

# THE STATE OF SCIENTIFIC MARKETING SURVEY

4th Edition - 2023



# THE SURVEY

The State of Scientific Marketing Survey has received over 140 responses from marketing industry professionals in Science, Engineering, and Healthcare. We aim to uncover the latest trends and challenges for the scientific marketer.

The 2022 report looked at the return of tradeshows and international travel and how marketers would reintegrate traditional event marketing with the benefits of digital marketing over 2020 and 2021. This year we move past the pandemic and explore what digital marketing will look like in 2023.

The fourth edition of the market report aims to provide insights into the current state of scientific marketing to help you to plan and strategize for 2023.

**140+**

INDUSTRY  
PROFESSIONALS

**61%**

LIKELY TO ATTEND  
A TRADESHOW EVENT

**90%**

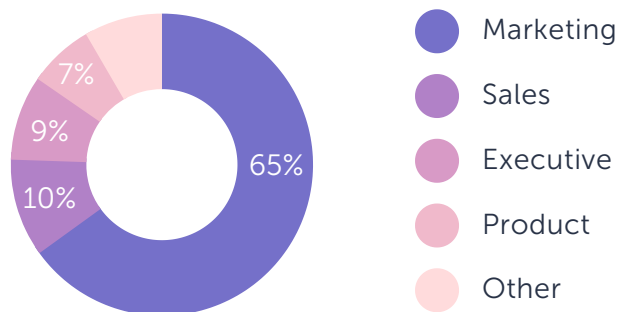
OPTIMISTIC  
ABOUT THEIR 2023  
MARKETING

- 3** Survey Respondents
- 4** Surveyed Companies
- 5** Marketing Technology
- 6** CRM Technology
- 7** Graphic Design Martech Tips
- 8** Social Media
- 11** Email Marketing
- 14** Events and Tradeshows
- 16** Webinars
- 17** Sales
- 19** Customer Acquisition vs. Retention
- 20** Marketing Spend
- 21** Outsourcing
- 22** Goals, Priorities & Challenges for 2023
- 26** Contact Us

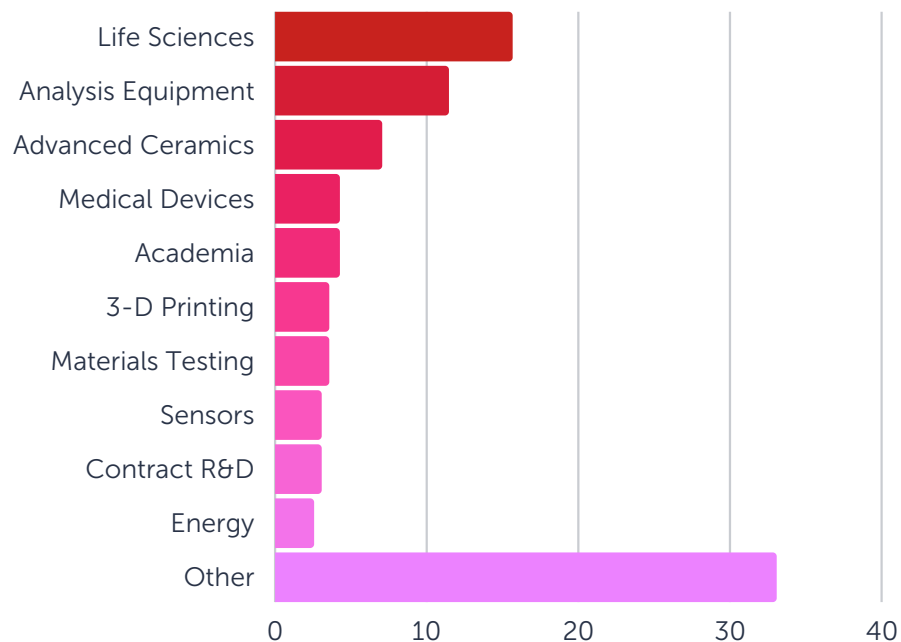


# SURVEY RESPONDENTS

## JOB ROLES



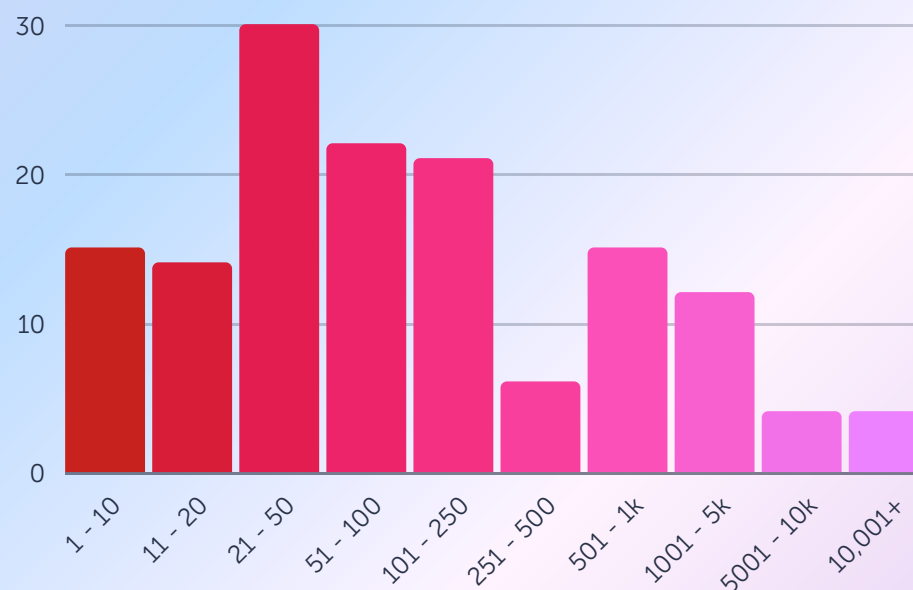
## INDUSTRIES



Professionals from over 140 leading companies in the science, engineering and healthcare industries participated in the 2023 survey.

The majority of respondents come from SMEs with the remaining third from medium to large organizations (<250 employees).

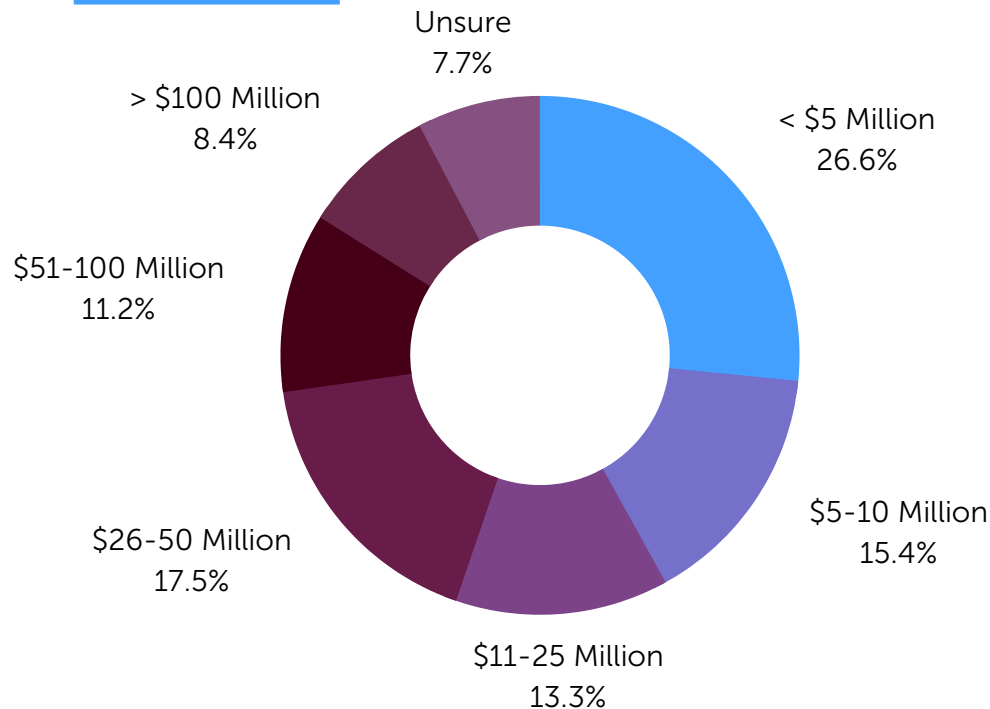
## HOW MANY EMPLOYEES ARE IN THE COMPANY



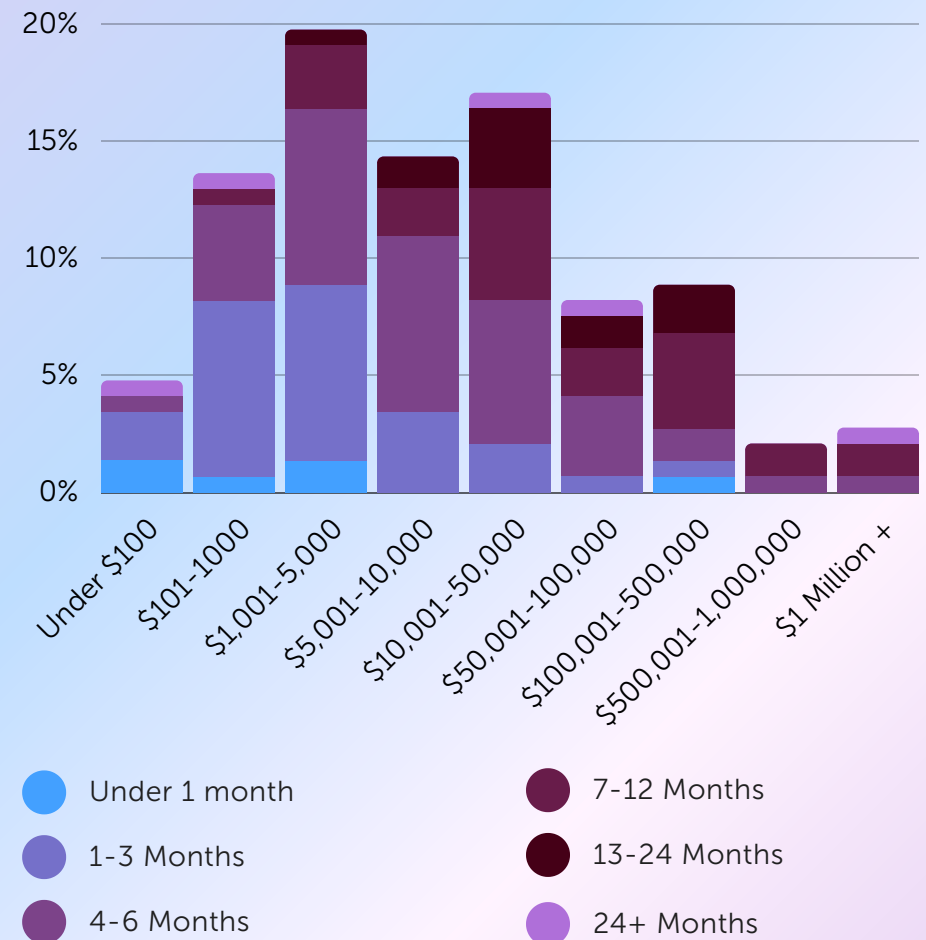
# SURVEYED COMPANIES

The majority of surveyed companies (42%) have an average order value of up to \$10,000, with fewer than 10% over \$100,000. We see a general trend of shorter sales cycles for less expensive order values.

## ANNUAL REVENUE



## AVERAGE ORDER VALUE & LENGTH OF SALES CYCLE

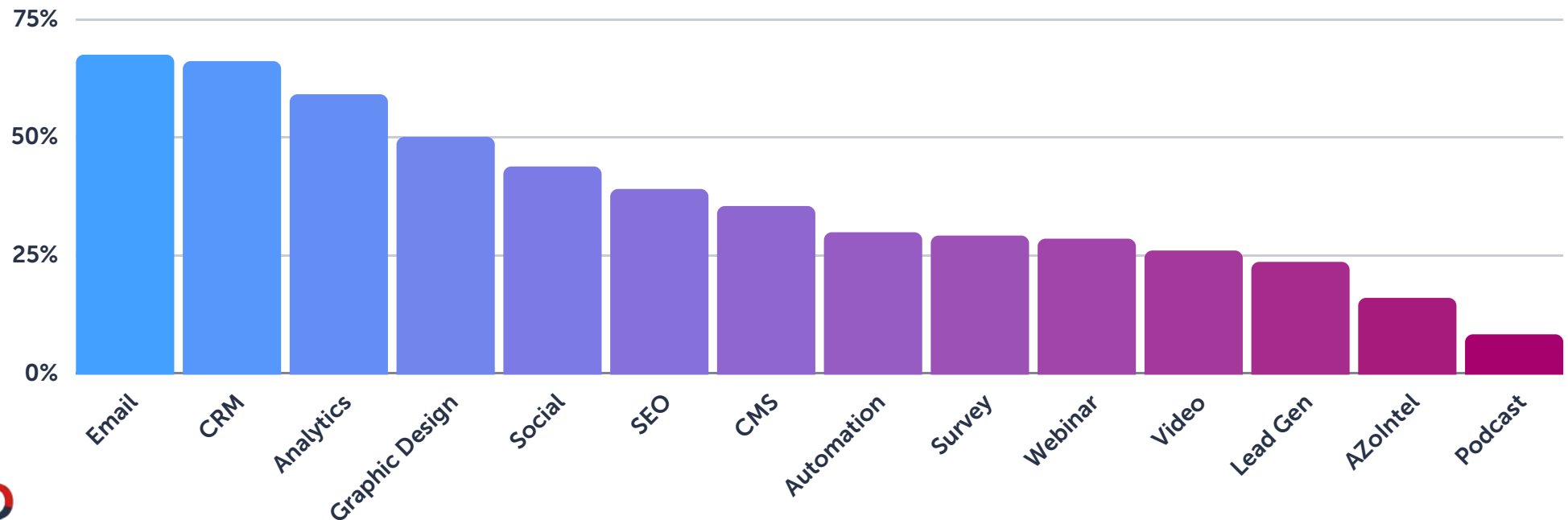


# MARKETING TECHNOLOGY

## YOUR MARTECH STACK

Last year we saw CRM take the top spot as the most popular marketing technology, and email has now taken the lead. Automating email through autoresponders, internal alerts and newsletters gives you an edge in having multiple customer touchpoints. However, with so many options available, it can be overwhelming. Don't let the integration of Marketing technologies take up the precious time it's supposed to save.

### MARKETING TECHNOLOGIES IN USE



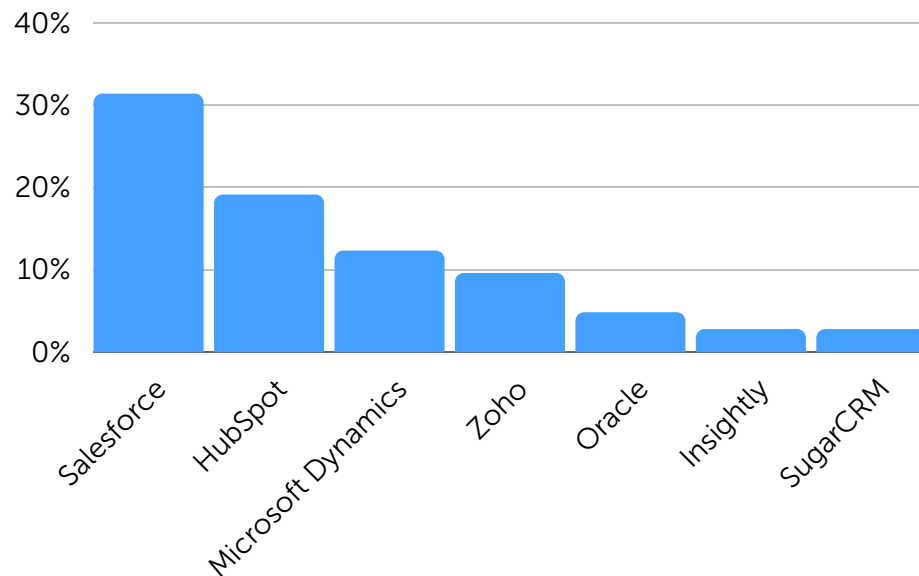
Analytics are a vital part of a marketer's role. Understanding the behavior and characteristics of your customers through their buying process can save you time and give you better results quickly. AZoIntel enables you to view your customer journeys at a deeper level. [Learn more.](#)



# CRM TECHNOLOGY

## CUSTOMER RELATIONSHIP MANAGEMENT

### THE MOST POPULAR CRMS IN USE



Last year's State of Scientific Marketing survey saw Salesforce, Hubspot, and Dynamics leading the way, showing how fierce the competition is at the top of the marketplace.

CRMs are known for being "sticky" software, due to how much time is put into the setup and management, so once selected, it's very unlikely a business will change CRM system. Ensure your chosen CRM platform can meet your current needs and also has the capacity to solve any foreseeable problems before committing to it.



**Ricky Lowe**  
**SalesForce Specialist**

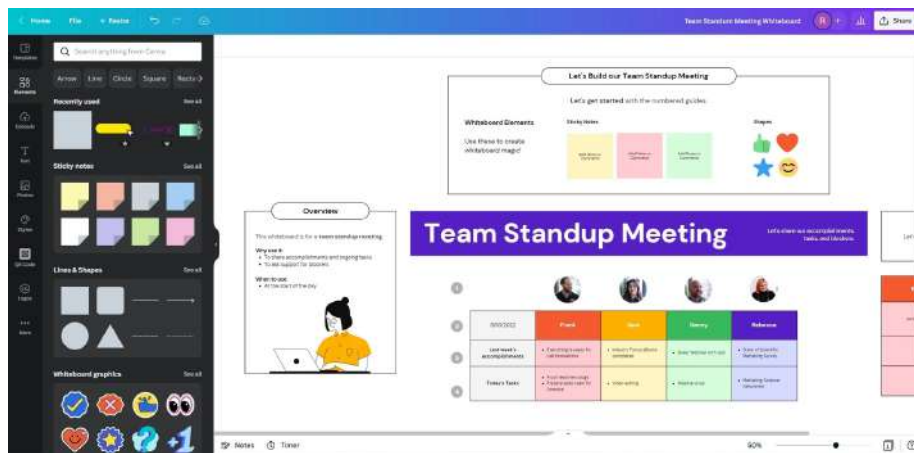
“  
**Businesses with a single source of truth for their customer data gain a competitive advantage across multiple departments whether that's Sales, Marketing, Finance, Product, or Customer Success.**

**Knowing your customer's history allows you to provide a high-quality, consistent service over the long term.**  
”

# GRAPHIC DESIGN MARTECH:

## SARA'S TOP TIPS FOR CANVA

### CANVA WHITEBOARDS



Unlimited shared space gets your team's ideas flowing. I love this feature and have already started using it to plan my projects.

It combines all of Canva's useful resources in an infinite white space to allow as much freedom to create as you can have. It's a great tool to get started with Canva and familiarise yourself with the app.



**Sara López Segura**  
**Graphic Design & Social**  
**Media Co-ordinator**

### BACKGROUND REMOVER

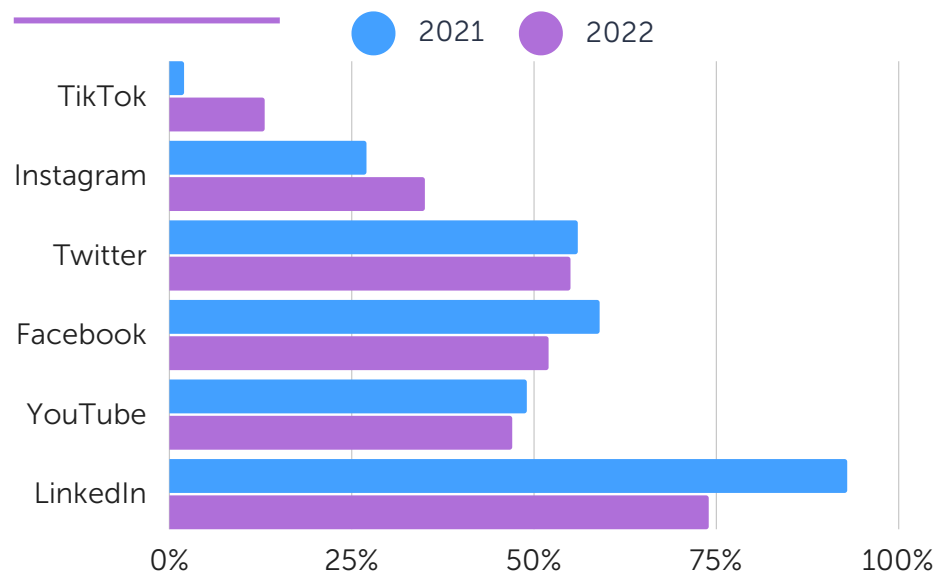
When you upload an image to Canva, you can edit it and use the background remover to create a cutout of the subject. Of course, the result depends on the image, and you can't adjust it as you would in Photoshop, but I have found the AI works pretty well in most cases, which saves me loads of time!

Canva has also recently launched a video background remover. It works in a similar way as it does with a static image; this tool can save you literal hours in After Effects!

# SOCIAL MEDIA

## THE BEST PLATFORMS IN THE BUSINESS

### SOCIAL MEDIA PLATFORMS UTILISED FOR BUSINESS

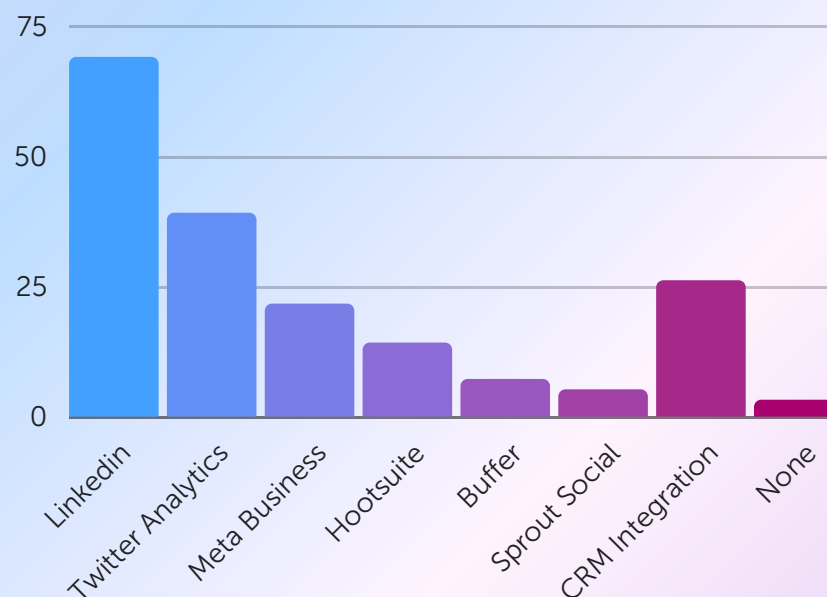


In the past year, both TikTok and Instagram have seen a rapid increase in usage for scientific businesses. These platforms rely more heavily on storytelling, suggesting that showing the human side of scientific companies is more compelling to your audience than a mere "Buy Now" sales post.

There is also a relevant link to the generations who are leading marketing in the industry. With millennials now reaching their early 40s, using social apps is no longer alien to the majority.

As social media continues to grow as a digital marketing priority, the analytics available also expand. Our respondents named their most used analytics tools for social, with the seven most popular being shown below. The majority of respondents who use LinkedIn are also power users of LinkedIn's analytics tool, whereas paid social analytics tools are much less popular.

### MOST USED SOCIAL MEDIA ANALYTICS





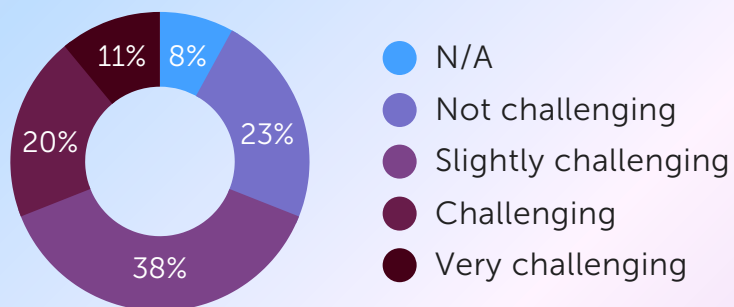
# SOCIAL MEDIA

## ORGANIC SOCIAL

95% of our industry respondents use social media regularly for their business.

Yet with 31% finding organic social challenging or very challenging, there are likely still gaps within the industry knowledge in engaging and relevant social management.

### HOW CHALLENGING DO YOU FIND ORGANIC SOCIAL?



This new eBook from AZoNetwork shows you how to support your audience across the entire customer journey through social media, giving your business the opportunities to:

- Communicate with your audience in a personalised way
- Showcase your latest work and news
- Tell your brand's story
- Stay 'top of mind' with customers



[DOWNLOAD THE SOCIAL EBOOK](#)

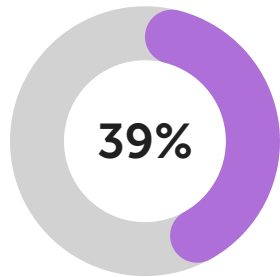
# SOCIAL MEDIA

## PAID SOCIAL

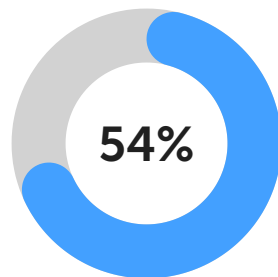
### PAID SOCIAL

In the 2022 survey, we saw 30% of survey respondents stating that paid social advertising was a high or very high priority for this year. We see this increase to 39% for 2023.

In line with this increase of prioritizing paid social, we see the budgets increased by 54% of respondents for 2023. This is a significant result, showing that paid social is a popular tactic within the industry.

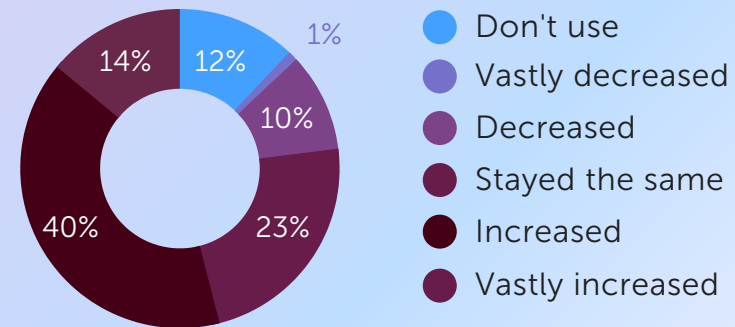


**of respondents stated paid social advertising was high or very high priority for 2023**



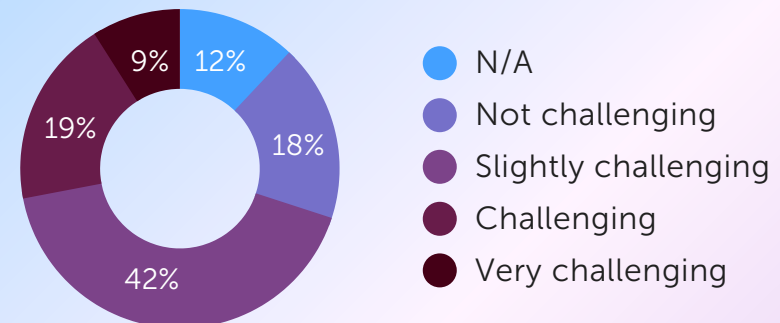
**of respondents stated they will increase or vastly increase their paid social budget in 2023**

### HOW HAS YOUR SOCIAL AD SPEND CHANGED IN 2022?



The majority of respondents find paid social slightly challenging to very challenging (70%), suggesting that training and development in this area is also a priority.

### HOW CHALLENGING DO YOU FIND PAID SOCIAL?



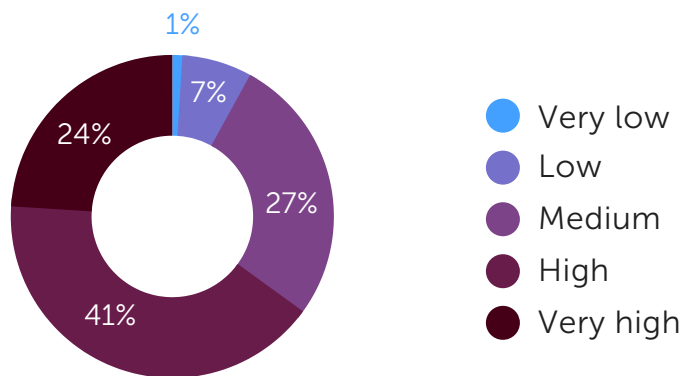
# EMAIL MARKETING

WELL IT DEFINITELY ISN'T OUTDATED

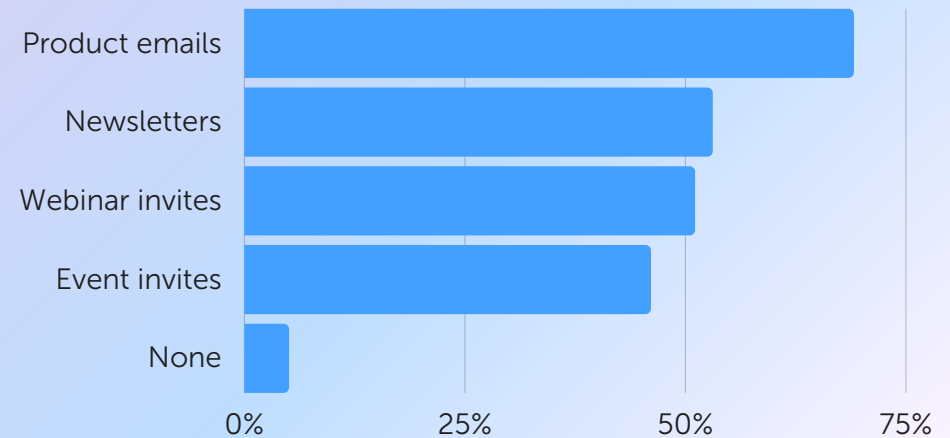
Email marketing remains the most popular form of digital marketing, with over two-thirds of respondents utilizing it.

A staggering 65% of respondents have made email marketing a high or very high priority for 2023, but we want to know what the industry is doing with their email marketing strategies.

## HOW MUCH OF A PRIORITY IS EMAIL MARKETING FOR 2023?



## TYPES OF EMAIL MARKETING



We can see that traditional product emails are still the most popular form of email marketing, with 68% of respondents using them as part of their strategy.

To achieve the most significant number of leads, aim for content that focuses on a relevant but general area and link your products to this rather than directly trying to sell your product. A simple way to showcase your products more broadly is to show research in which your product was applied and how it was applied.

# NEWSLETTERS

HOW TO GRAB YOUR AUDIENCE'S ATTENTION



At AZoNetwork, we have analyzed over 250 million marketing emails to 900,000+ subscribers across 100 different subject areas to bring you our best practice guide on how to succeed with email marketing.

[DOWNLOAD THE EBOOK](#)

## EMAIL GUIDING PRINCIPLES

The three questions your email should answer as quickly as possible.

### 1 WHO is it from?

We highlight our email sends with the AZoNetwork or site-specific logo, for example, News Medical. It's important to highlight the name of the clients our content comes from alongside this, so the receiver knows exactly which company is contacting them.

### 2 WHAT'S in it for me?

Highlight as clearly as possible what the email is about and why the reader should be interested in opening it.

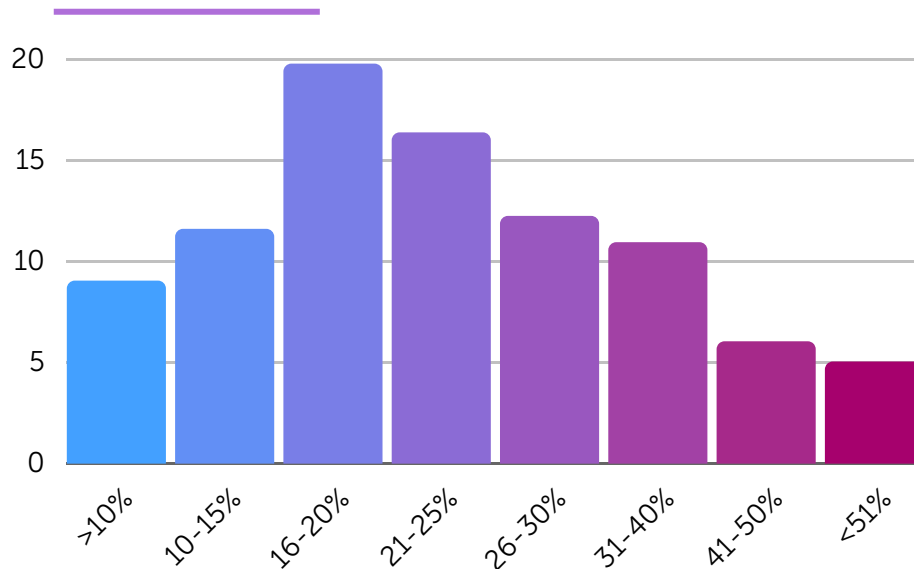
### 3 WHAT do I need to do?

Make it easy for the reader to interact with the email. Clear calls to action as well as telling the reader how to get what it is we're offering them.

# EMAIL MARKETING

## WHAT ARE THE MOST USEFUL METRICS?

### AVERAGE EMAIL OPEN RATE



31% of respondents reported open rates of 16-25%, with only 5% gaining results over 50%.

This year we know that open rate data was somewhat skewed by Apple's Mail Privacy Protection update, making clicks, website traffic & unsubscribes a secondary measurement of your email quality.

If we look at click-through rate, instead of open rate, you are most likely looking at product sales, eBook downloads, webinar views, or a combination of these metrics. Generally, the higher the value of a product or service, the less likely someone will buy it immediately. It is often more helpful to measure the relative success of emails against other emails rather than setting unrealistic goals.

— “  
**Track conversions from email traffic to help measure the ultimate success of your email campaigns. You can use UTM parameters to track the source of your traffic, e.g. "newsletter" and then with goals in Google Analytics you can record when a user successfully buys a product, signs up for a webinar or fills out a form.**



**Torsten Christensen**  
Creative UX Specialist

— ” —

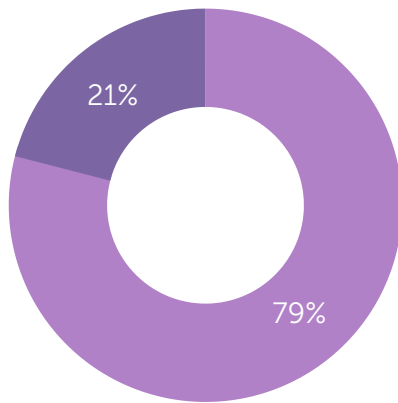


# EVENTS AND TRADE SHOWS

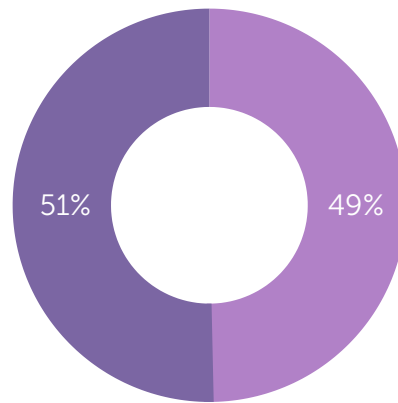
## ARE VIRTUAL EVENTS HERE TO STAY?

### 2022 ATTENDANCE FOR

#### IN PERSON TRADESHOWS



#### VIRTUAL TRADESHOWS



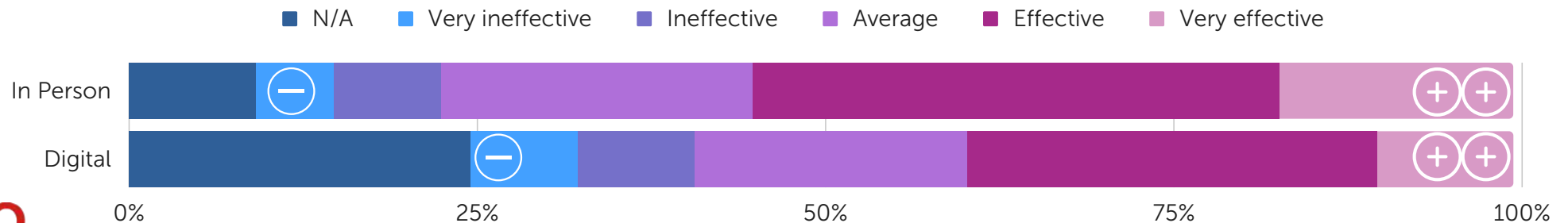
● Didn't attend ● Attended

With trade shows and events back in full swing for 2022, we had predicted last year that a combination of virtual and face-to-face events would be a common trend for this year.

There was a clear desire to return to in-person events, with 79% of respondents attending in-person tradeshows this year and only 50% attending virtual events.

There's a similar split for the effectiveness of virtual events, with only 39% of respondents finding digital events effective or very effective compared to 54% for in-person.

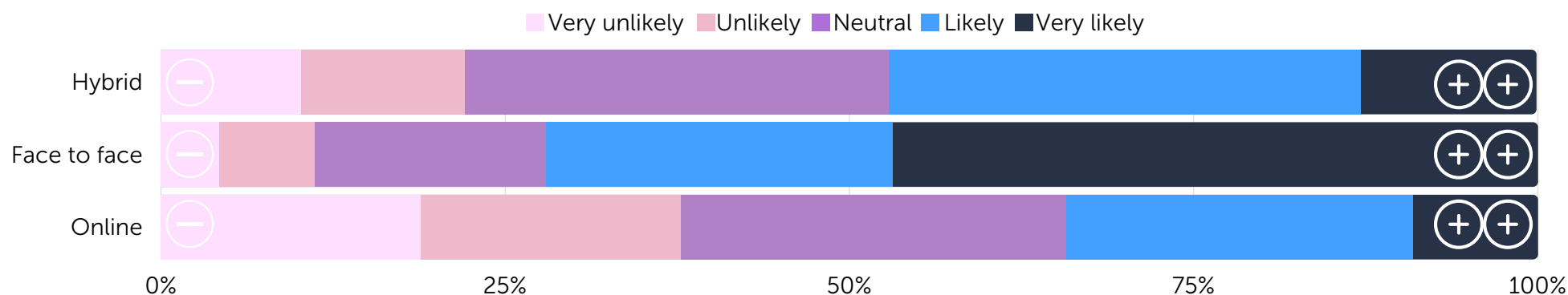
### THE EFFECTIVENESS OF EVENT TYPES



# EVENTS AND TRADE SHOWS

WHERE WILL WE BE IN 2023?

## LIKELIHOOD OF ATTENDING AN EVENT IN 2023



Face-to-face events are a clear frontrunner for 2023, with 72% of respondents likely or very likely to attend, which is significantly higher than 58% in last year's survey.

Hybrid events (47% likely or very likely to attend) will be more popular than online only (34% likely or very likely) for next year.

Preparing your digital strategy to let people know when you will be attending events and how they can find you will be pivotal in 2023.

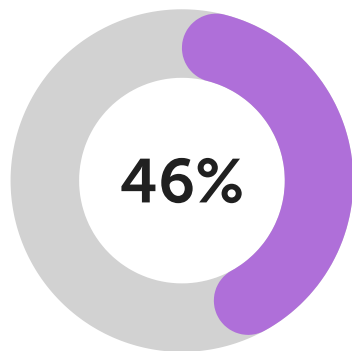
“  
Tradeshow attendance, as well as morale at shows, was low pre-pandemic. Since the world has opened back up, it's been evident how much people have missed face-to-face interaction. The shows we've attended since reopening have been buzzing with activity.



**Dave Cockett**  
Web Services Manager

# WEBINARS

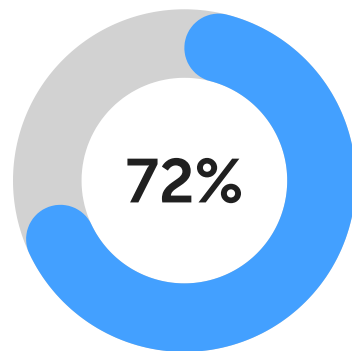
VIRTUAL EVENTS CONTINUE TO GROW



**RATED WEBINARS AS  
HIGH OR VERY HIGH  
PRIORITY FOR 2023**

Multimedia content has continued to change since the third edition, long-form content including video such as webinars (46% high priority) is a higher priority than podcasts (19.5% high or very high priority). The extra layer of engagement from presentations and talking heads included in webinars could be the reason for this difference.

Yet, with 72% of respondents rating webinars as slightly to very challenging, it seems clear why 23% have outsourced their webinars in the past year.



**FOUND WEBINARS  
SLIGHTLY TO VERY  
CHALLENGING IN 2022**



**Why not repurpose your content into bite-sized snippets that are highly shareable and optimized for social?**

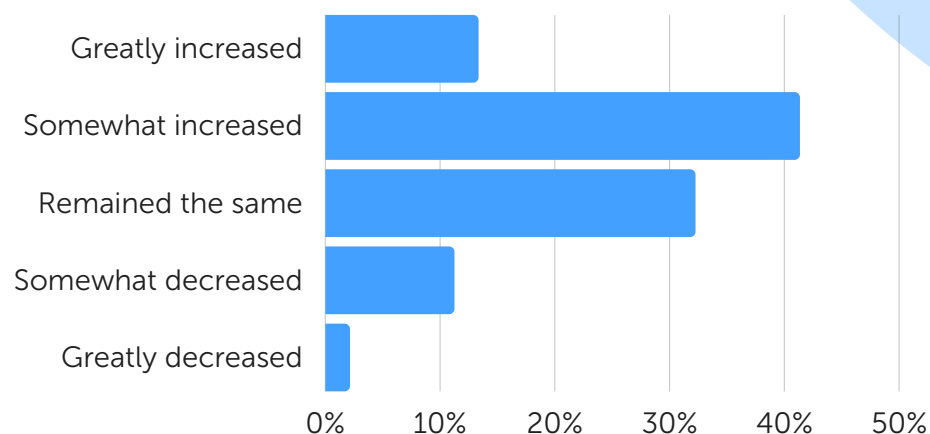
Use your webinars, long-form videos, and eBooks to create smaller pieces of content that will grab attention and act as teasers to promote and drive your audience to read, watch or download long-form content from your website.

For example, you can take a key point relating to the application of your product from a webinar Q&A to create a 30-second video that pushes your point to your audience clearly.

# SALES ENQUIRIES

## WHAT IS A SALES QUALIFIED LEAD?

### SALES ENQUIRIES IN 2022 HAVE:



Despite a challenging macroeconomic environment, sales leads have increased for 55% of companies, a great positive for the scientific space.

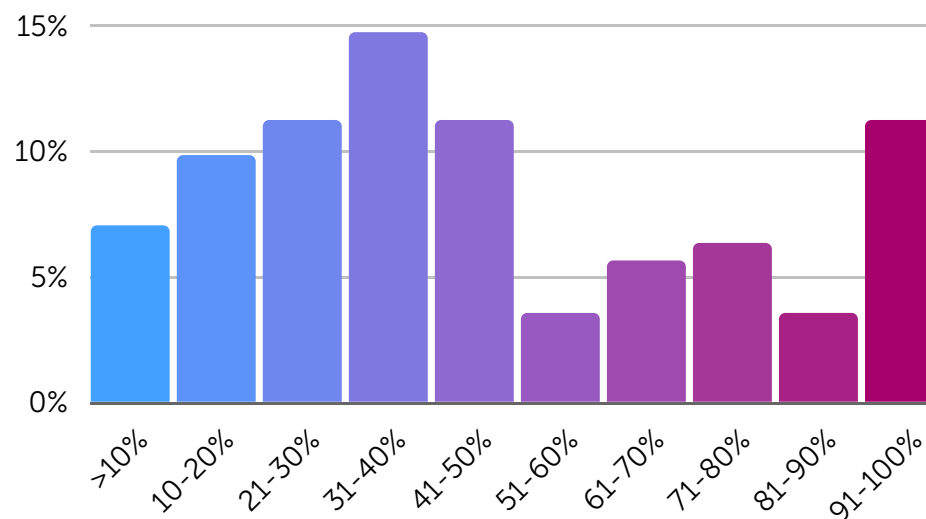
We also asked what percent of leads are sales qualified. The range of responses to this question suggests there is uncertainty when it comes to lead scoring. 11% of respondents send every lead to their sales team, whereas the lower percentages will have a lead scoring process to prioritize sales resources and respond to those in 'buying mode'.

“ In the scientific space, it's encouraging to see clear signs of growth, with only 13% of firms reporting a decrease in sales, and 55% reported an increase! ”



**Frank Barker**  
Head of Marketing

### PERCENT OF LEADS THAT ARE SALES QUALIFIED



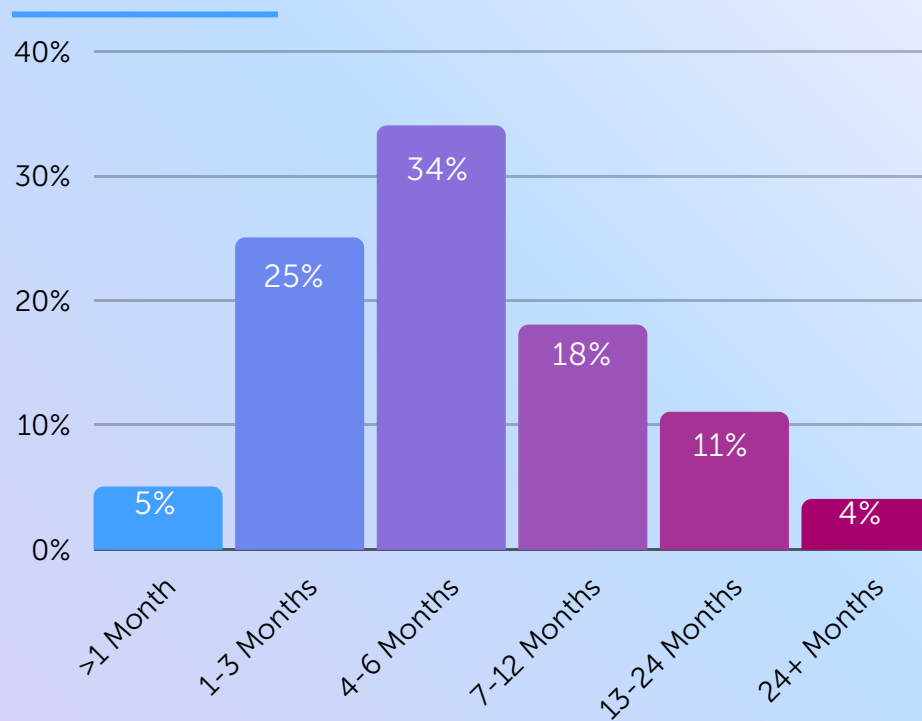
# SALES CYCLES

## CUSTOMER ACQUISITION

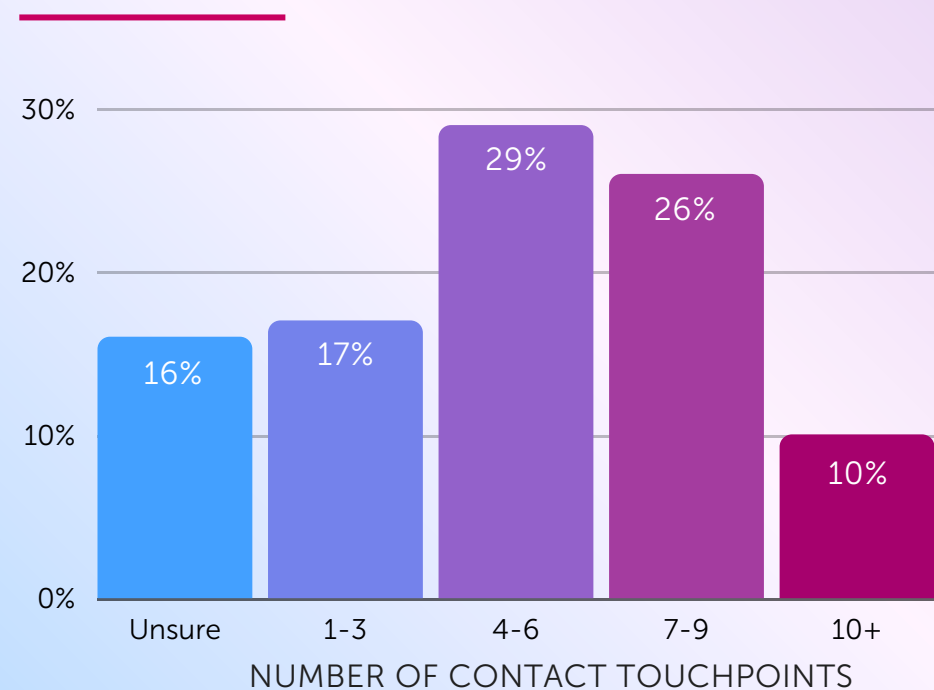
65% of respondents reported their average sales cycle to be up to 6 months in length, and the most popular average number of sales touch points was between 4 and 9, which correlates positively.

The 16% of respondents unsighted on their customer journey could be improved by adopting best CRM practices. Especially with 69% of respondents rating generating inbound sales revenue as a high or very high priority for 2023.

### THE AVERAGE SALES CYCLE LENGTH



### HOW MANY TIMES DO YOU CONTACT A CUSTOMER BEFORE THE FINAL SALE?





# CUSTOMER ACQUISITION VS. RETENTION

66%

Only 66% of respondents know their average customer acquisition cost.

This means nearly 34% still need key metrics to understand the needs of their companies' sales and marketing teams.

## LTV:CAC WHAT DOES IT MEAN?

The Lifetime Value to Customer Acquisition Cost ratio measures the relationship between the lifetime value of a customer and the cost of acquiring that customer. The LTV:CAC ratio is calculated by dividing your LTV by CAC, and gives an indication of profitability. The ideal score is between 3.0 and 4.0.



**Ian Birkby**  
CEO

“ Although the human element of marketing continues to be important as “people still buy people”, we have the opportunity to measure what matters more than ever before. I’d recommend any business considers the **Net Revenue Retention (NRR%)** metric as a key marketing performance indicator.

1.0

2.0

3.0

4.0

5.0

6.0

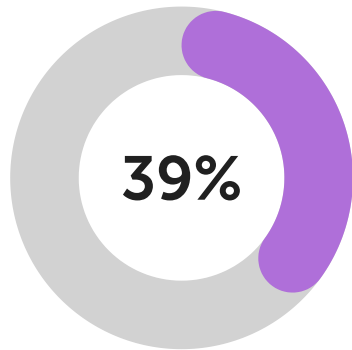
ACQUISITION COST IS TOO HIGH TO BE PROFITABLE



ACQUISITION COST COULD BE INCREASED TO ACCELERATE GROWTH

# MARKETING SPEND

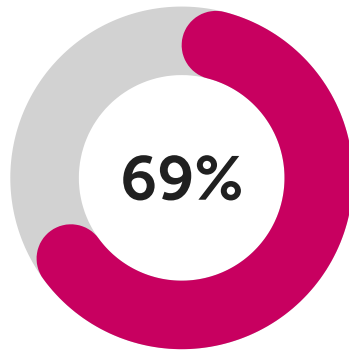
WHERE ARE OUR BUDGETS FOR 2023?



ARE LIKELY OR VERY LIKELY  
TO INCREASE THEIR OFFLINE  
BUDGET FOR 2023

Offline spend increase is 30% lower for 2023 than digital spend, showing how essential online presence is.

But where will this digital spend increase be spent? Over the following few pages, we will look at the goals and priorities for companies going into 2023.



ARE LIKELY OR VERY LIKELY  
TO INCREASE THEIR DIGITAL  
BUDGET FOR 2023



**Frank Barker**  
Head of Marketing

— “ —

In the current macroeconomic environment, as supply chains, finance and demand are squeezed, it is more important than ever to analyse, forecast and plan for a range of favorable and less favorable scenarios.

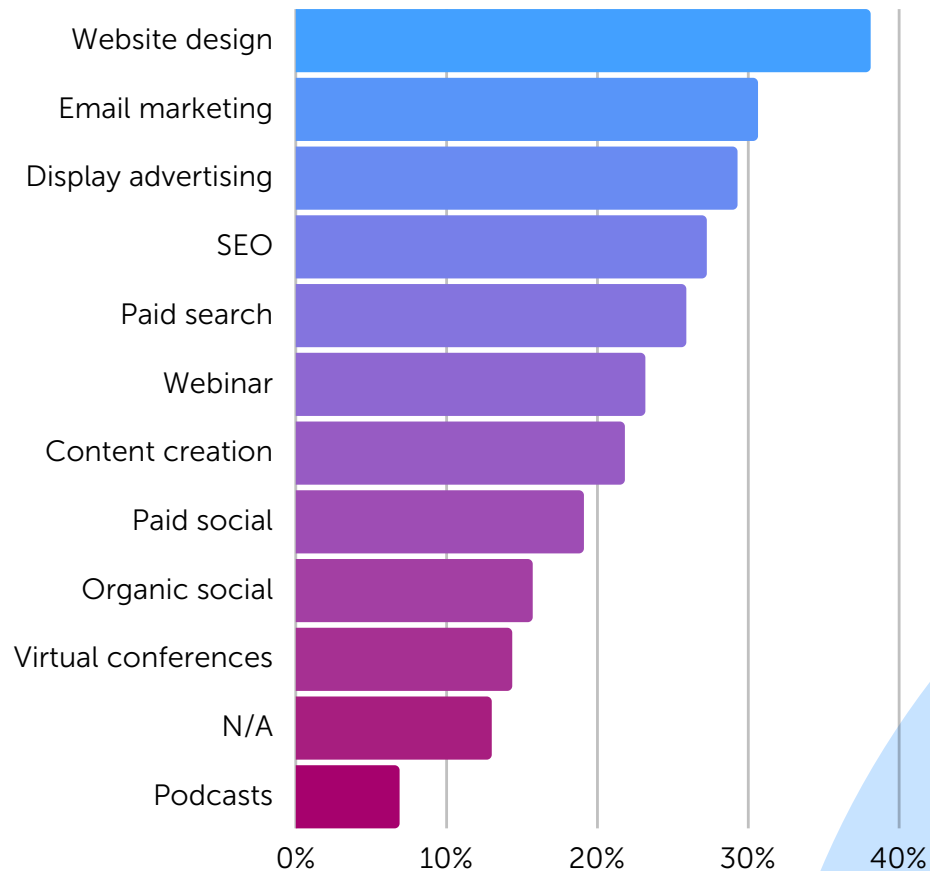
**As Marketers, Proving ROI is critical as we shift the optics from being a cost-centre to a profit-driver**

— ” —

# OUTSOURCING

## WHICH SERVICES ARE MOST LIKELY TO BE OUTSOURCED

### WHICH AREAS HAVE YOU OUTSOURCED IN THE PAST YEAR?



### THE MOST POPULAR REASONS TO OUTSOURCE ARE



“ Outsourcing content improves efficiency and productivity, allowing me to focus more on other core aspects of my role. It is also a great way to develop strong working relationships with other professionals in the industry! ”

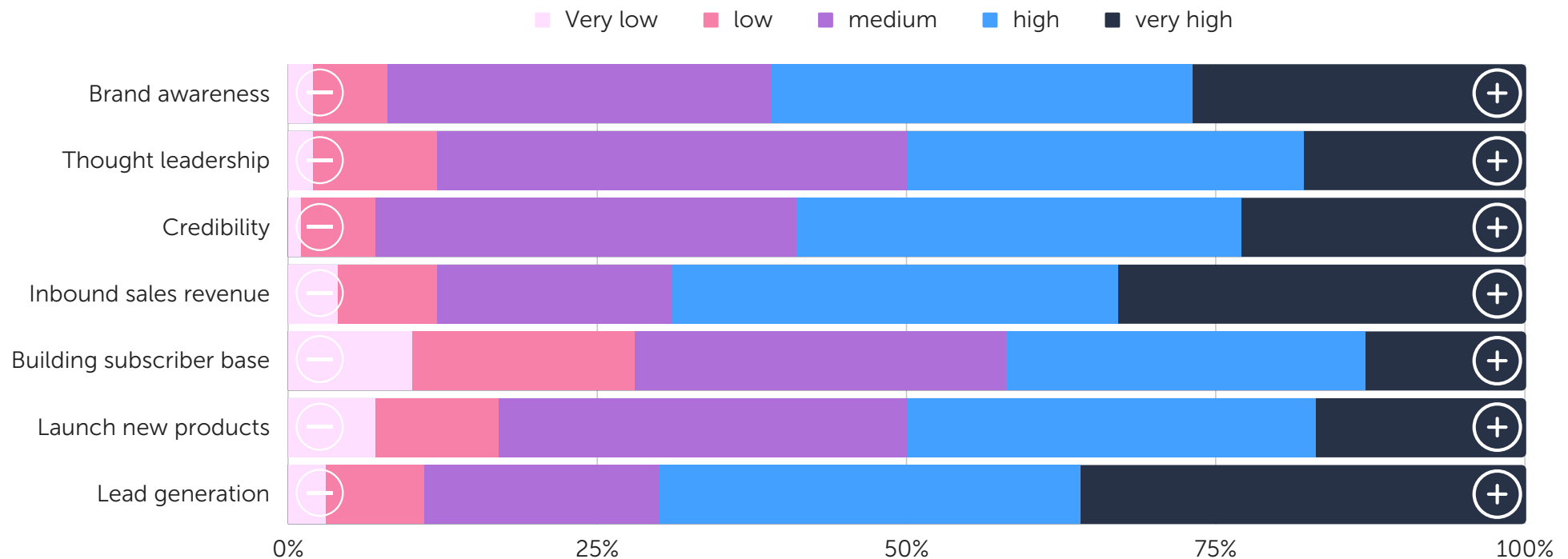


**Bethan Davies**  
Senior Content  
Coordinator

# 2023 MARKETING GOALS

## WHAT ARE THE KEY FOCUSES?

We asked participants to tell us how much of a priority seven marketing goals were for 2023. The below graph shows the results of these goals, from very low priority to very high priority. We have highlighted with percentages the top results.



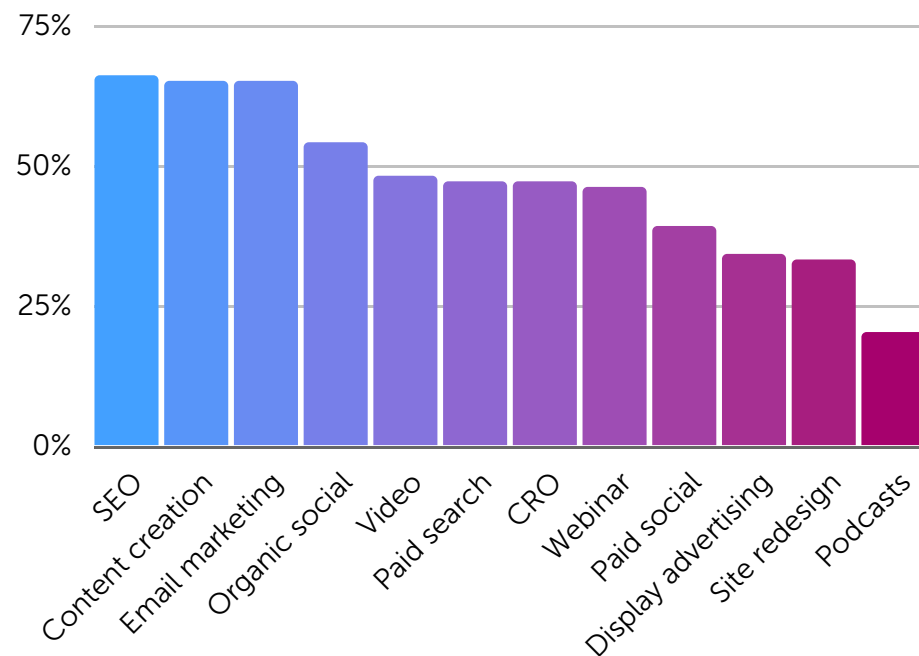
**Inbound Sales Revenue and Lead Generation remain the most important marketing goals for 2023. Credibility is also a high focus alongside brand awareness, interviews about the applications of your products and customer review videos can be a great boost for both.**

# 2023 MARKETING PRIORITIES

## WHERE WILL DIGITAL BUDGETS BE USED?

We asked participants to rank various marketing tactics by priority. The below chart shows the percentage of participants who rated these tactics as high or very high priority for 2023. We can also see where marketing budgets will be spent.

### WHAT ARE YOUR MARKETING PRIORITIES FOR 2023?



[GET A SEO HEALTH CHECK](#)

With upcoming changes to Google Analytics, and influential search engines changing their algorithms to favour topic-based content, we aim to help you keep up to date for SEO in 2023 with our new eBook.



[DOWNLOAD THE SEO EBOOK](#)

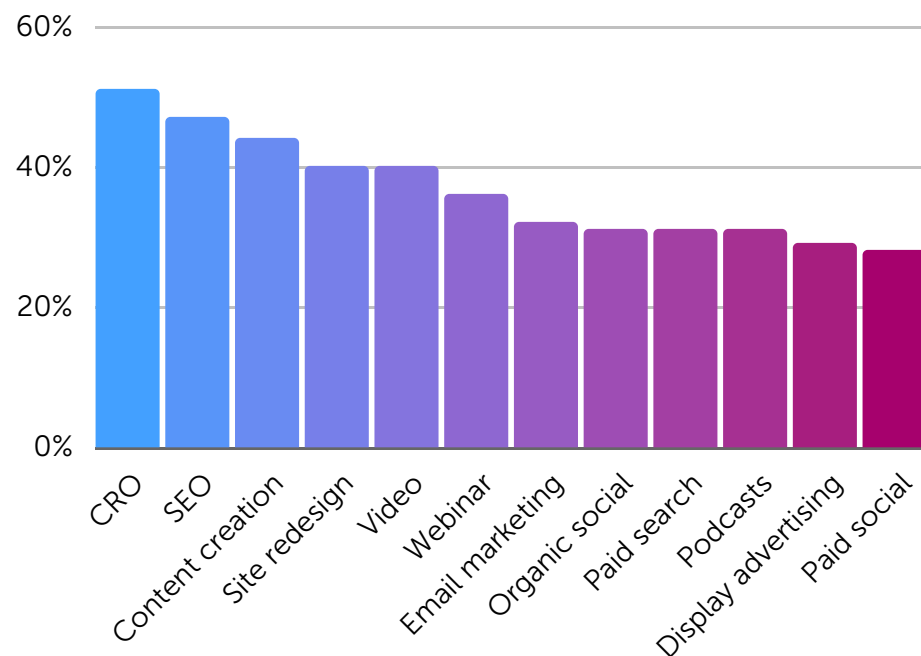


# 2023 MARKETING CHALLENGES

WHAT DOES THE INDUSTRY NEED A LITTLE ASSISTANCE WITH?

We asked participants to rank various marketing tactics by how challenging they are for their marketing team, the chart below shows the percentage that rated each tactic as challenging or very challenging. We can see a trend with CRO and SEO ranking first and second.

## WHICH DO YOU FIND MOST CHALLENGING



— “ —

**CRO maximises your return on investment by reducing the cost of customer acquisition. Increasing conversion by just one-percent could boost your ROI by as much as 200%.**



**Taryn-Jade Hartley**  
SEO Account Manager

— ” —

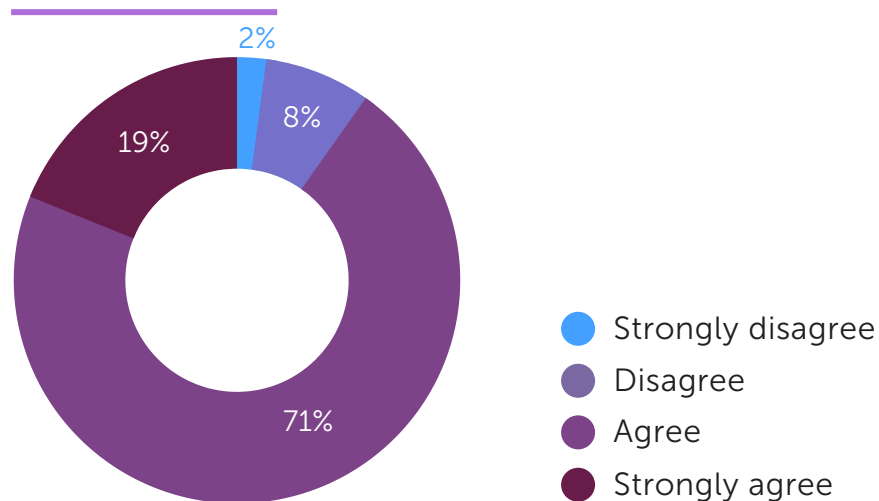


[WATCH THE CRO WEBINAR](#)

# LOOKING FORWARD TO 2023

## OUR TOP TIPS FOR DIGITAL MARKETING

WE ASKED RESPONDENTS HOW MUCH THEY AGREE WITH THE STATEMENT "I FEEL CONFIDENT ABOUT MY 2023 MARKETING PLANS"



Despite the current global economic climate, it's great to see over 90% of respondents agree or strongly agree that they are confident with their 2023 marketing plans.

We look forward to helping your positive outlook for the new year!

## KEY TAKEAWAYS

### 1 SEO

The key focus of marketers for 2023, optimizing your site for traffic through content led strategies is the no.1 way to stay on top of the SEO game.

### 2 EMAIL

Email marketing still has a huge influence; a thorough understanding of your site analytics can significantly impact your email performance metrics.

### 3 EVENTS

Make your events more than a one-off in-person opportunity, utilize the contacts you make and what you learn to create further digital content such as interviews or webinars.

# HOW CAN AZONETWORK HELP YOU?

DEVELOP A STRATEGY THAT PUTS YOUR ORGANIZATION AT THE FRONT OF THE INDUSTRY

## CREATE

We work with you to create quality content such as news, application articles, webinars, product listings, videos, thought leadership and key opinion leader interviews.

## DISTRIBUTE

We deliver your content to the right people with our ultra-targeted audiences. From Automotive to Zoonotic Diseases, expand your reach through our websites, social networks and newsletters.

## ANALYZE

Turn insight into action with AZoIntel, the leading marketing analytics platform for the Scientific Marketer.

## CONTINUE THE CYCLE

Continue to Create, Distribute and Analyse with AZoNetwork's suite of websites and marketing services to generate better leads.

**AZO**  
LIFE SCIENCES

**AZO**  
MATERIALS

**AZO**  
OPTICS

**AZO**  
CLEANTECH

**NEWS**  
MEDICAL  
LIFE SCIENCES

**AZO**  
NANO

**AZO**  
SENSORS

**AZO**  
MINING

**AZO**  
QUANTUM

**AZO**  
ROBOTICS

GET IN  
TOUCH