

Growth & Digital Marketing Case Study

Redesigning & Marketing

ASCEND PEPTIDES

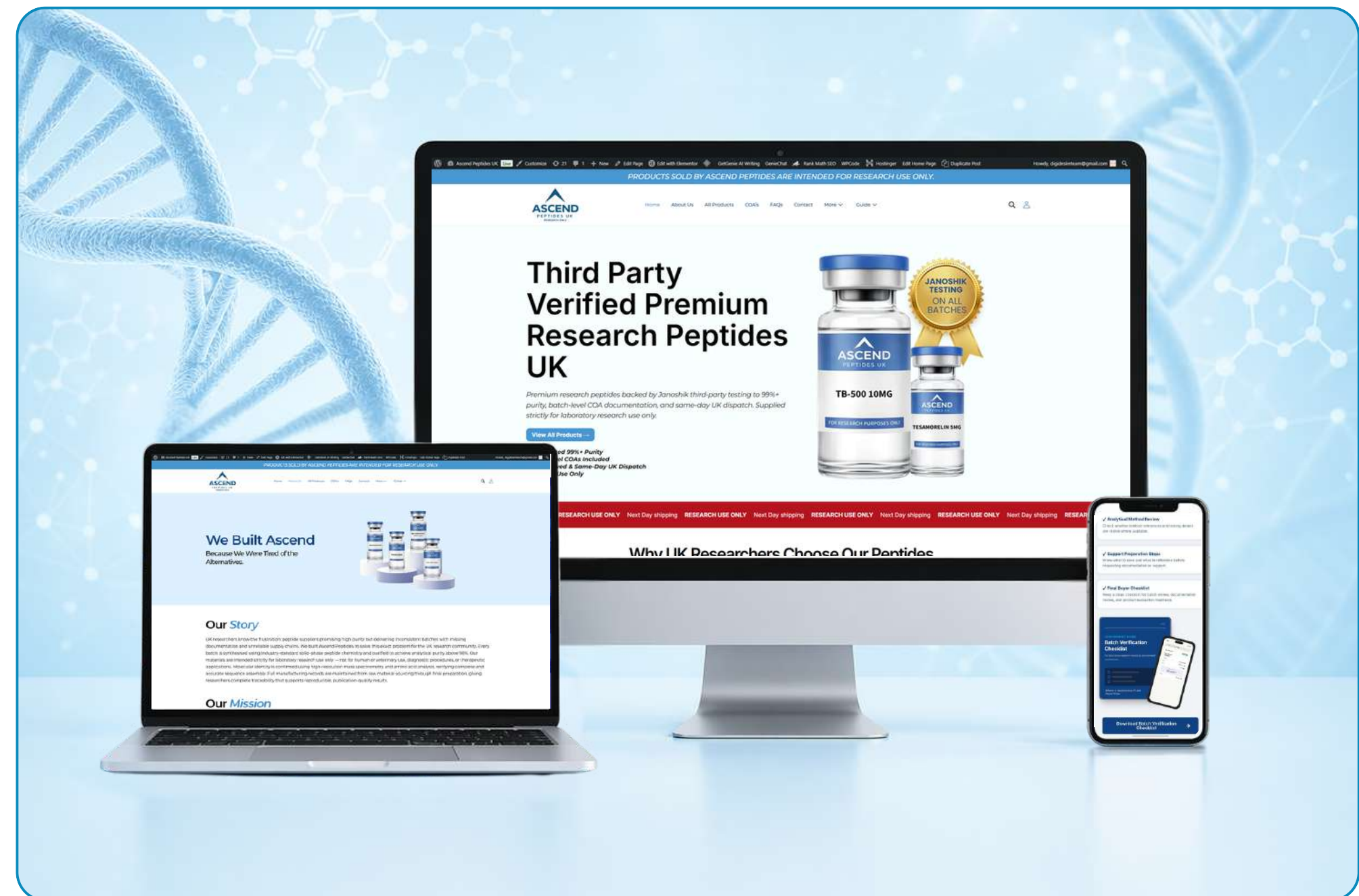
Website Redesign | SEO
Optimization | Multi-Platform
Marketing

TYPE

Medical Research

PLATFORM

Web- Responsive





What is *Ascend Peptide?*

Ascend Peptides UK is a premier supplier of lab-grade research peptides, catering to researchers, laboratories, and educational institutions.

Company Vision

The vision was to create a scalable and authoritative digital ecosystem that educates, engages, and converts researchers and industry professionals. Through innovation, transparency, and strategic marketing, Ascend Peptides aims to become a leading name in the research peptide industry.

Goal

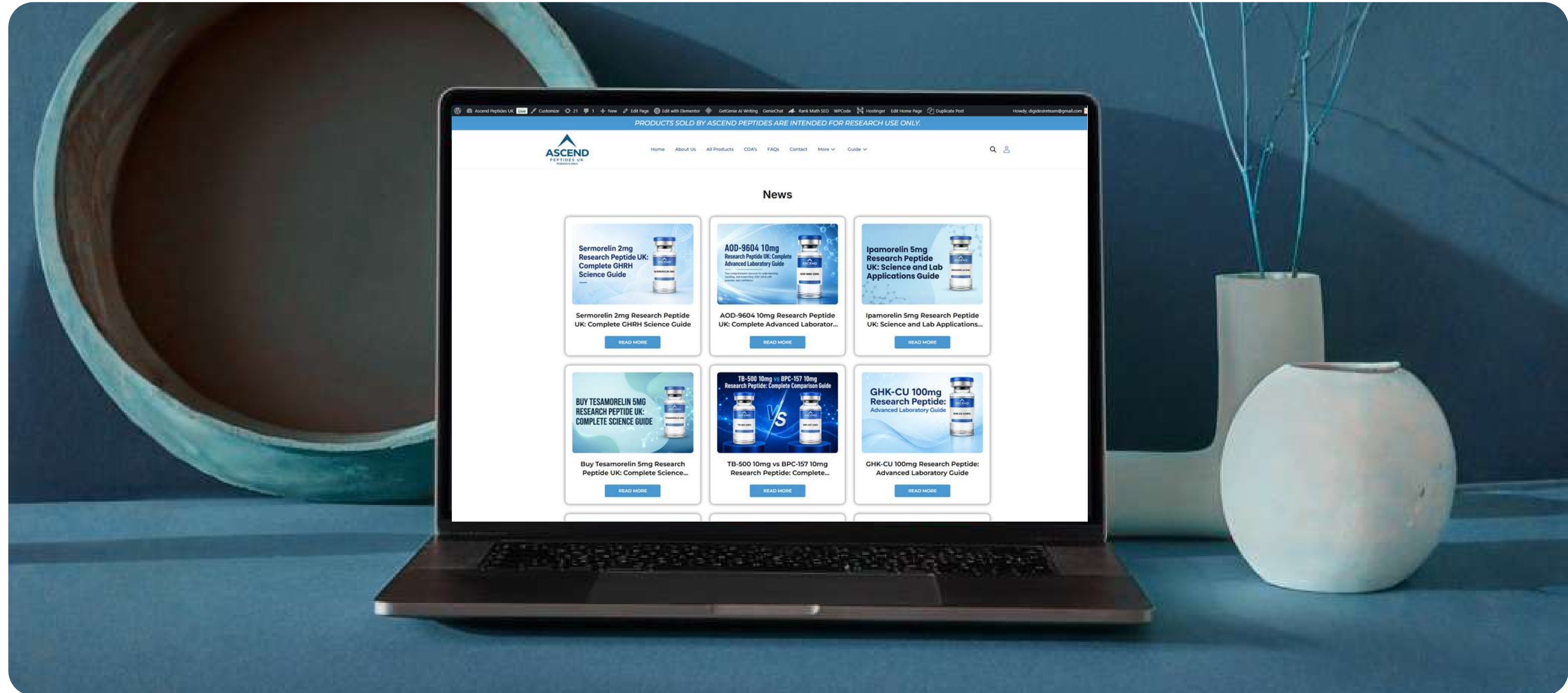
The implemented strategy significantly improved online visibility, audience reach, and engagement across digital channels. Enhanced search rankings, increased website traffic, and stronger brand recognition contributed to measurable business growth and market presence.

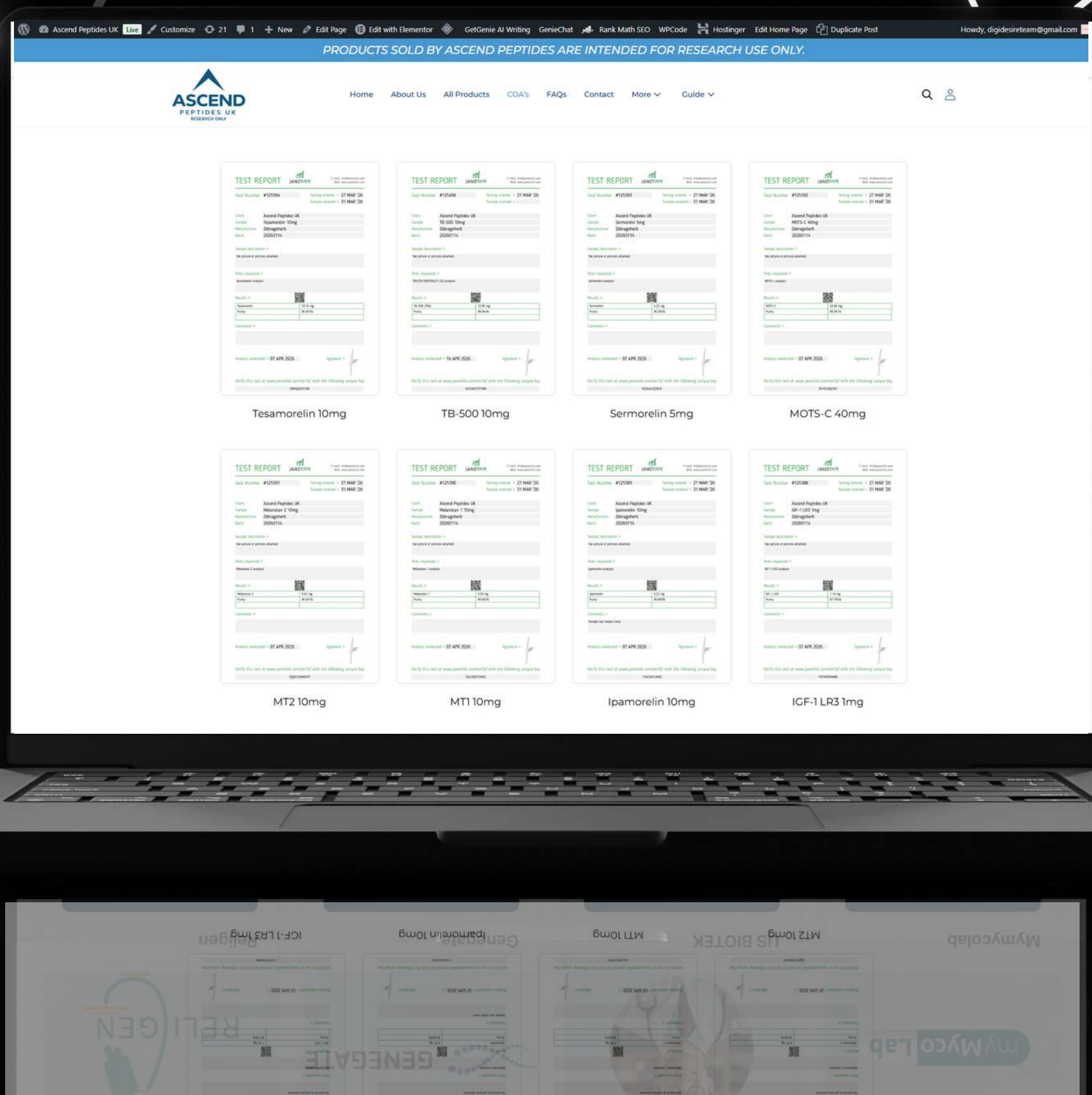
Scope

This project focused on transforming Ascend Peptides' digital presence through a complete website redesign, SEO optimization, and multi-platform marketing strategy. The scope included improving user experience, increasing search visibility, and building brand authority across social and professional channels.

Impact

The primary goal was to establish Ascend Peptides as a trusted research peptide brand while driving qualified traffic and engagement. By combining SEO, content marketing, and paid advertising, the project aimed to increase visibility, conversions, and long-term growth.





Strategy & Execution

We designed a seamless, research-focused digital growth journey—from website redesign and SEO optimization to multi-platform marketing—ensuring authority, engagement, and measurable conversions.

Website Redesign

Redesigned the Ascend Peptides website for a modern, user-friendly interface optimized for clarity, compliance, and conversions.

- Home Page Optimization
- Product Showcase
- User Journey Flow
- Mobile-Friendly Design

SEO Optimization

Implemented keyword-focused, long-form educational content to improve search engine rankings and drive qualified traffic.

- Keyword Research
- Content Expansion
- On-Page SEO
- SERP Monitoring

Social Media Content Strategy

Developed educational graphics and posts across Facebook, Instagram, X (Twitter), and LinkedIn to build authority and engage target audiences.

- Infographics
- Educational Posts
- Carousel Content
- Audience Engagement

Paid Advertising & Placement

Executed high-performance ads using Advantage+ Creative, dynamic catalog placements, and multi-aspect ratio creatives to maximize CTR and conversions.

- Meta Ads Manager
- Dynamic Catalogs
- Stories & Reels
- Placement Optimization

Analytics & Future Roadmap

Monitored engagement, website clicks, and SEO performance while planning video content and LinkedIn outreach for continued brand growth.

- Retargeting Campaigns
- Video Content Scaling
- LinkedIn Outreach
- KPI Monitoring

Phase 1 – Website Redesign

Home Page Optimization

Product Showcase

User Journey Flow

Mobile-Friendly Design



Lead Magnet and Pdf Design

What We Review

Inside the Guide

For Researchers

Get Guide Access

Lab Manual Document Icons

Supplier Evaluation Checklist

Download a practical buyer checklist for reviewing supplier quality, documentation visibility, standards clarity, support scope, and procurement readiness for research-use-only peptides.

This checklist helps research buyers compare supplier information more clearly before moving into documentation review or product evaluation.

Download Supplier Checklist

Review Research Standards

No identifying research data only. Not for human or veterinary use.

DETAILED FRAMEWORK

What this checklist helps you review

Use this checklist to review the supplier details that matter before comparing products, requesting documentation, or reviewing research categories.

01

Company Transparency

Examine the supplier's verifiable business history, clear contact routes, and public trust indicators.

02

Research-Use Clarity

Confirm that all supplier messaging, labeling, and positioning strictly align with research-use-only standards.

03

Documentation Visibility

Assess the ease and extent of accessing COAs, quality reports, and search-specific validation records.

04

Analytical Method Visibility

Verify that the supplier transparently discloses their testing methodologies and internal quality validation standards.

05

Product Specification Clarity

Check that product format, purity profiles, and labeling standards are clearly defined and consistently provided.

06

Storage Guidance

Review the availability of precise stability recommendations, temperature requirements, and long-term storage instructions.

07

Dispatch and Delivery Rules

Understand the supplier's shipping protocols, transit safety measures, and expected negative treatments.

08

Support Scope

Review the extent of customer assistance available for technical enquiries, documentation requests, and bulk procurement support.

GET THE CHECKLIST

GUIDE LAYOUT

What you get inside the guide

The guide is built as a practical supplier evaluation framework.

✓ **Supplier Transparency Review**

Review company information, contact routes, trust signals, and documentation access.

✓ **Documentation Visibility Review**

Review COA availability, batch details, analytical method references, and documentation routes.

✓ **Support and Procurement Review**

Check supplier support scope, order handling, bulk enquiry routes, and quote processes are clear.

✓ **Research-Use Clarity Review**

Check whether supplier messaging is consistent and research-use-only positioning is clear.

✓ **Product Specification Review**

Review product format, label clarity, specification availability, and supporting product information.

✓ **Final Supplier Scorecard**

Score the supplier across transparency, documentation, specifications, storage, support, and procurement readiness.

Download Supplier Checklist

ESSENTIAL STANDARDS

Why supplier evaluation matters

A clear supplier review process helps reduce uncertainty, improves documentation-led evaluation, and gives buyers a stronger basis before product review.

1 **Review with confidence**

Check whether supplier information is visible, consistent, and easy to verify.

2 **Keep documentation organised**

Save COA details, specification information, support routes, and order records in one place.

3 **Identify missing details early**

Spot unclear documentation, missing contact routes, or weak support provisions before deeper evaluation.

4 **Improve product evaluation**

Use supplier transparency and documentation clarity as part of a clearer evaluation process.

GET THE CHECKLIST

Who is this checklist for?

This checklist is useful for buyers and teams reviewing research-use-only peptide documentation before product comparison or product evaluation.

Research Buyers

Checking critical batch details on laboratory materials.

Quality Teams

Teams checking documentation quality.

Buyers

Buyers reviewing product specification sheets.

Returning Buyers

Returning buyer's reviewing supplier proposals.

Procurement Users

Reviewing product specifications before requesting documents.

Trust Networks

Users moving from trust pages into category review.

What We Review

Inside the Guide

For Researchers

Get Guide Access

Your checklist is ready

Download the Research Peptide Storage and Handling Guide below.

FILE FORMAT: PDF DOCUMENT (1.6MB)

Supplier Evaluation Checklist .pdf

Download PDF

Open in new tab

Having trouble downloading? Use the backup link in the support section below.

CONTINUING YOUR INQUIRY

Next steps with Ascend Peptide

Use the guide alongside product documentation, batch details, and research category pages.

Review Batch Verification

See how batch details, documentation, and quality information can be reviewed.

Go to Verification →

Browse Research Categories

Explore research product categories and related product information.

Explore Categories →

Request Product Documentation

Request available COA, MSDS, batch details, and product specification information.

Request Docs →

Read More Research Resources

Visit research guides, supplier checklists, and educational articles.

Read Resources →

Need a batch review checklist?

Download a practical checklist for reviewing batch details, COA availability, product specification information, and documentation readiness for research-use-only peptides.

Download Storage Guide

Providing premium molecular solutions and analytical tools for world-class laboratory researchers.

Compliance & Ethics

Strictly compliant with scientific distribution protocols. Our chemicals are purely supplied for in-vitro assay evaluations.

System Utilities

Test Exit Intent Trigger
Lead Magnet | Show Thank-You Page

Research Use Only Notice

This page is intended for educational and informational purposes related to reviewing packaging, storage information, labels, and documentation associated with research-use-only peptides. This page does not provide medical advice, human-use guidance, veterinary-use guidance, dosing information, administration instructions, or therapeutic claims.

Lead Magnet and Pdf Design

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PEPTIDES UK

What We Review | Inside the Guide | For Researchers | [Get Guide Access](#)

LABORATORY DOCUMENT GUIDE

Batch Verification Checklist

Download a practical checklist for reviewing batch details, COA availability, testing references, label match, and product specification information for research-use-only peptides.

This checklist helps research buyers review documentation and batch-level information more clearly before moving into product evaluation.

[DOWNLOAD BATCH VERIFICATION CHECKLIST](#) | [Request Product Documentation](#)

For laboratory research use only. Not for human or veterinary use.

DETAILED FRAMEWORK

What this checklist helps you review

Use this checklist to review the documentation and verification details that matter before comparing products, reviewing categories, or requesting more information.

01

Batch or Lot Number
Verify unique batch identifiers against documentation trails and packaging matches.

02

COA Availability
Ensure structural Certificate of Analysis documents are accessible and verifiable.

03

Testing Date Visibility
Check validity windows and analytical timelines of batch tests.

04

Product Specifications
Confirm physical and chemical specification bounds are explicitly detailed.

05

Analytical Methods
Look for chromatography, mass spectrometry, or purity method references.

06

Label & Doc Match
Audit physical label prints to verify exact concordance with digital spec sheets.

07

Support Prep Steps
Follow structured procedures to save critical details prior to inquiry.

08

Request Readiness
Prepare the checklist results to receive fast, highly tailored tech help.

[GET THE CHECKLIST](#)

GUIDE LAYOUT

What you get inside the guide

The guide is built as a clear buyer review checklist to enable fast, secure batch checks.

✓ **Batch Information Review**
Review batch or lot details, label match, and document consistency seamlessly.

✓ **Product Specification Review**
Review peptide format, supplier notes, storage references, and supporting product information.

✓ **Support Preparation Steps**
Know what to save and what to reference before requesting documentation or support.

✓ **COA Review Checklist**
Check availability, testing data, product-specific details, and reference points.

✓ **Analytical Method Review**
Check whether method references and testing details are visible where available.

✓ **Final Buyer Checklist**
Keep a clean checklist for batch review, documentation review, and product evaluation readiness.

LEAD MAGNET GUIDE

Batch Verification Checklist

For laboratory research buyers & procurement coordinators.

1

2

3

4

Reference to visual structure of Lead Magnet PDFs

[DOWNLOAD BATCH VERIFICATION CHECKLIST](#)

ESSENTIAL STANDARDS

Why Batch Verification Matters

A clean batch review process helps reduce uncertainty, improves documentation habits, and gives buyers a stronger base before product evaluation.

1

Review with confidence
Check whether batch-level information is available and clearly matched to physical lots seamlessly.

2

Keep documentation organised
Save COA details, specification information, and order records in one single accessible place.

3

Identify missing details early
Spot gaps in available vendor information before submitting product clarification requests.

4

Improve product evaluation
Use verification and documentation review as part of a cleaner, more rigorous evaluation process.

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PEPTIDES UK

What We Review | Inside the Guide | For Researchers | [Get Guide Access](#)

Your checklist is ready

Download the Research Peptide Storage and Handling Guide below.

FILE FORMAT: PDF DOCUMENT (1.4MB)

Batch Verification Checklist.pdf

[Download PDF](#) | [Open in new tab](#)

Having trouble downloading? Use the backup link in the support section below.

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Next steps with Ascend Peptide

Use the guide alongside product documentation, batch details, and research category pages.

Review Batch Verification
See how batch details, documentation, and quality information can be reviewed.
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Explore research product categories and related product information.
[Explore Categories →](#)

Request Product Documentation
Request available COA, MSDS, batch details, and product specification information.
[Request Docs →](#)

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Visit research guides, supplier checklists, and educational articles.
[Read Resources →](#)

Need a batch review checklist?

Download a practical checklist for reviewing batch details, COA availability, product specification information, and documentation readiness for research-use-only peptides.

[Download Storage Guide](#)

ASCEND
PEPTIDES UK

Compliance & Ethics
Strictly compliant with scientific distribution protocols. Our chemicals are purely supplied for in-vitro assay evaluations.

System Utilities
[Test Exit Intent Trigger](#)
[Lead Magnet](#) | [Show Thank-You Page](#)

Research Use Only Notice
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ASCEND
PEPTIDES UK
RESEARCH ONLY

RESEARCH PEPTIDE

BATCH VERIFICATION CHECKLIST

A practical buyer checklist for reviewing batch details, labels, COA availability, product specifications, analytical method references, and documentation match for research-use-only peptides.

FOR LABORATORY RESEARCH USE ONLY.
NOT FOR HUMAN OR VETERINARY USE.

9:41

jonashnik.com/verify

5G

Test Report #152635

Sample

Batch

Mass

Retatrutide

HP377L...10

9.16 mg

HPIC PURITY

99.644%

05 May 26

WELCOME

This guide helps research buyers follow a cleaner review process before and after delivery. It focuses on batch details, documentation, label match, and the information buyers should review before moving deeper into product evaluation.

IF IT'S NOT CERTIFIED, IT'S NOT US.

For laboratory research use only. Not for human consumption. Products sold exclusively to qualified researchers.

Phase 2 – SEO Optimization

- Keyword Research
- Content Expansion
- On-Page SEO
- SERP Monitoring

Ranking Improvements

Notable ranking gains observed across long-form educational-commercial content:

Keyword	Previous	Current	Change
BPC 157 10mg Research Peptide Guide	21	5	+16
CJC-1295 Without DAC Research Guide	35	5	+30
GHK-CU 50mg Research Peptide Guide	14	2	+12

Confidential | ascendpeptidesuk.com

ASCEND PEPTIDES UK

SEO Content Expansion & Organic Growth Report

Keyword	Previous	Current	Change
MT2 10mg Research Peptide Guide	9	1	+8
MT1 10mg Research Peptide Guide	4	2	+2

These improvements indicate that long-form educational-commercial content is positively influencing UK search visibility.

Google Rankings

Rank #02

ghk-cu 50mg research peptide guide

AI Overview

GHK-Cu 50mg is a lyophilized (freeze-dried) research peptide primarily studied for tissue repair, collagen synthesis, and anti-inflammatory properties. It requires reconstitution with bacteriostatic water before use and is typically administered subcutaneously. [iPharma Pharmacy](#) • 4

1. Reconstitution Instructions

To prepare your 50mg vial of GHK-Cu, you will need sterile bacteriostatic water (bac water) and insulin syringes. [Free Medical Journals](#) • 1

Mixing Ratio: Reconstitute the 50mg vial with an appropriate amount of bacteriostatic water, such as 2ml, 5ml, 10ml, ...

Show more

Free Medical Journals

<https://freemedicaljournals.com/blog/how-much-bac-...>

How Much Bac Water for 50mg GHK-Cu? Reconstitution ...

27 May 2026 — In this guide, a doctor explains how much bacteriostatic water (bac water) to use for a 50mg vial of GHK-Cu, common mixing ratios, storage ...

Ascend Peptides UK

<https://ascendpeptidesuk.com/blogs/news/ghk-cu-...>

GHK-CU 50mg Research Peptide: A Complete Laboratory ...

7 days ago — This guide is written for two audiences. For laboratory scientists and research professionals, it provides a thorough scientific overview of ...

Rank #03

Google

cjc 1295 without dac research guide

2 Apr 2025 — Research Notice: This article covers research on CJC-1295 without DAC research peptide and CJC-1295 with DAC research peptide — available from ...

ChemicalBook

<https://www.chemicalbook.com/article/is-cjc-better-...>

Is CJC better with or without DAC?

3 Jan 2025 — CJC-1295 is available in two different forms, referred to as with or without Drug Affinity Complex (DAC). CJC-1295 DAC contains an ...

Reddit

<https://www.reddit.com/r/ParamountPeptide/comments/120-...>

120+ comments • 6 months ago

The Complete CJC-1295 No DAC + Ipamorelin Guide

This guide focuses on CJC-1295 No DAC, but includes a DAC vs No-DAC comparison below. What is the CJC-1295 No DAC + Ipamorelin Blend? This 2- ...

CJC-1295 DAC vs No-DAC Explained | GH Release, Half ...

58 posts • 24 Nov 2025

Complete Guide: CJC-1295 DAC vs. No DAC - Reddit

9 posts • 9 Jan 2026

More results from www.reddit.com

Ascend Peptides UK

<https://ascendpeptidesuk.com/blogs/news/cjc-1295-...>

CJC-1295 Without DAC: The Growth Hormone Research ...

7 days ago — Release Profile: Unlike the DAC-bound variant, CJC-1295 Without DAC stimulates a time-limited, pulsatile release of growth hormone, making it ...

Yunique Medical

<https://yuniquemedical.com/cjc-1295-...>

CJC 1295 Peptide Guide | Yunique ...

CJC 1295 without DAC mimics natural GH release, producing short bursts just like the body does on its own. CJC 1295 with DAC sticks around longer thanks to a ...

Phase 3 – Social Media Content Strategy

Infographics

Educational Posts

Carousel Content

Audience Engagement



(Twitter) Platform Dominance

←

→

↺

🔍 x.com/AscendPeptides

📥 Install

☆

🌐 Work

⋮

X

Home

Explore

Notifications

Follow

Chat

Grok

Profile

More

Post

←

AscendPeptidesUK

17 posts

🔍

AscendPeptidesUK

@AscendPeptides · May 13

Semax vs. Selank 🧠🚀 SEMAX: Focus, memory, & BDNF boost for heavy workloads.

🧴 SELANK: Calm & emotional balance for stress/burnout. ♦ Method: Nasal Spray.

♦ Storage: Refrigerated.

♦ Cycle: 10-14 days. Consult a specialist. 🛡️ #Semax #Selank

#Nootropics #Biohacking #Focus

SEMAX

• ACTH Fragment (4-10) Analog.

• Primary Goal: Mental Sharpness.

• Key Benefits: Focus, Memory, BDNF Boost.

• Best For: Heavy workloads, Learning.

SELANK

• Tufsin Analog.

• Primary Goal: Emotional Balance.

• Key Benefits: Anxiolytic, Calm, Mood.

• Best For: Social anxiety, Burnout.

QUICK COMPARISON

SEMAX (The Stimulator): Enhances brain power & productivity.

SELANK (The Stabilizer): Reduces stress & anxiety without sedation.

SEMAX: KEY RESEARCH FINDINGS

Synthetic ACTH Analog. Based on a fragment of Adrenocorticotropic hormone.

Massive Upregulation of BDNF. Levels of Brain-Derived Neurotrophic Factor significantly increased in studies.

Studied for Extreme Focus. Research indicates enhanced cognitive control and concentration under demanding tasks.

Potential for Neurogenesis. Experiments suggest promotion of new neuron growth in brain tissue.

SELANK: KEY RESEARCH FINDINGS

Synthetic Tufsin Analog. Based on a natural peptide that supports stress response and acts on brain signals.

Neuropeptide Inhibition and Stability. Preclinical data shows it prevents the degradation of neuropeptides, supporting natural pathways and mood balance, maintaining higher levels in the brain.

Modulation of GABAergic Pathways. Significantly influences GABAergic signaling, enhancing the effect of the brain's main inhibitory neurotransmitter to promote calm and reduce anxiety.

Anxiolytic (Calm) Studies. Facilitates a non-sedative level of generalized anxiety disorder (GAD) and emotional tension without typical side effects.

COMPARATIVE COGNITIVE PROTOCOLS

SEMAX COGNITIVE ACCELERATION

SELANK COGNITIVE STABILIZATION

Semax accelerates. Selank stabilizes. Both redefine cognitive research.

COGNITIVE RESEARCH REDEFINITION

🗨️

↺

❤️

📊 19

🔖

📤

AscendPeptidesUK

@AscendPeptides

...

AscendPeptidesUK

@AscendPeptides · May 11

Unlock precision in your research with Ascend Peptides UK! 🧪🚀

🗨️

↺

❤️

📊

🔖

📤

🔍 Search

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Cristiano Ronaldo

@Cristiano

Follow

fatima bhutto

@fbhutto

Follow

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Politics · Trending

Khost

Trending with Paktika

Trending in Pakistan

#کشمیر_ظلم_کے_خلاف_مُحَدِّد_ہوجاؤ

Business & finance · Trending

#altin

(Facebook) Platform Dominance

The screenshot shows a LinkedIn profile for 'Ascend Peptides UK'. The browser address bar at the top displays 'linkedin.com/in/ascend-peptides-uk-7417913b7/'. The LinkedIn navigation bar includes the 'in' logo, a search bar with the text 'I'm looking for...', and icons for Home, My Network (with a red notification badge), Jobs, Messaging, Notifications (with a red badge showing '24'), Me, and For Business. A 'Reactivate Premium' banner with '50% Off' is visible on the right side of the navigation bar.

The profile header features a blue banner with the 'ASCEND PEPTIDES UK' logo and a 'RESEARCH PURPOSES ONLY' badge. Below the banner is a circular profile picture of the same logo. The profile name 'Ascend Peptides UK' is followed by a 'Verify in 2 minutes' button. The bio states 'Peptide Seller at Ascend Peptides UK' and 'Kent, England, United Kingdom - Contact info'. It also shows '3 connections' and buttons for 'Open to', 'Add section', 'Enhance profile', and 'Resources'.

At the bottom of the profile, there are two promotional cards: 'Show recruiters you're open to work — you control who sees this. Get started' and 'Share that you're hiring and attract qualified candidates. Get started'.

The right sidebar contains three sections: 'Profile language' (set to English), 'Public profile & URL' (showing the profile's URL), and 'Who your viewers also viewed'. The 'Who your viewers also viewed' section lists three profiles: 'E-Commerce Specialist in the Marketing Services in...', 'Someone at Bella Freud', and 'Someone at House of Performance (HOP)', each with a 'View' button.

(Pinterest) Platform Dominance

Analytics overview

Analytics

Overview

Conversion insights

Additional insights

Audience Insights

Pinterest Trends

Ascend Peptides UK

Ascend Peptides UK

Export

Overview

Audience metrics updated 1 day ago. All other metrics updated in real time.

Date range

Last 60 days

Content type

All

More filters

Overall performance

Metrics updated in real time except for audience.

Impressions

5.48k

Engagements

91

Outbound clicks

8

Saves

3

Total audience

370

Engaged audience

33

Performance over time

Metric

Impressions

Split by

No split

700

525

350

175

2 Apr

9 Apr

16 Apr

23 Apr

30 Apr

7 May

14 May

21 May

28 May

Estimated real-time data

Metrics

Total

5,479

Top Pins

Displays up to 50 Pins based on the sorted metric

Sort by

Impressions

Pins created in the last 30 days

02/04/2026 - 01/06/2026

Pin

Type

Source

Total impressions

Pinterest

Ascend Peptides UK

ascendpeptidesuk

1 following · 4.8k monthly views

Ascend Peptides UK offers high-quality peptides crafted for research and development. Focused on purity, reliability, and innovation, the platform provides trusted... more

ascendpeptidesuk.com

Edit profile

Created

Saved

Create

Peptides UK

What is a Receptor Tyrosine Kinase?

IGF-1 LR3 Science Explained

See more stats

1

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What is a Receptor Tyrosine Kinase...

Peptides UK

WHAT IS AMPK AND WHY IS IT CENTRAL TO MOTS-C RESEARCH?

ENTER MOTS-C

See more stats

5

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What is AMPK and Why Is It Centra...

Peptides UK

What Is DPP-IV

and Why Does It Matter for GHSH Research Peptides?

See more stats

8

0

1

What is DPP-IV and Why Does It...

Peptides UK

WHAT IS BENZYL ALCOHOL AND WHY IS IT IN BACTERIOSTATIC WATER?

ENTER MOTS-C

See more stats

12

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What is Benzyl Alcohol and Why Is ...

Peptides UK

What is the Melanocortin System?

SCIENCE EXPLAINED

See more stats

12

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What is the Melanocortin System?...

Peptides UK

What Is Lyophilisation?

How Freeze-Drying Protects Research Peptides

See more stats

12

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What Is Lyophilisation? How Freeze...

Peptides UK

What Is the GHRH Receptor Pathway?

Science Guide for UK Researchers

See more stats

11

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What is the GHRH Receptor...

Peptides UK

WHAT IS IN-VITRO RESEARCH?

Understanding Why Peptides Are Research Only

See more stats

11

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1

What is In-Vitro Research?...

Peptides UK

Adipocyte Cell Model Research with AOD-9604

Protocol Guide for UK Labs

See more stats

14

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Adipocyte Cell Model Research wit...

Peptides UK

Lyophilised Peptide Stability

How to Maintain Compound Integrity in Your UK Lab

See more stats

14

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Lyophilised Peptide Stability: How t...

Peptides UK

Multi-Compound Research Protocols

How to Use Peptides as Independent Variables

See more stats

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Multi-Compound Research Protocols

Peptides UK

Batch Traceability for Research Peptides

Why It Matters for UK Labs

See more stats

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Batch Traceability for Research Peptides

Peptides UK

GHK-CU Cell Culture Protocol

Preparation Guide for UK Researchers

See more stats

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GHK-CU Cell Culture Protocol

Peptides UK

Scratch Assay Research Design

Preparation Guide for UK Labs

See more stats

10

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Scratch Assay Research Design

Peptides UK

UK Laboratory Guide Dose-Response Study Design for Research Peptides

Preparation Guide for UK Labs

See more stats

10

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UK Laboratory Guide Dose-Response Study Design for Research Peptides

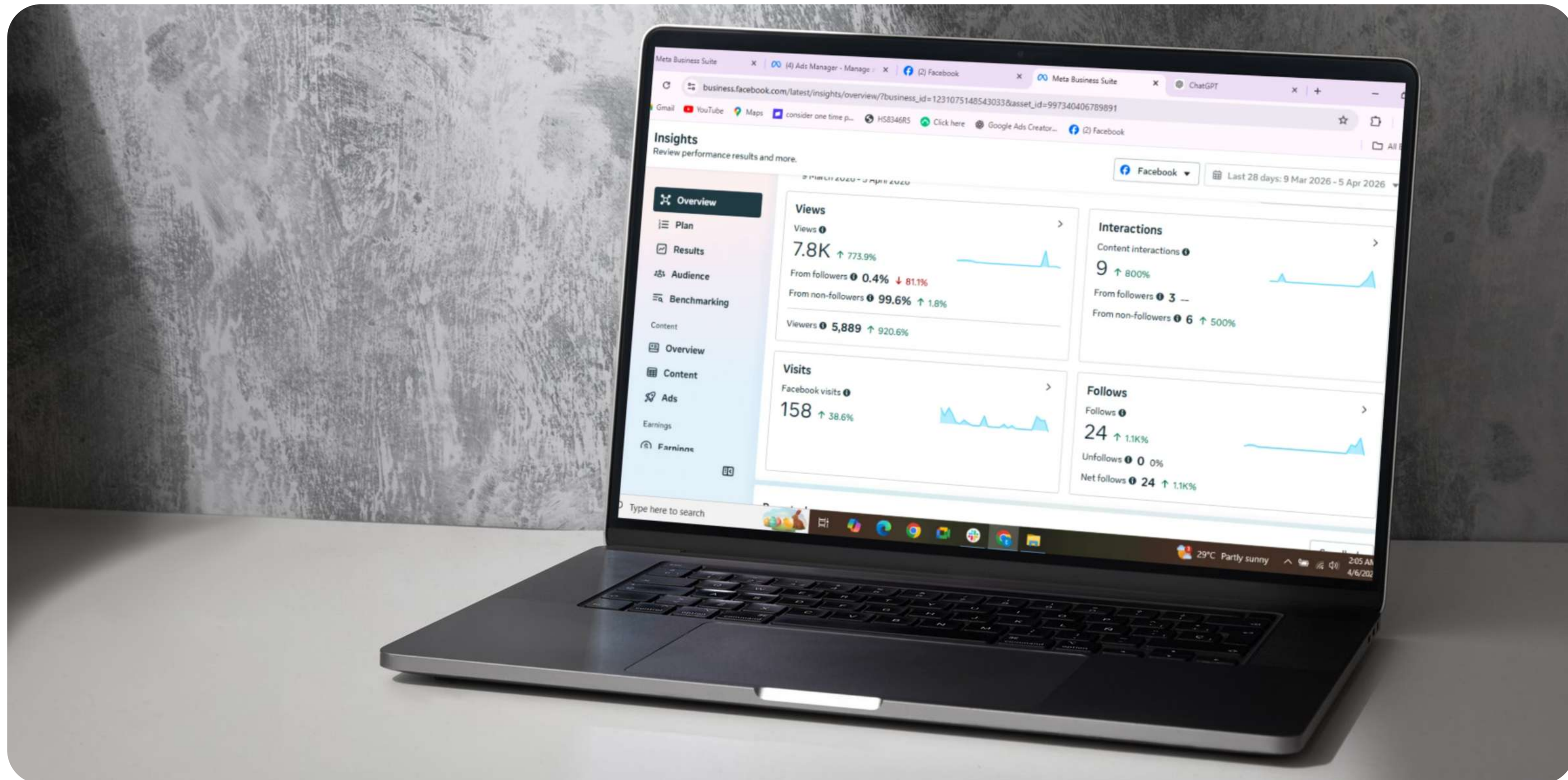
Phase 4 – Social Media Content Strategy

Meta Ads Manager

Dynamic Catalogs

Stories & Reels

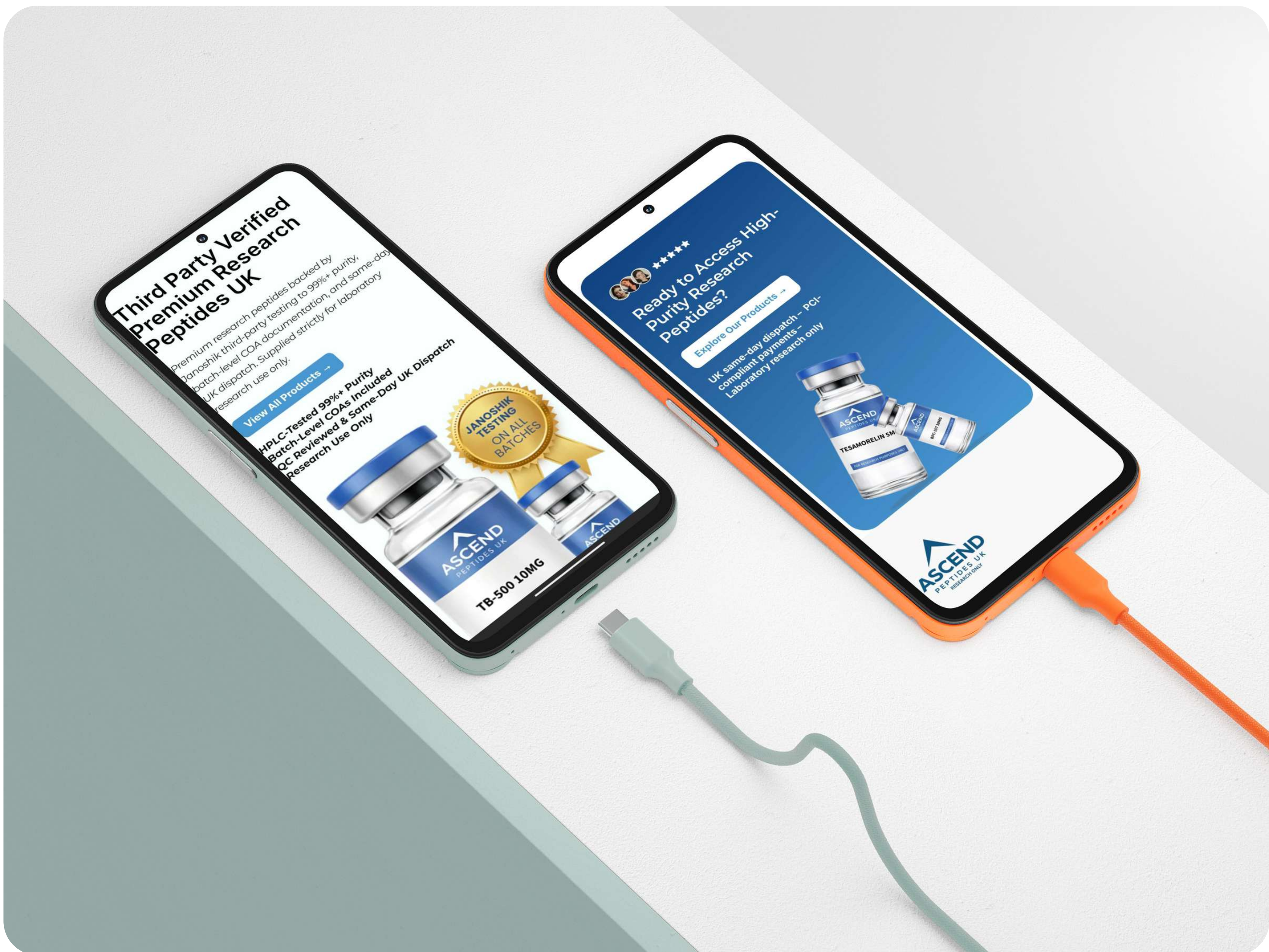
Placement Optimization



Organic Growth & Performance Metrics Analysis

The organic insights from the past 28 days prove how effectively our content strategy engaged a cold audience. By focusing on core scientific awareness posts, we generated a massive jump in organic reach and interaction.

Metric Name	Current Performance	Growth Percentage (%)
Total Page Views	7.8K Viewers	+773.9% Growth
Link Clicks	112 Clicks	+75% Increase
Content Interactions	9 Core Engagements	+800% Growth
New Page Follows	24 Net Follows	+1.1K% Rise
Facebook Visits	158 Visits	+38.6% Growth



Future Road Map

To replicate and scale the success outlined in this portfolio, the following strategic pillars have been designed for the upcoming quarters:

- **Retargeting Funnels:** Retarget the 112 website link clickers who showed active interest but did not complete a purchase.
- **Video Content Scale:** Upload lab testing workflows and packaging videos on Reels and Shorts to further elevate brand trust.
- **B2B LinkedIn Outreach:** Initiate direct messaging campaigns via LinkedIn Sales Navigator to target research institutions across Europe.

