

# Raising the Voice on Inflammation Research and Autism

## At a glance

Developed and executed a marketing strategy to bridge scientific discovery with public understanding, resulting in increased brand awareness and record-breaking engagement with scientific publications.

## Key metrics

A key scientific paper surpassed 23,000 views, ranking in the top 25 most-read papers (out of 7,500) and achieving 11.7 times more views than the average publication in the same journal, reflecting the strategy's effectiveness.



**11.7xs**  
more views



**25th**  
top paper of all time



Marketing Consulting and  
Leadership Coaching



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## CHALLENGES



The nonprofit needed to balance its dual focus on academic research and public education, requiring the translation of complex scientific concepts into digestible messaging. Additionally, raising awareness of inflammation research and autism in a competitive nonprofit landscape demanded innovative marketing tactics and sustained outreach efforts.

## SOLUTIONS



Collaborated with the CEO to create a comprehensive marketing strategy, encompassing website rebranding, social media outreach, press engagement, local partnerships, and strategic content development to amplify awareness and drive impact.



**Marketing  
strategies**



**Content planning  
and execution**



**Amplifying voice**

## BENEFITS



### Elevate Awareness

1

Elevated public awareness of critical scientific research by translating complex topics into accessible, engaging content.

### Brand Trust

2

Established a strong brand presence through targeted marketing efforts, fostering trust and credibility with the audience.

### Measurable Outcomes

3

Achieved measurable success in engaging both the academic and public spheres, aligning outreach with organizational goals.