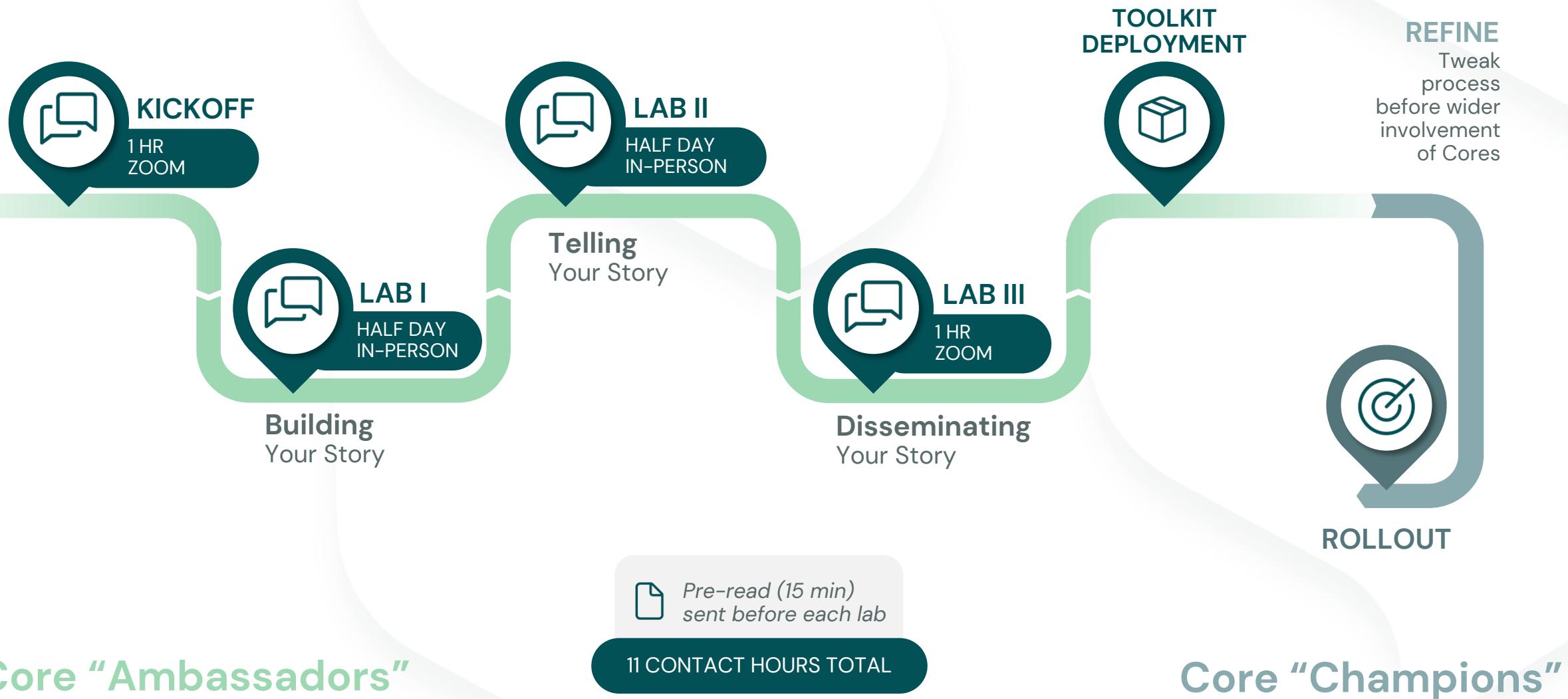
The cheapest experiment  
is the one you don't have to repeat.

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

# Process & Timing



# Process & Timing



# Ambassadors vs. Champions

vs.

“Which  
should  
I join?”

Access materials early

More streamlined

Involved in refinement

Process already refined

Greater time commitment

Less 1-on-1

# Questions?

**Survey:**

