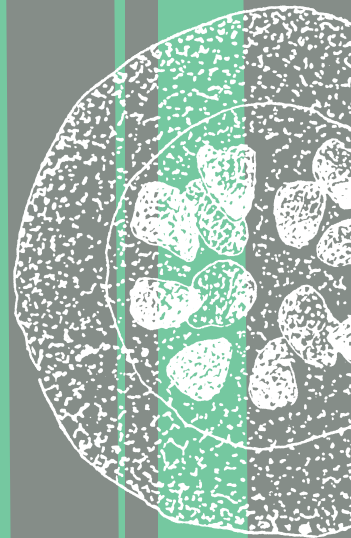
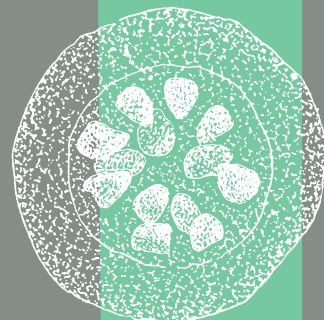
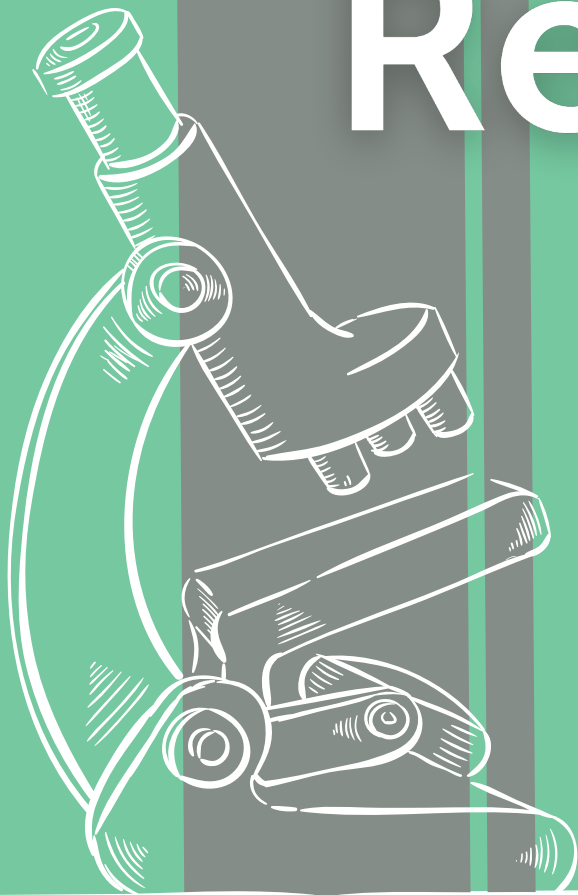


Life Sciences Marketing

Q&A Report





Chris Conner



Emily Henderson



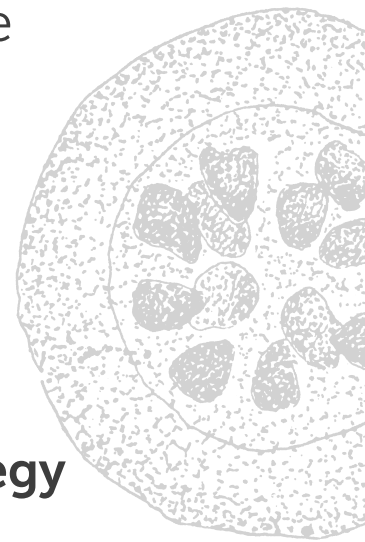
Paul Orange

Introduction to this e-Book

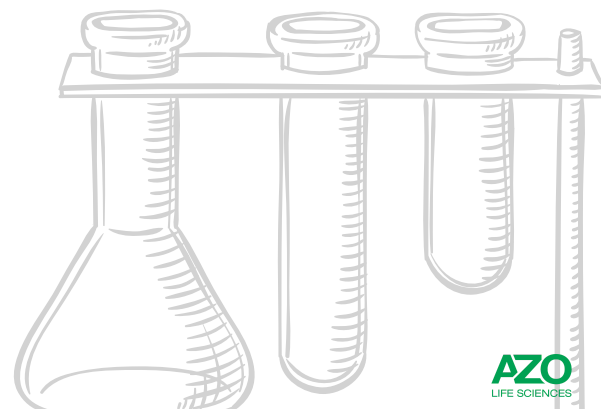
We've taken questions from our recent [Life Science Marketing Webinar](#) and created a Life Science Challenges & Solutions eBook.

The answers in this eBook come from our webinar panel above.

1. Developing a Life Science marketing strategy
2. Creating Life Science content
3. Common Life Science marketing challenges
4. Content Distribution & Analysis



#MarketingScience



Developing a Life Science marketing strategy

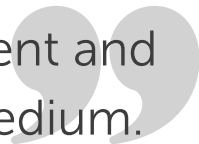
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Q: What are best practices for Life Science content marketing in the post-pandemic world?

Ask yourself, what is your killer content? You don't need 5000 pieces of content to get started. Think about the 5 - 10 most important pieces that reiterate your message and that can be repurposed in multiple ways to suit your audience and the different mediums.



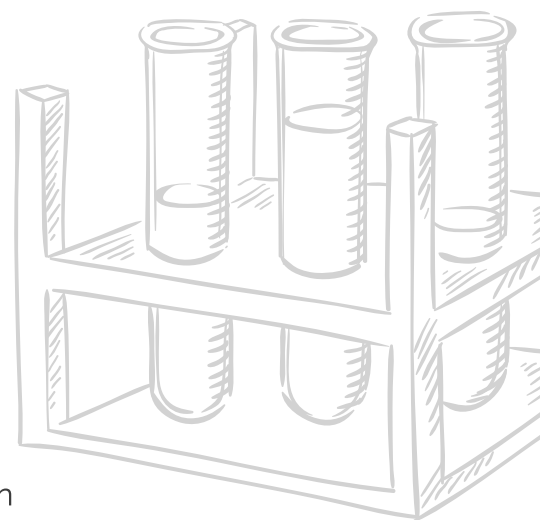
You can use good content and messaging across any medium.



Repurpose your killer content example:

Killer content = Thought-leadership webinar

- Written form: blog, written interview, Q&A eBook*
- Audio: podcast
- Social Media: video snippets, key points, graphic quotes
- Video: new short-form video answering a specific question
- *It's exactly what we're doing with this eBook!



Q: Is a webshop inevitable nowadays?

The answer is 100%. Yes, a webshop is inevitable. Even if you're selling capital equipment, you've probably got spares, accessories or consumables that go along with that. They're prime for sales online.

If you are unsure whether or not it will work then test first before fully committing. Working with a 3rd party to ensure the correct expertise and to prove the concept can save your time and money.

“ To summarise, yes absolutely, webshops are inevitable. ”

Having the ability to buy online helps to showcase your authenticity. When you are just starting out, a lot of scientists wonder whether the company is genuine or not. Having a live webshop can go a long way to alleviating those concerns.

You have however got to think carefully about your customers and how they buy. Are you predominantly selling to large organizations or academia for example? Academia are unlikely to let their end users buy with a credit card so you need to think about how you overcome that. One option could be to take orders with a purchase order number.

You could also consider providing connections to their e-procurement system? Here things can start to get a little bit more complex, which is why partnering with somebody in the first instance might be the sensible way to do it.



Q: How does branding influence purchasing behavior?

A strong brand keeps your company top-of-mind when your target audience comes to purchasing a product you provide. Developing a strong brand takes time and a coordinated effort.

Consistency is key, your brand should deliver: Branded experiences that offer value to your target audience. Messaging that resonates and drives action. On the promises you make in any collateral.

Q: I understand the move towards mobile, but in general we see that conversion from mobile visitors is way lower than those who visit the website from a laptop/PC. Any tips there?

Consider your own purchasing behaviour. A lot of product / service research is done out of office hours and on a mobile device, during a commute, waiting for a meeting, etc.

Portions of the buying journey are also done away from the company's website. Effective social media targeting for example can also help get your products in front of the right people and the majority of time spent on social media is done on mobile.

When you are in a position to 'convert' (reach out to sales or booking a meeting) you are more likely to be doing this during office hours sat at your desktop or laptop.

Mobile plays a critical role in the buying journey, particularly during the research period. Consider whether your site and other channels that you use are adopting best practices for mobile marketing.



Q: How relevant is it to get employees involved in social media? Do you think that is essential for the brand growth?

It will absolutely help. A coordinated social media strategy involving clear messaging that is distributed through company pages, well targeted advertising and the personal profiles of your team is an effective way of ensuring your business makes an impact on social media.

Here are a few tips to encourage social media usage throughout your company:

- Make the process easy*.
- Lead the way. Ensure your marketing team is setting the example.
- Showcase your results to others.
- Provide training.

*Create a content folder where people can access video, images, infographics, eBooks, etc.



Q: How can you reach Life Science audiences on the AZoNetwork?

Our extensive global Life Science audience has generated in the last 12 months:

- annual content visits = 14,919,610
- active subscribers = 449,619
- total leads generated = 89,096

Share your content and reach our ultra-targeted audience.

FIND OUT MORE

2

Creating Life Science Content

Q: Does it still make sense to spend money on print advertising? Is that going away?

I've always been very skeptical on the value of print advertising for lead generation. It can have a place in brand building and raising awareness, but I think the way I look at it today is I'm not paying for the dead tree advert. I'm paying for the online version that hits 20,000 inboxes on a regular basis.

“ If it isn't trackable, then it didn't have an impact.”

For people who are offering print advertising, you need to think about what that total package is and what they're offering to the vendors.

Q: How do you convince others to take that leap into advertising with alternative media, like podcasting?

Podcasts are an incredible way of sharing your latest work and stories from within your space. If you want to interview your scientists, then value their time; don't over complicate the process. Prepare questions, record a video call and share the final version with them so that they can approve and share with their own network. Podcasts really are a fantastic medium for learning, networking and still remain widely untapped as a marketing channel.

Q: Are webinars dead? Attendee rates have dropped massively, what's next for webinars in Life Science, could it be live streams?

Webinars absolutely have a place in the marketing mix in 2021 and beyond. It is how you use them that is most important. There are more and more online events available so making sure that you stand out above your competitors by providing value, building communities etc...

You could run smaller events more frequently, like live interactive Q&As to a smaller audience.



Overstimulation of digital content only really becomes an issue when the content is poor.

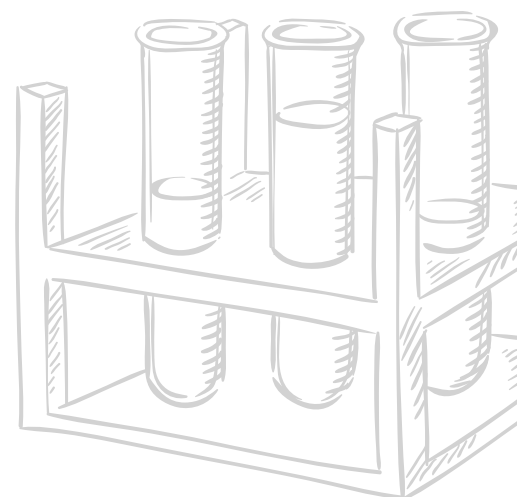
Overstimulation of digital content only really becomes an issue when the content you are putting out there doesn't consistently engage your audience. Providing value to those attending your events is the key.

Q: How long should an interview or webinar be to keep the audience interested?

For webinars the sweet spot seems to be 45mins - 1 hour. This can vary depending on the type of webinar you are running. A smaller interactive Q&A style webinar could last for much longer if the questions are good and the audience is engaged.

For interviews at AZoNetwork, we tend to do 30 - 45 mins, once the final edit is completed. Our webinars are usually 1-hour.

It is also a good option to take these longer form pieces of content (your killer content) and repurpose for other channels. Snippet videos for social media is a good example of this.



Common Life Science marketing challenges

3

Q: How do you get across the importance of marketing to your science folks? What does it take to make a marketing project a priority?

Marketing is a science these days. Essential website analytics are just the tip of the iceberg. Show your scientists that you're constantly running experiments and then show them the data.

If they're contributing to something, make sure you are explaining to them how it's going to be used and how you will determine success. Whether it works or not, make sure you go back to them afterwards and give them the follow-up.

If you're in a commercial organization, everybody's focused on bringing in the orders. Share the latest forecasts, give updates on campaigns and ensure that everyone knows which direction the company is going.

“ Show your scientists that you're constantly running experiments, show them the data. ”

It's all about communicating internally. Talk to people in their own language, it's very easy to forget to market internally, as well as externally. It's a slightly different message, but it's equally important.



Q: How do other companies persuade scientists to give their time for an application note or case study?

You'll want to take away as much of the burden from the scientist as possible. Whether it's your own scientists or scientists outside your company, no one wants to have to sit down and write something for you.

Recording a video call and creating the content based on a transcription is one way to go. You could be more strategic about it and invite the scientist onto your podcast. That is going to provide you with a host of repurposing opportunities and enable you to sell it to them better because of the exposure.

To motivate scientists outside of your organization, think about how this will get them exposure.

“ Make it easy and give them something back.”

Most scientists want to be known.

It's good for them, whether they're in academia or in industry. So if you can say, "we're going to promote this, we're going to give you exposure for your work," then that can go a long way to help persuade them to be involved.

Q: How do you get your brand to stand out when you are starting off?

Spend time making connections, building up your name within your industry. Whether it be people in industry, researchers, universities that do carry out this research, making the connections so you've got that base when you do launch puts you in a strong position.

You also want to be filling a gap in the market. So work out where you can fit in and what makes you stand out differently to everyone else? Then focus on creating content that people actually want, that makes them excited, and that helps them to achieve their goals.

4

Content Distribution & Analysis

Do you have a story you would like to share? We run 16 Life Science newsletters (including the 5 below). You can sponsor a newsletter to boost brand awareness, increase lead generation and share your content with ultra-targeted audiences.

“ Using the latest inbound marketing techniques to deliver the right content to the right people at the right time.”

Targeted life sciences audience

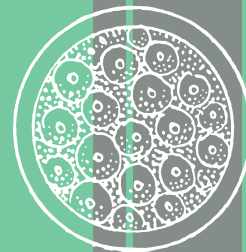
Newsletters

NEWSLETTER	SUBSCRIBERS	OCCURRENCE
<input checked="" type="checkbox"/> Biochemistry	19,716	Monthly
<input checked="" type="checkbox"/> Metabolomics	5,936	Every 2 Months
<input checked="" type="checkbox"/> Life Science Microscopy	18,935	Monthly
<input checked="" type="checkbox"/> Flow Cytometry	16,901	Every 2 Months
<input checked="" type="checkbox"/> Cannabis Testing & Analysis	9,595	Monthly



Measure and monitor the ROI of all of your Life Science campaigns using our unique analytical platform – AZoIntel.

With over 12 million monthly visitors interacting with over 500,000 content items, we have the ability to demonstrate your audience as well as provide market intelligence to assist with your content marketing decisions.



Find out more about our Life
Science Marketing options



Website

www.azonetwork.com



Website

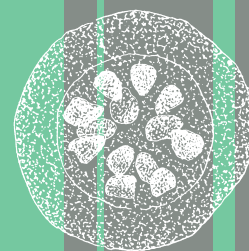
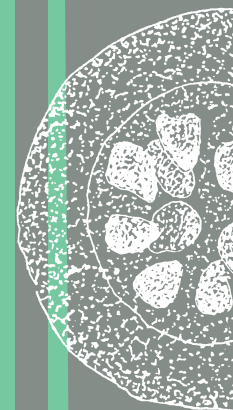
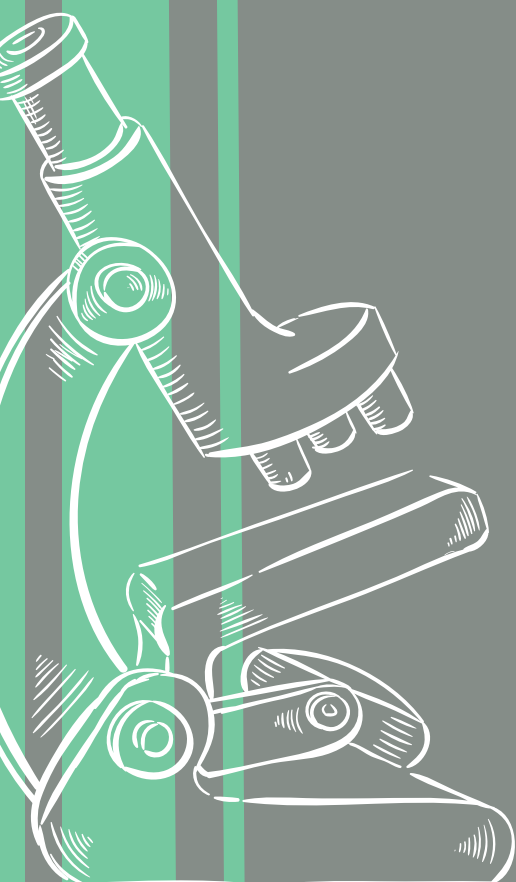
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