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DOD Laboratory work targeted for National Testing Company

Challenges

Although Metiri Group had robust capabilities in PFAS testing—dedicated lab facilities, EPA Method 1633 readiness, NELAC certifications, and rapid sample turnaround—it faced multiple marketing and communication barriers:



Metiri achieved DOD certification and wanted to meet the expanding demand of PFAS testing for DOD sites.



Metiri was limited in the ability to market or use case studies of prior work due to the nature of the governmental business.



Metiri was not able to develop testimonials or actually photography of the sites tested.

Opportunity

With heightened regulatory focus on PFAS, there was a timely opportunity to:



Develop a strategic marketing plan for DOD Lab work for PFAS Testing.



Develop a brand style guide specifically to communicate with DOD stakeholders.



Assist in developing messaging and content to resonate with the DOD decision makers.



Develop tradeshow/technical presentation materials and programs to be presented at DOD conferences.

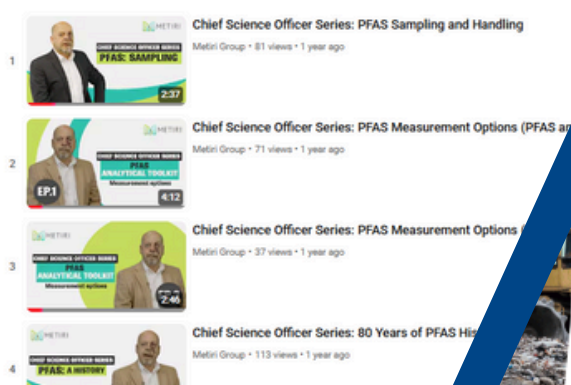
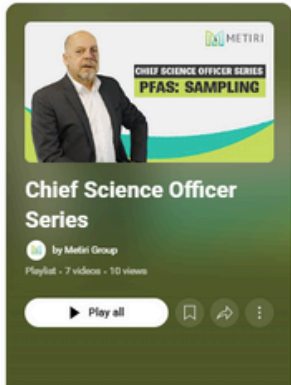
Action

Launch a targeted, multi-channel growth campaign that combined market research, strategic messaging, paid advertising, email marketing, and social media to build awareness and drive lead generation.



Execute a coordinated marketing plan that introduced Metiri's PFAS capabilities to key decision-makers and positioned the company as a trusted, responsive laboratory partner.





Metiri Group's Fast-Track to PFAS Market Leadership



With an integrated campaign and hyper-targeted outreach, Metiri positioned itself as the responsive, trusted partner for PFAS testing services.

Solutions

Developed and deployed an integrated marketing initiative to address these needs and meet campaign objectives:



Market Mapping & Identification

Segmented and curated high-value contacts across sectors.



Paid Ad Campaigns

Launched keyword-driven exploration search campaigns focused on PFAS terms to reach prospects actively seeking services.

Deployed display and video ads on social ads platforms and across ad networks to build awareness and brand authority.



Email Marketing & Landing Pages

Developed and delivered targeted emails via HubSpot to curated lists of existing and new contacts.

Created campaign landing pages that highlighted turnaround time, testing capabilities, and Metiri's consultative expertise.



Social Media Messaging

Promoted PFAS content, lab certifications, and educational videos to position Metiri as a thought leader.

Outcome

By strategically targeting its audience and delivering valuable content, the PFAS campaign achieved standout performance.



Presentations and conference schedules were attended.



Marketing presentations and technical conference presentations were made.



Metiri burst on the scene with marketing, technical presentations, and consistent messaging via scalable marketing systems to saturate this target market.

