



**SUDDEN
IMPACT
MARKETING**



3Bar
BIOLOGICS

Seeding the field of opportunity

Helping 3Bar Biologics sprout new business opportunity—and grow website traffic by 43% along the way.



Situation

3Bar Biologics is a start-up microbe delivery and manufacturing company whose proprietary biomanufacturing and Just-In-Time Activation technology have re-invented the delivery of living microbial products.

In the past, agricultural biologicals have been poorly received by farmers and viewed unfavorably by others in the industry due to the perception that live microbes are difficult to produce, store, and handle.

3Bar Biologics has dramatically changed the biomanufacturing process, unlocking potential previously unavailable for commercial production. They currently rely on investor funding to supplement their revenue-generating sales—in pursuit of Series A funding.

Challenge

A NEED FOR BUSINESS STRATEGY REFINEMENT

3Bar Biologics had a multi-layered challenge. To be successful, they needed to pivot their business strategy to increase the opportunity for creating revenue at scale by focusing on their novel microbe fermentation and delivery technology, rather than their original strategy, which was centered around developing microbial strains.

To make this pivot successful, they first needed to clearly establish their identity and present their value to customers by positioning themselves as the industry partner that helps agricultural biological customers overcome traditional barriers to microbe productization, rapidly and cost-effectively commercialize their microbes, and accelerate time to market.

3Bar also needed to overcome the common perception that live microbes have limited performance, are too costly, and are difficult to produce, store, and handle. Together, these factors were contributing to farmer distrust of agricultural biologicals and a more generalized wariness and misunderstanding across the industry of the value of these products.



The Sudden Impact Marketing team has been a vitally important partner in helping us reach our business objectives.

Chris Koenig

Chief Business Development Officer, 3Bar Biologics

Solution

DEVELOP A HIGH-IMPACT BUSINESS STRATEGY AND PROMOTIONAL CAMPAIGN

3Bar Biologics' multi-layered challenge required a multi-faceted solution. Collaborating closely with 3Bar Biologics, we established a three-part approach:

1
Develop a compelling narrative

We conducted a positioning and messaging workshop with key stakeholders to understand the needs of customers and determine the most vivid, memorable, and motivating story for 3Bar to tell—well aligned with their new business strategy.

This was anchored to a definitive, descriptive, and well-differentiated positioning statement and messaging platform to ensure clear communication of the value of 3Bar Biologics and their proprietary technology in customer-centric, benefit-focused terms. This internal-facing document would become the anchor to all customer-facing materials created.

2
Re-build and re-launch website

We reconstructed the 3Bar Biologics website to better fit their new commercial approach. This included quantitative message testing, deployed through mixed-media promotions, to ensure the site strategy supported the user preferences of our target audience.

Additionally, we helped 3Bar develop new productized offerings, both writing and designing unique content that lived on individual landing pages within the site.

Further, we upgraded 3Bar Biologics' technology backbone to a fast-loading, compelling, user-friendly, and easy to maintain website capable of engaging their new B2B target audience and internal managers.

3
Adopt an aggressive promo strategy

To overcome existing perception barriers we developed a thought leadership approach focusing on two critical content topics:

- 1. Use of microbials in agriculture—fresh vs. stale**
- 2. Establishing 3Bar as a leader in microbial delivery**

We then activated LinkedIn, the new 3Bar Biologics website, and various industry media outlets. Leaning on tactics for content delivery like LinkedIn sponsored posts, LinkedIn organic posts, banner ads, radio ads, and industry publications, we drove traffic to the 3Bar Biologics website.

We also created several tactics to assist face-to-face sales development, including sales presentations, conference presentations, exhibit kits, and direct mail kits.

Results

We helped 3Bar Biologics successfully message five new commercial offerings. And, in addition to performance improvements, we effectively:

43%
 Increased website traffic by 43% from 2020-21

35%
 Improved site health score by 35%¹

>45%
 Improved site speed score by more than 45%²

16K impressions
 Generated 16K impressions and 164 clicks while reaching 1,900 unique users on LinkedIn

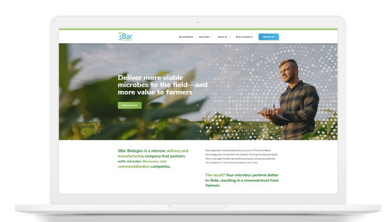
>60%
 Generated over 1 million impressions and 6K clicks, accounting for over 60% of site traffic during April/May

¹ Measured by Semrush | ² Measured by Lighthouse

Content creation



Positioning + Messaging Framework



Website Redesign (Copy + Design)



Print + Digital Brochures



Conference Presentations