

The State of Scientific Marketing

Annual Report

2025 – 6th Edition

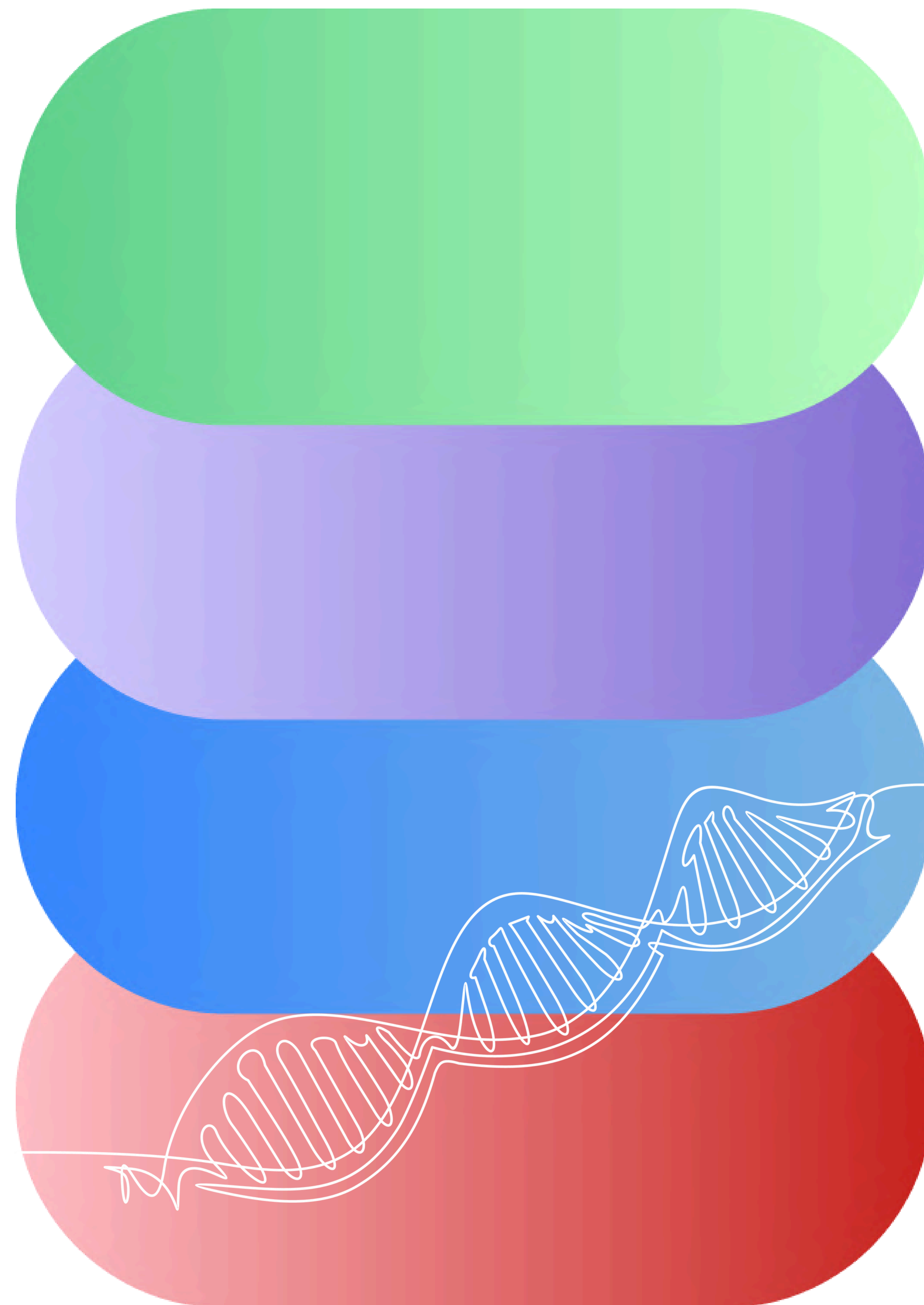
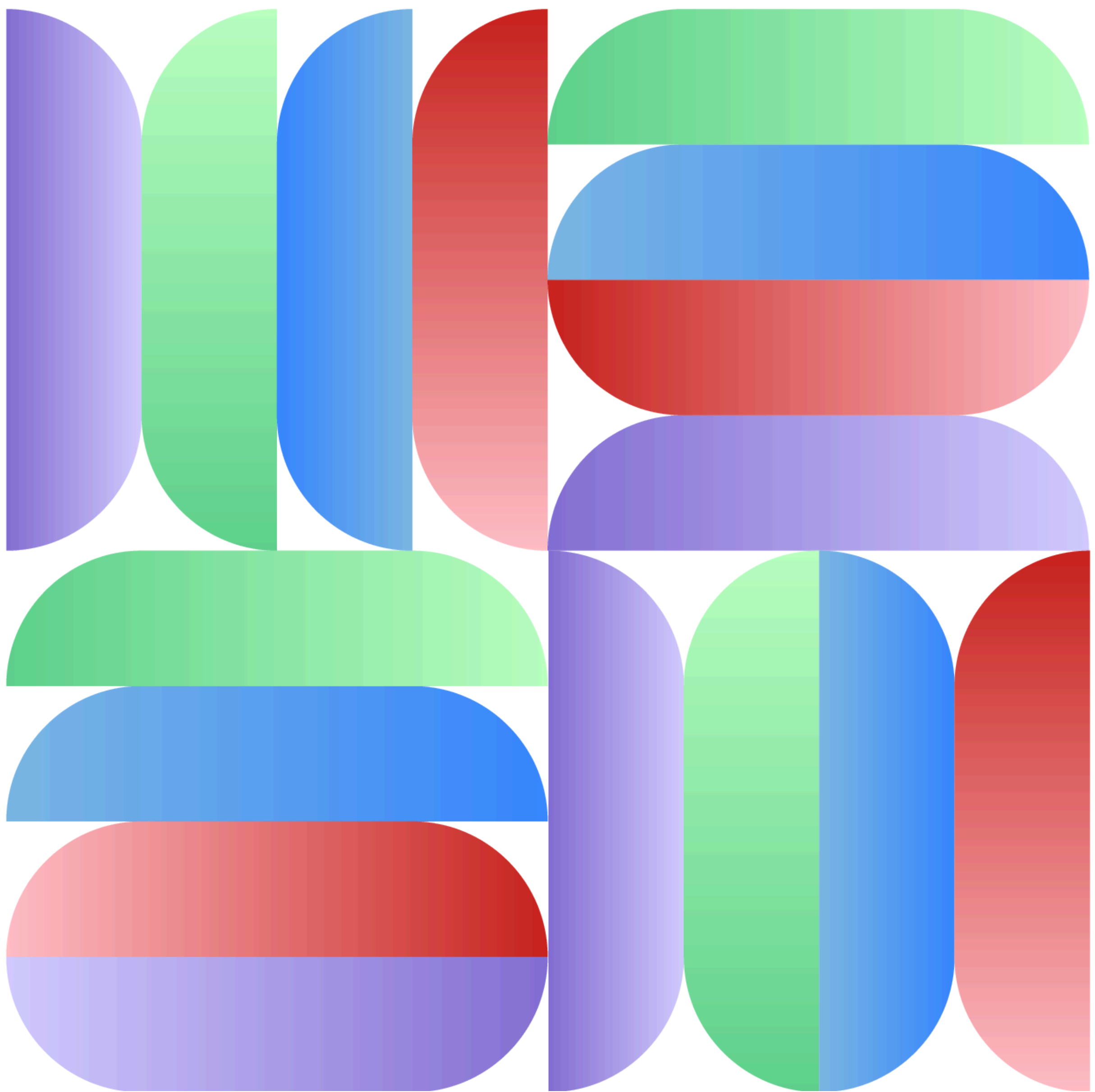


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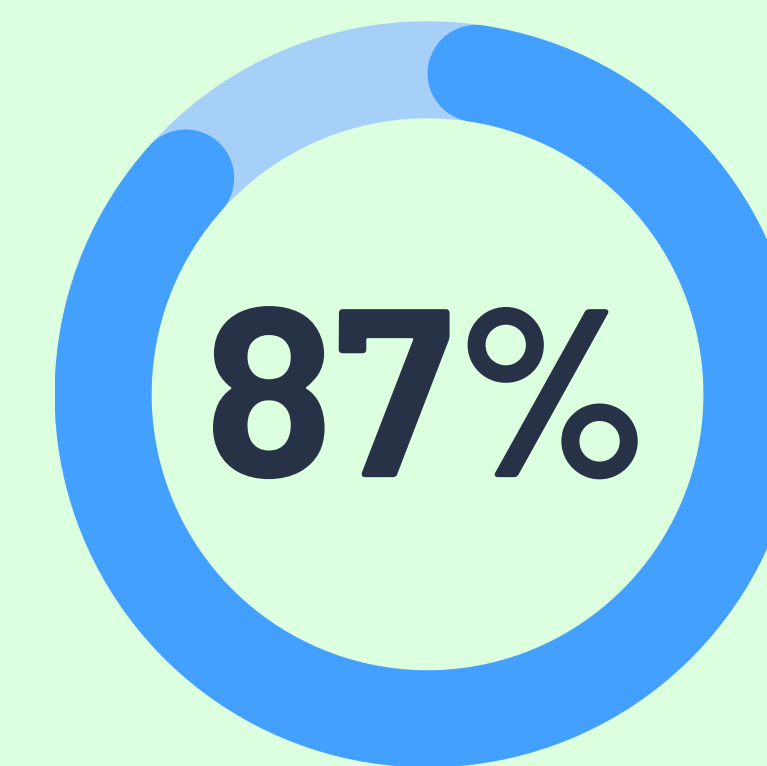
About this survey

Takeaways from the 2024 survey

For the last 6 years, AZoNetwork has conducted The State of Scientific Marketing Annual Survey. This industry-leading report compiles feedback from hundreds of marketing professionals in Science, Engineering, and Healthcare. Our objective is to identify the latest trends and challenges faced by those in scientific marketing.

The 2024 report examined the appearance of AI as a new marketing tool, explored how budgets fluctuated, and highlighted key tools.

In its sixth edition, the SoSM report will offer valuable insights into the landscape of scientific marketing, helping you to plan and strategize for 2025.



Were optimistic about their 2024 marketing plans

AI

AI took the marketing landscape by storm last year.

In this report, we'll showcase the impact AI is having on marketing.

Email

Email marketing remains highly popular and effective.

We will look into the ways marketers are optimizing their campaigns.

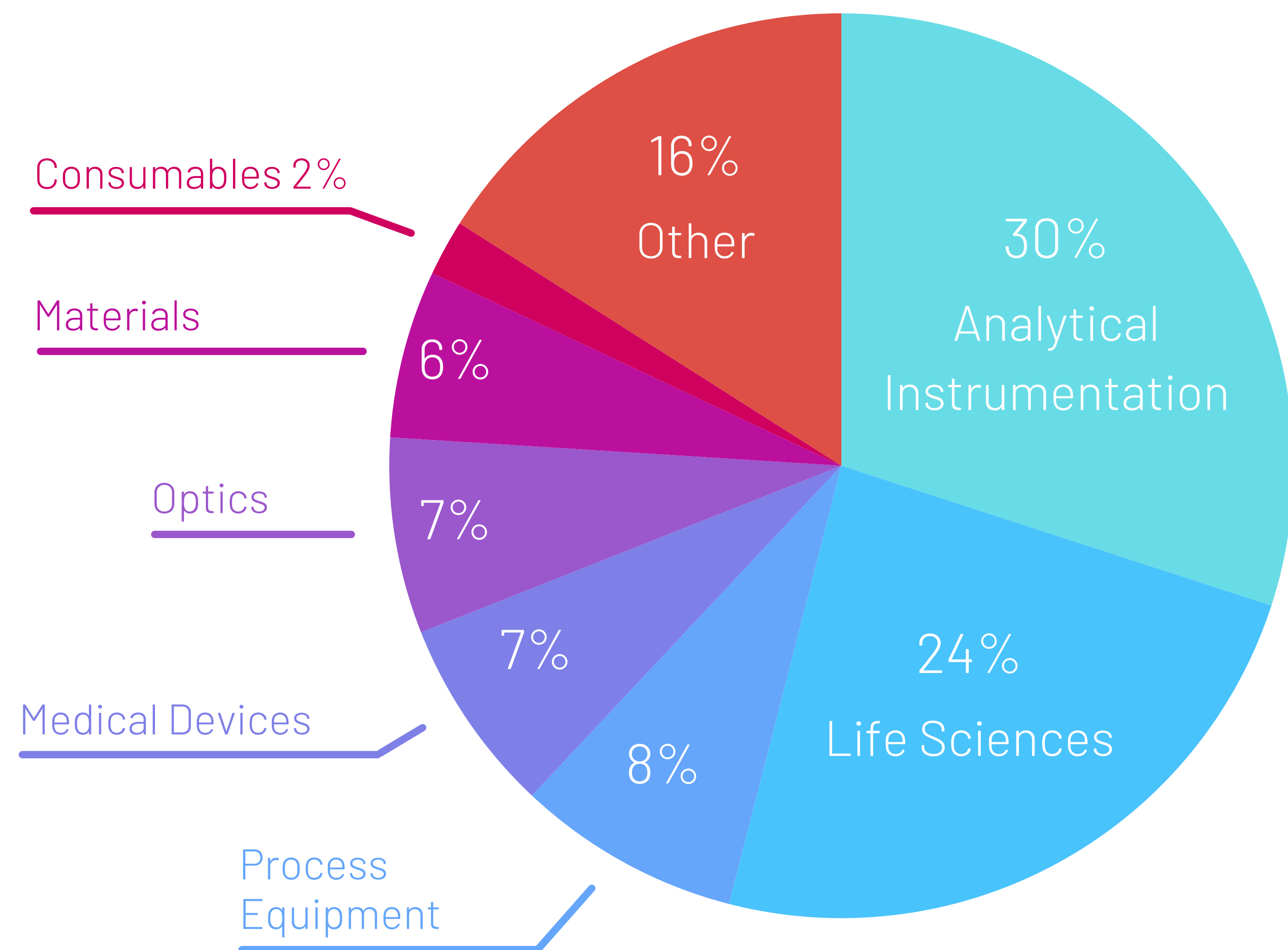
Ads

Over a third of respondents increased their spend on Google Ads in 2024.

We'll examine where budgets are being spent.

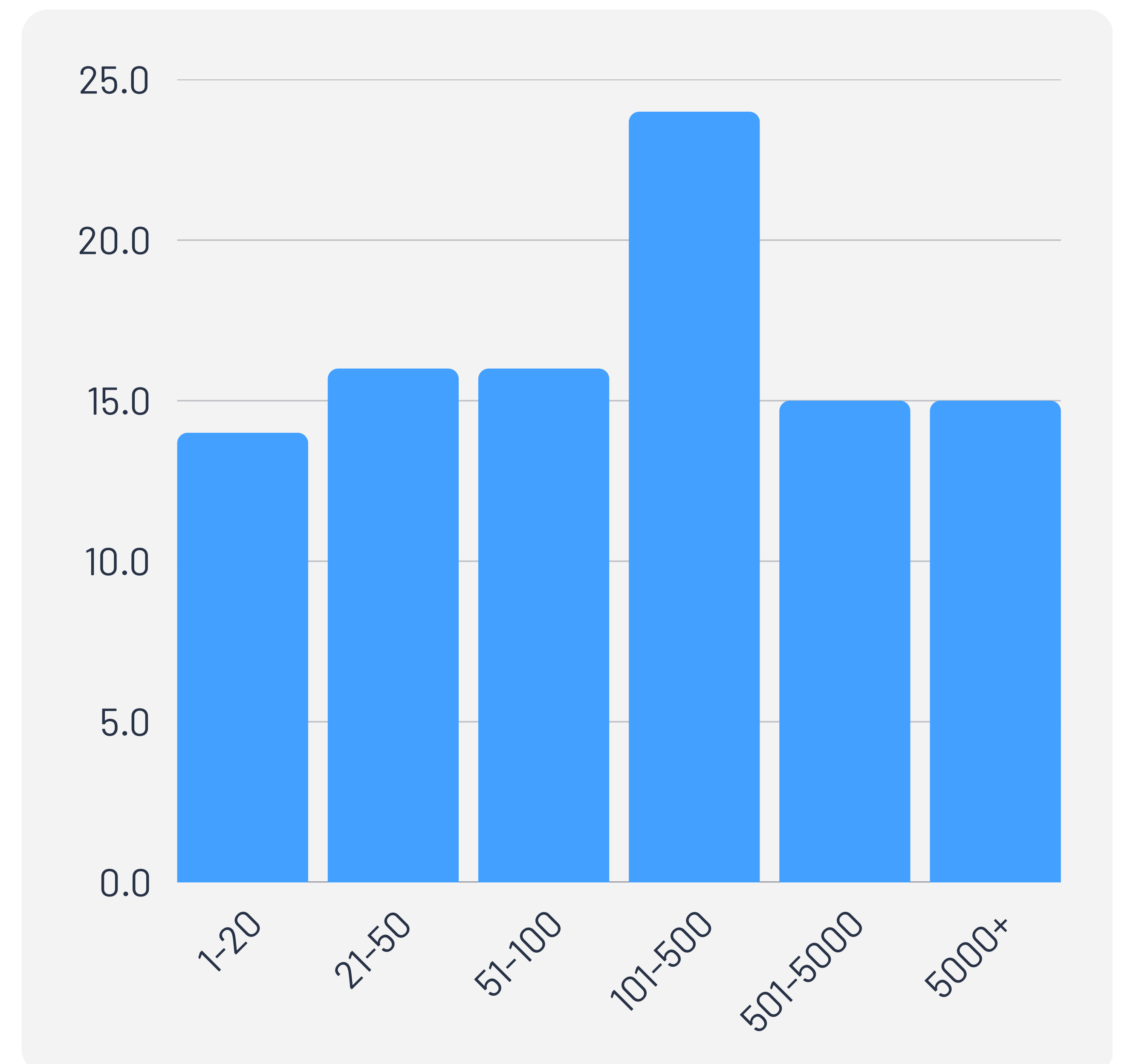
About this survey

Industries Surveyed



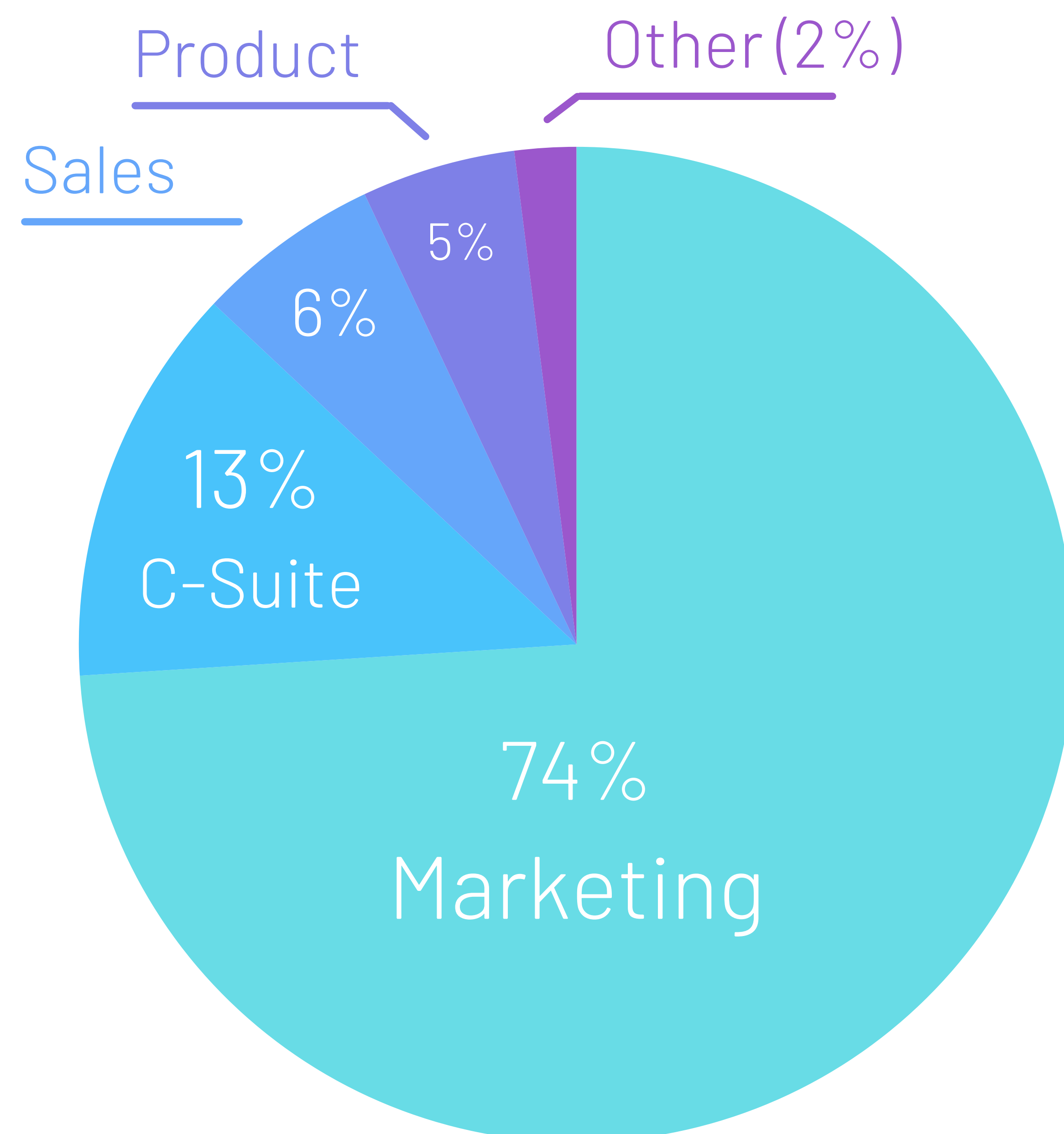
Company Size

% By Employee Count

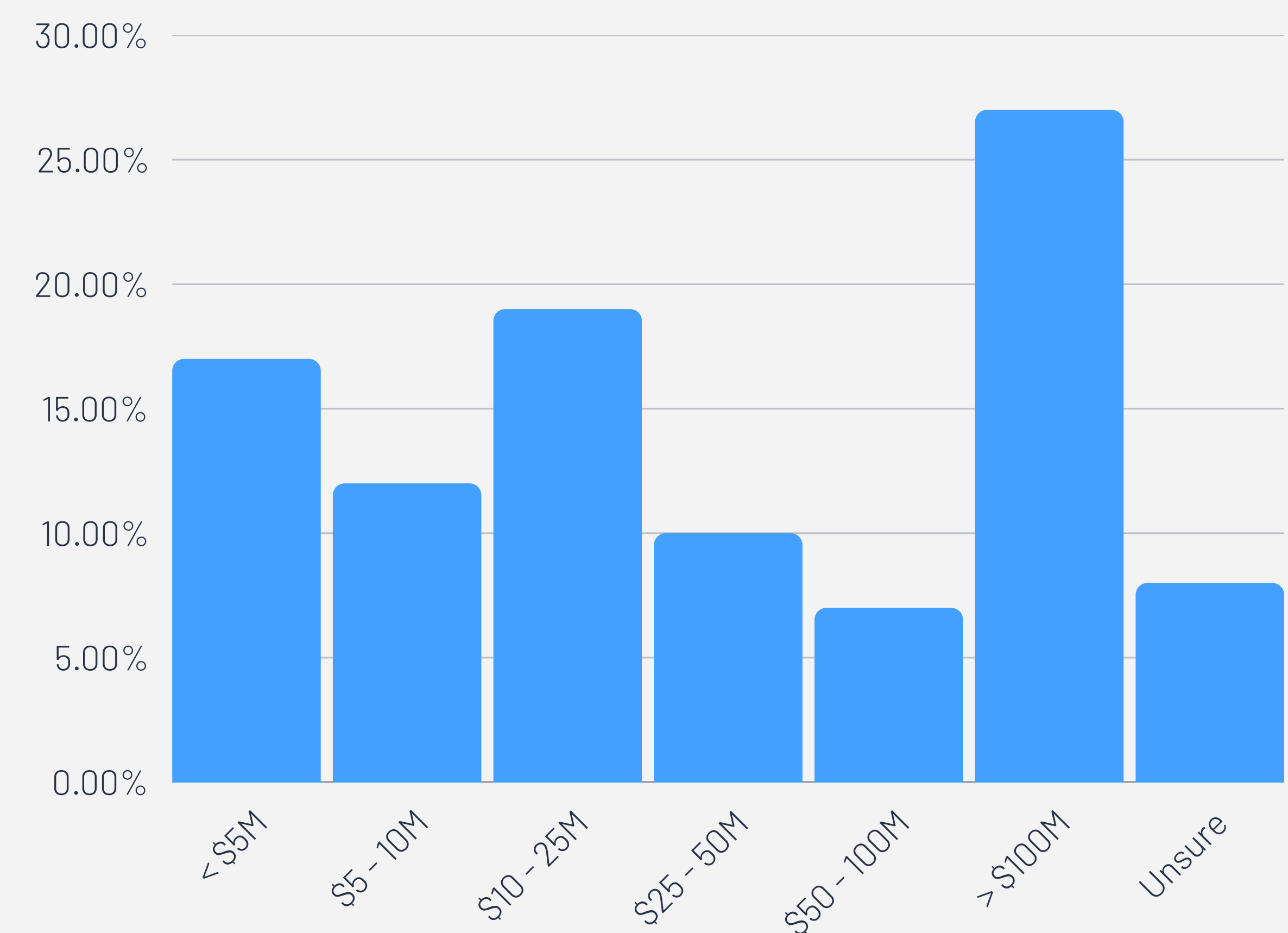


About this survey

Role of Respondents



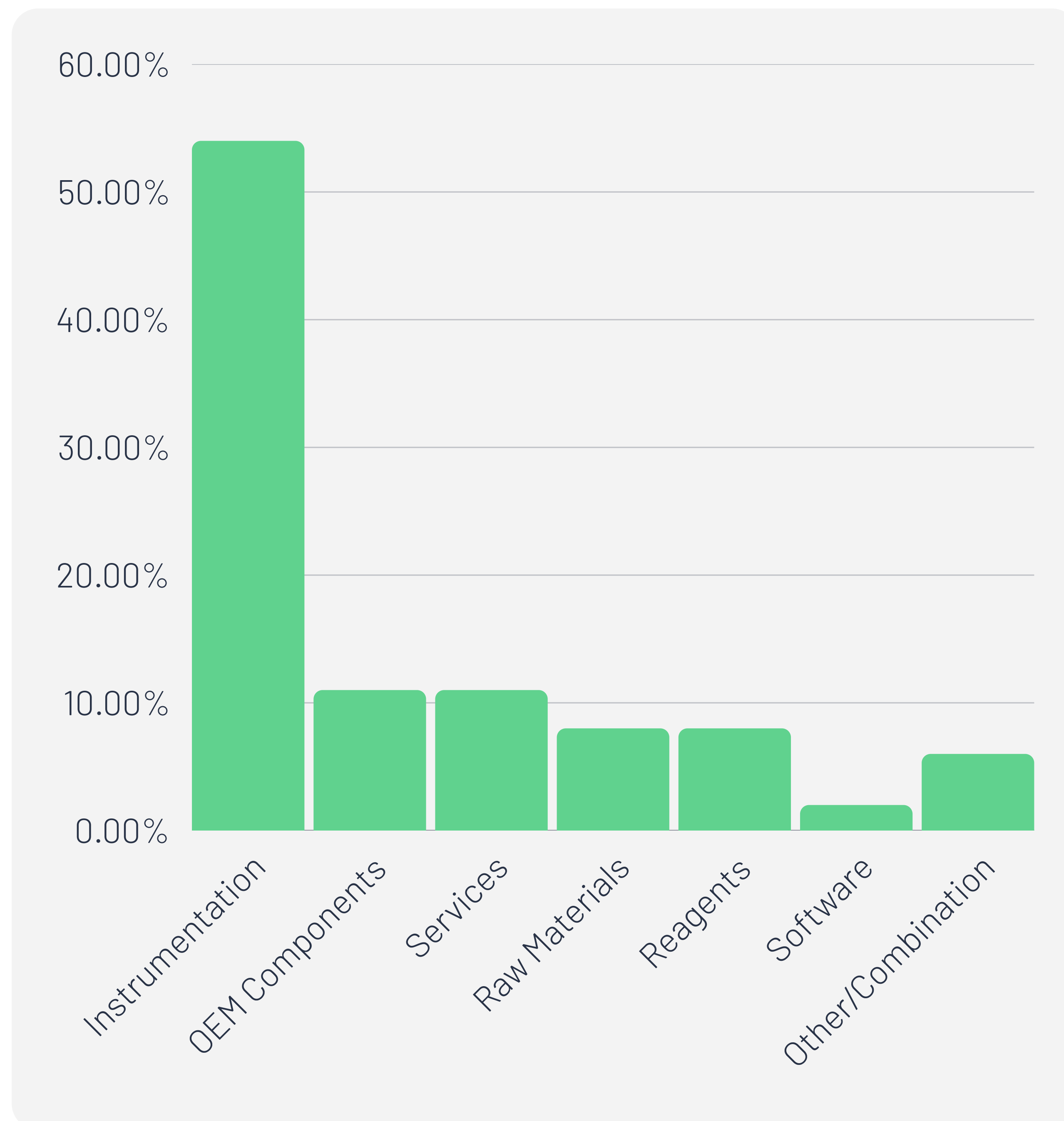
Company Annual Revenue



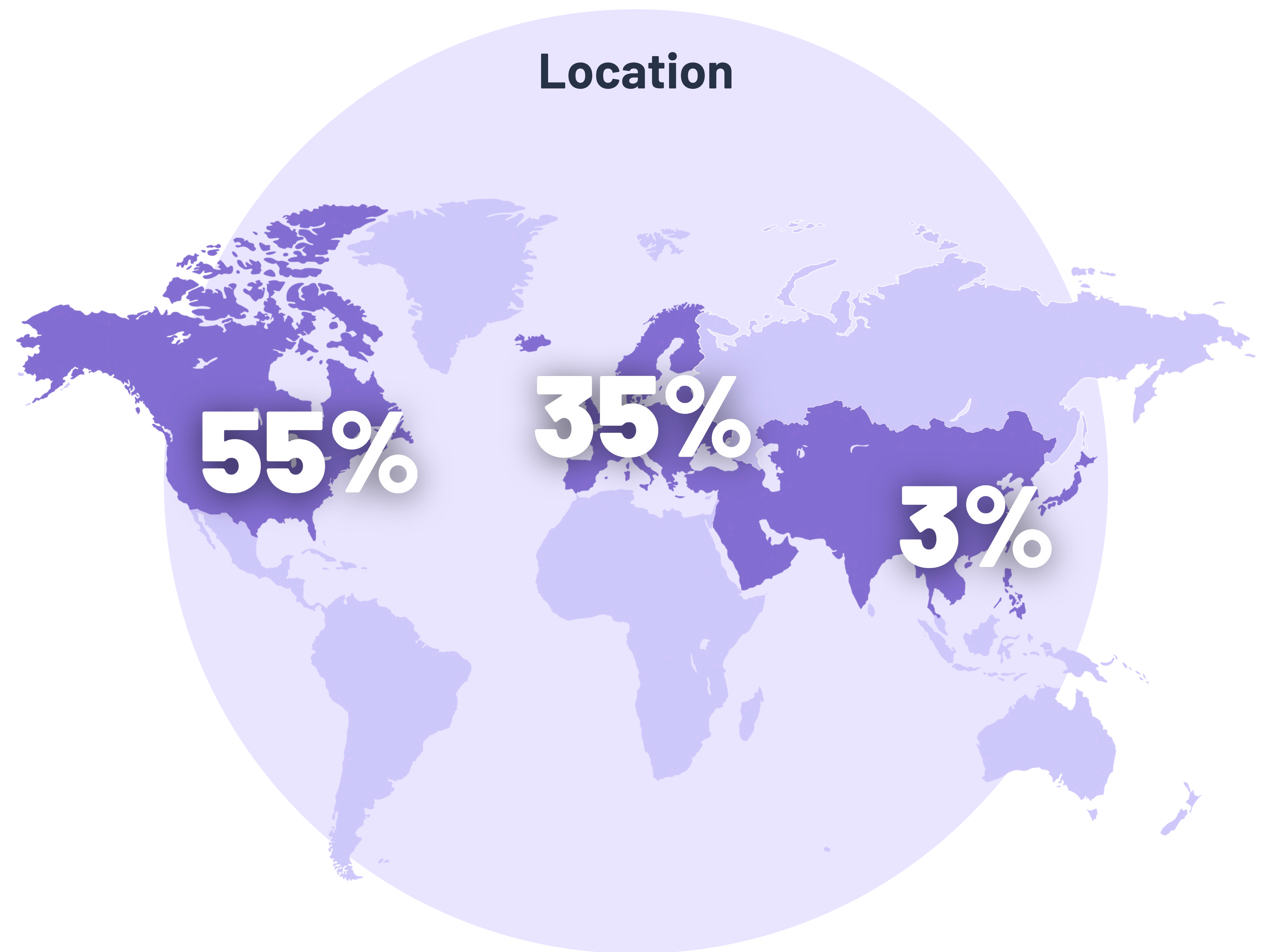
Almost all of the companies with the highest turnover **sell instrumentation** and are in the life sciences and analysis equipment industries. High ticket items often translate into higher turnover.

About this survey

Product Range



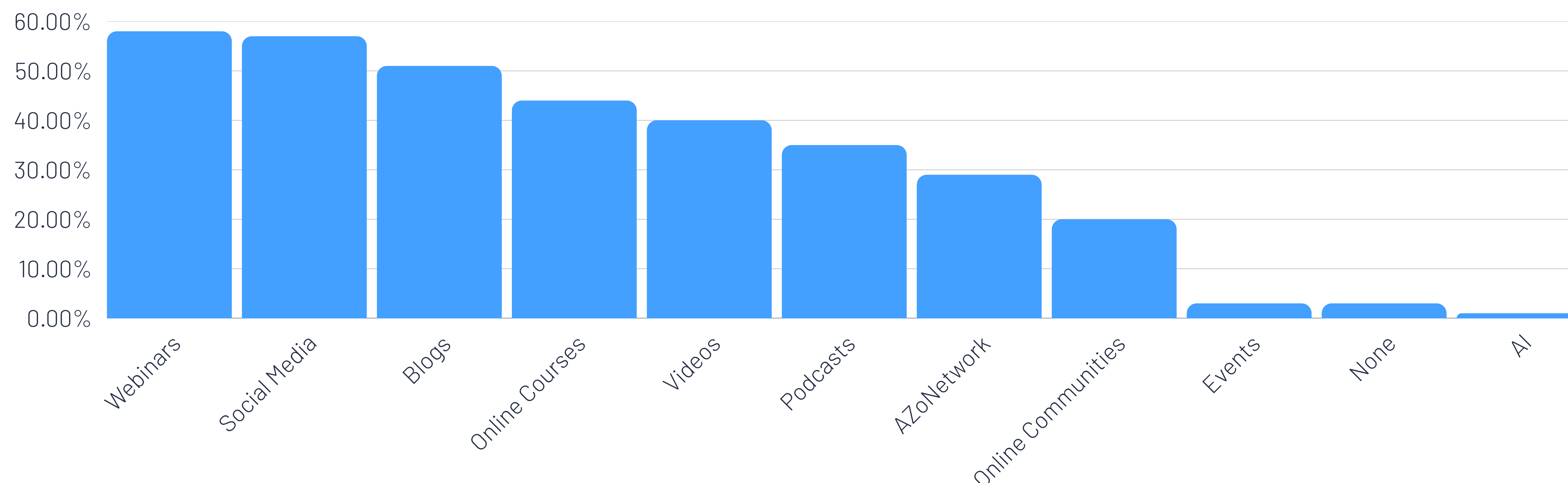
Location



The remaining 7% didn't disclose their head office or don't have one.

The Marketing Department

How do you like to keep up to date with Marketing trends?



29% of respondents use AZoNetwork to keep up with Marketing trends. We regularly update our resources to ensure all science marketers have access to free, ungated marketing science knowledge.

Webinars are the most popular tool to learn about Marketing. Keep up with trends with our State of Scientific Marketing Webinar, where we'll **deep dive into this report and offer extra insights.**

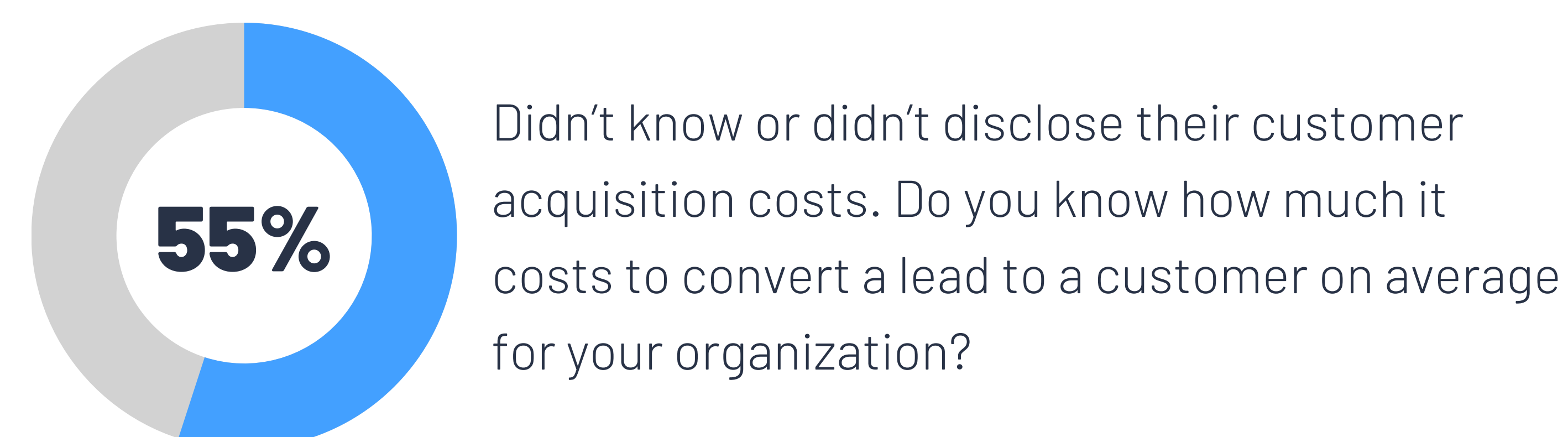
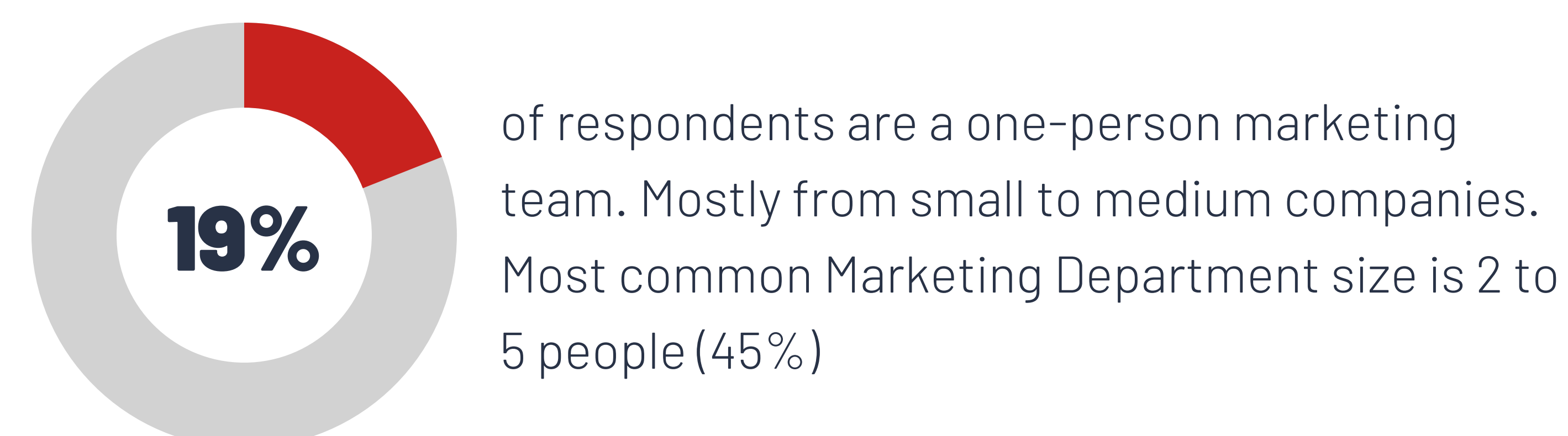
**CHECK OUT
OUR LEARNING HUB**

WATCH NOW

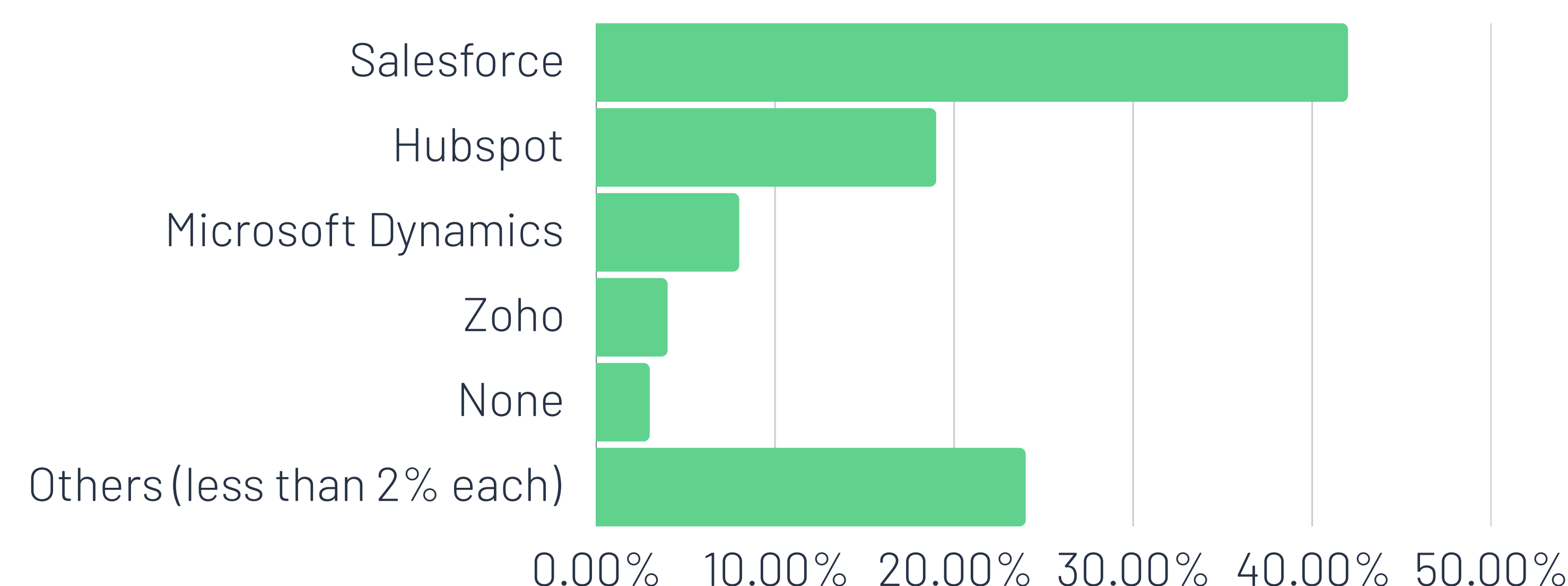
The Marketing Department

The responding SMEs tend to have a shorter sales pipeline and lower order value. As a company starts upscaling, the order value increases, which also increases the sales cycle.

The average sales cycle is **4-6 months**, with a similar number of touchpoints (4 to 6 times), which averages at **1 contact a month** from either marketing or sales. Tracking your lead nurturing programs is just as important as conversion attribution, especially as your sales cycle gets longer. Consistent touchpoints ensure you remain top-of-mind. These touchpoints can vary from direct emails from your sales representatives, to newsletters, advertising, educational pieces etc. depending on where your customer is in the cycle.



Most Popular CRMs



Customer and product data are the pillars of business success, and with AI-powered CRMs, businesses can unlock their full potential. AI processes vast amounts of data to uncover insights and optimize strategies, helping companies work smarter, streamline operations, and gain a competitive edge in today's data-driven world.

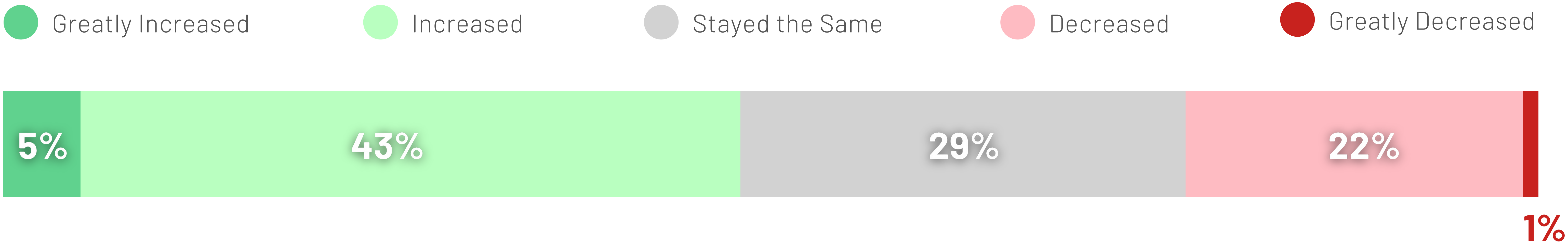


Ricky Lowe
Salesforce Technical Architect

Sales Data

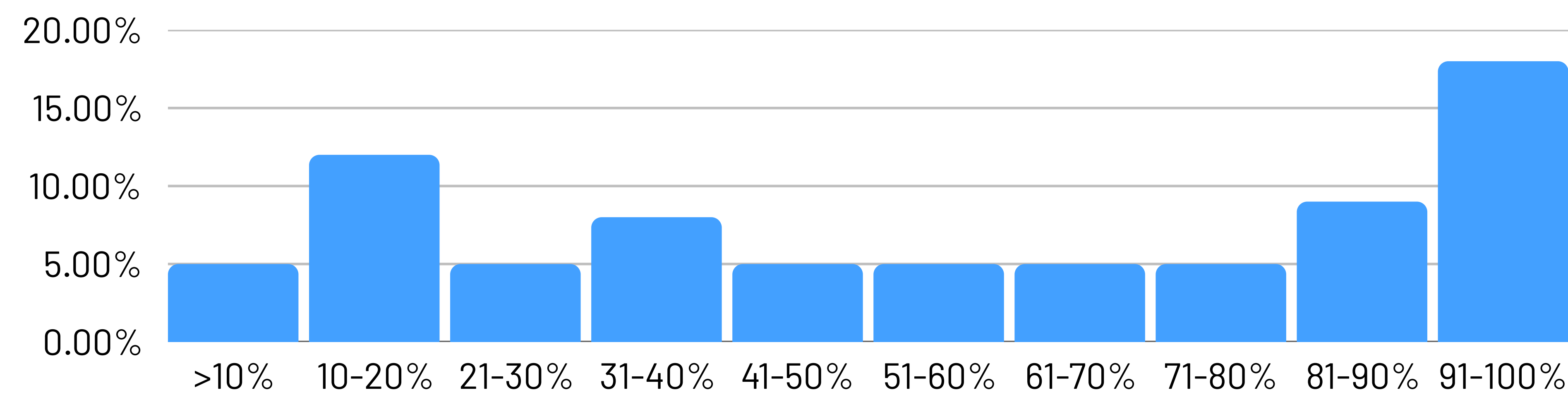


How have your sales enquiries changed in 2024?




This is the fourth year running that we have seen a steady increase in sales inquiries. Back in 2020, during the COVID-19 pandemic, a significant 42% of respondents indicated that their sales had decreased or even greatly decreased. The marketing and sales landscape has now normalized, and we are glad to see companies in the science, healthcare, and engineering industries consistently thriving.

What percentage of leads are Sales Qualified Leads (SQLs)?



The majority (77.7%) of companies with smaller marketing teams, from 1 to 5, don't score their leads and pass most of them (80 to 100%) to their sales teams.

Small marketing teams wear many hats and it's likely they don't have the resources to filter their leads. However, a lead scoring strategy saves time and improves sales performance in the long run.



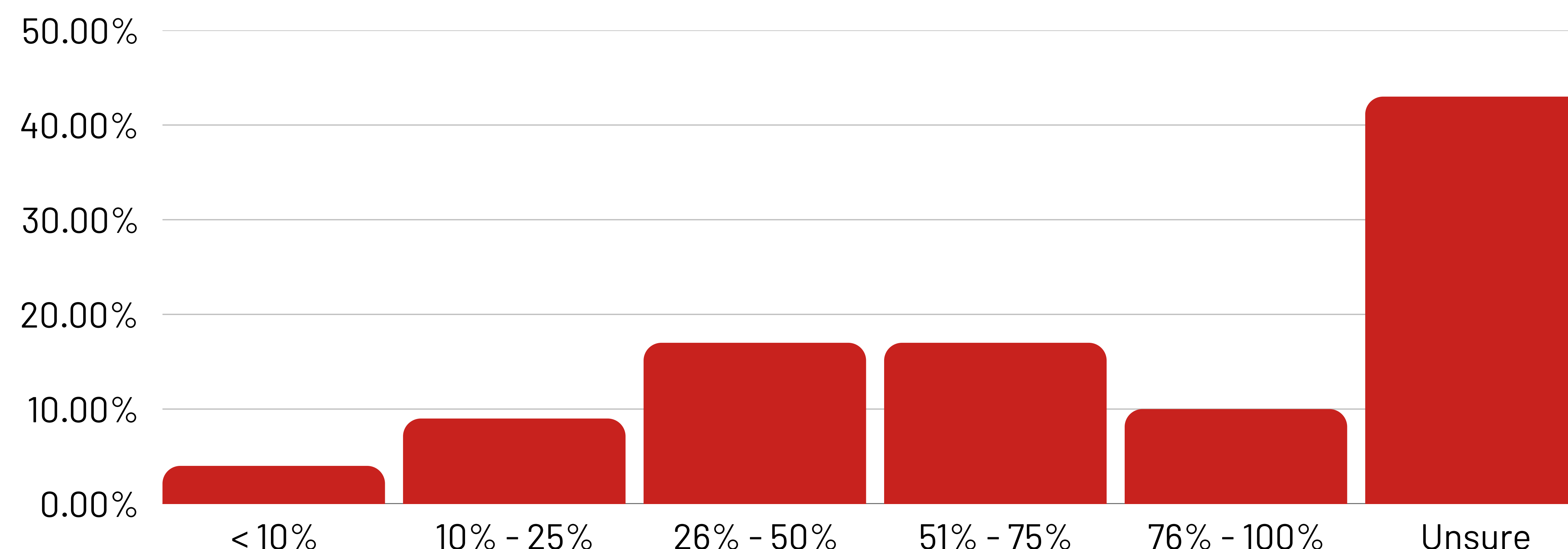
Frank Barker
Head of Marketing, AZoNetwork

Sales Data

\$5000

Average Customer Acquisition Cost - It is worth noting that over half of respondents didn't disclose or didn't know their CAC. On average, companies with a lower order value and sales cycle have a lower CAC. It is possible that, as the sales cycle gets longer and more complex, it becomes harder to keep track of customer acquisition costs.

What percentage of your sales in 2024 were returning customers?

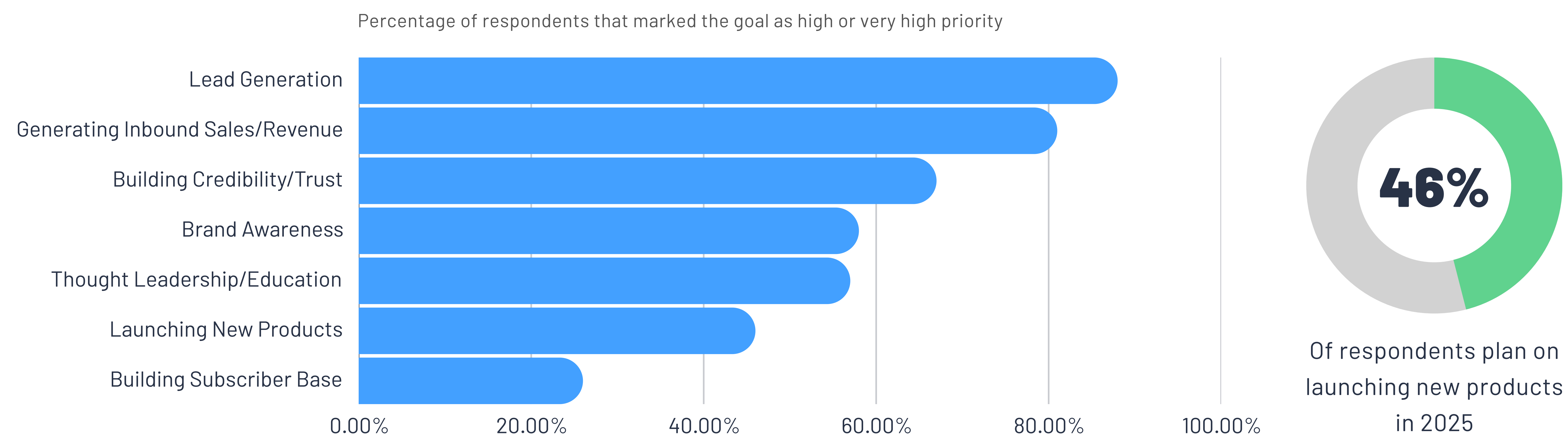


Tracking returning customers is an essential part of your marketing and sales strategy. According to [Forbes](#), **acquiring a new customer costs 5-7 times more than retaining an existing customer**. A customer retention campaign frees up budget for other tactics and improves ROI.

43% of respondents don't know how much of their sales come from new or returning customers. Knowing your leads and target persona is crucial to developing the best customer journeys and pipelines. From those who did answer this question, the average "renewable revenue" is 50%. This is a healthy mix between a loyal customer base and a growing share of the market.

Marketing Goals

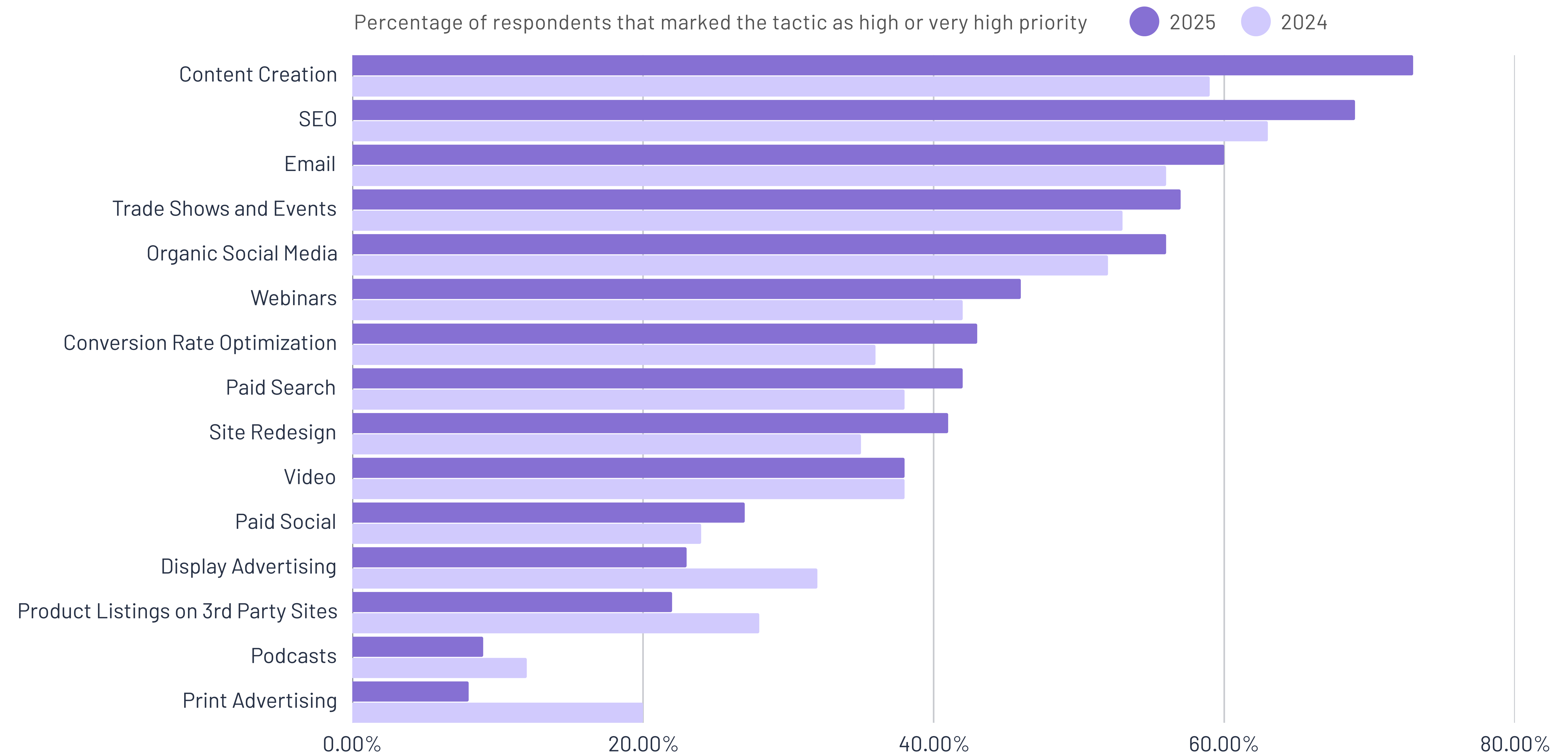
What are your 2025 Marketing Goals?



In the last survey, **Building Credibility/Trust** was of paramount importance. This year however, **Lead Generation** and **Generating Inbound Sales** are back to being the top priorities. However in the age of AI, Building Credibility still remains a higher priority than previous years by 8%.

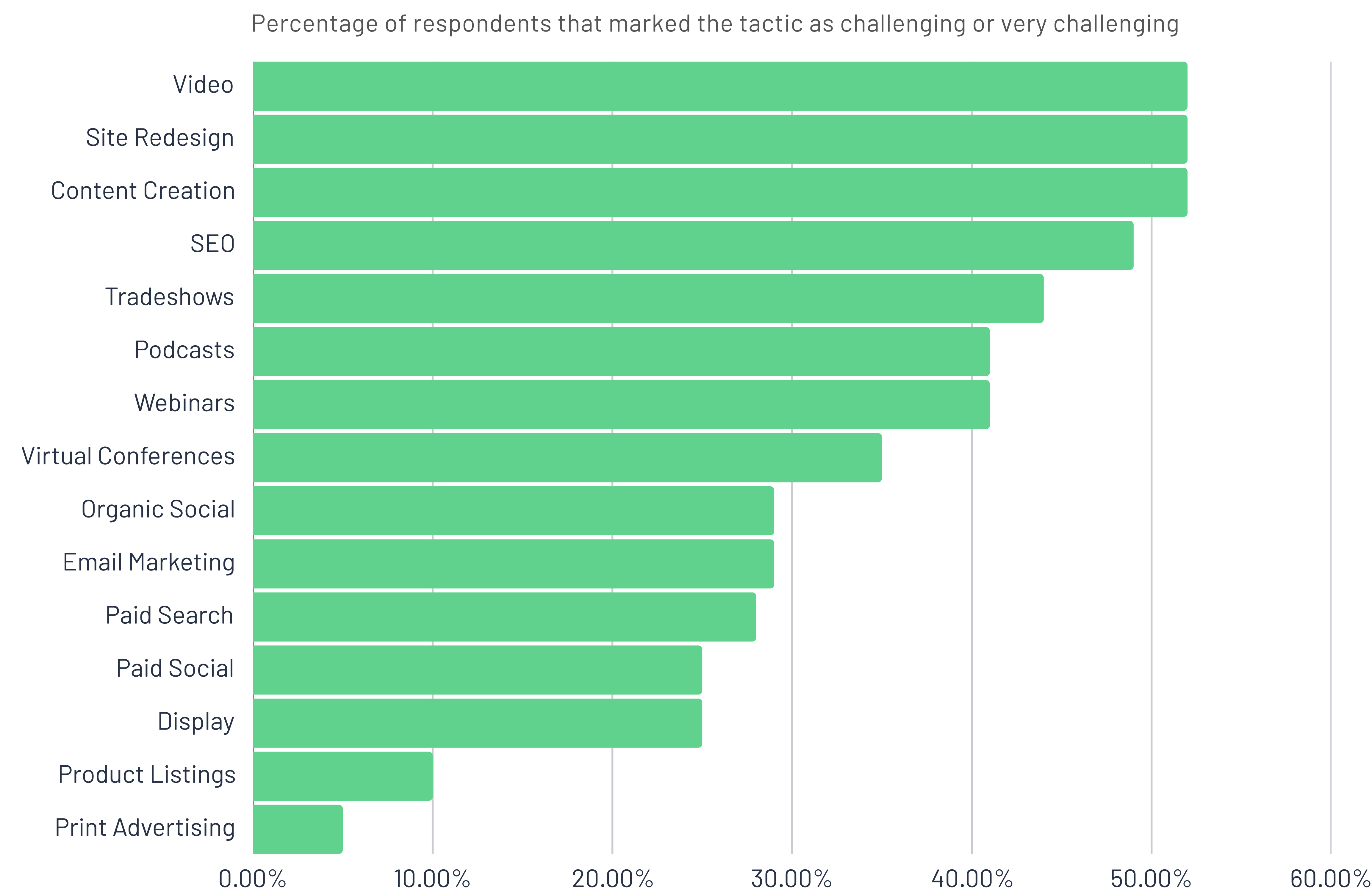
Marketing Priorities

What are your 2025 Marketing Priorities?



Marketing Challenges

Which do you find most challenging?



↑ **12%**

Video Marketing was reported as challenging by 12% more respondents since last year, reaching the top 3. Learn how to create, promote and reuse video with our Science on Display webinar.

**SCIENCE ON DISPLAY
WEBINAR**

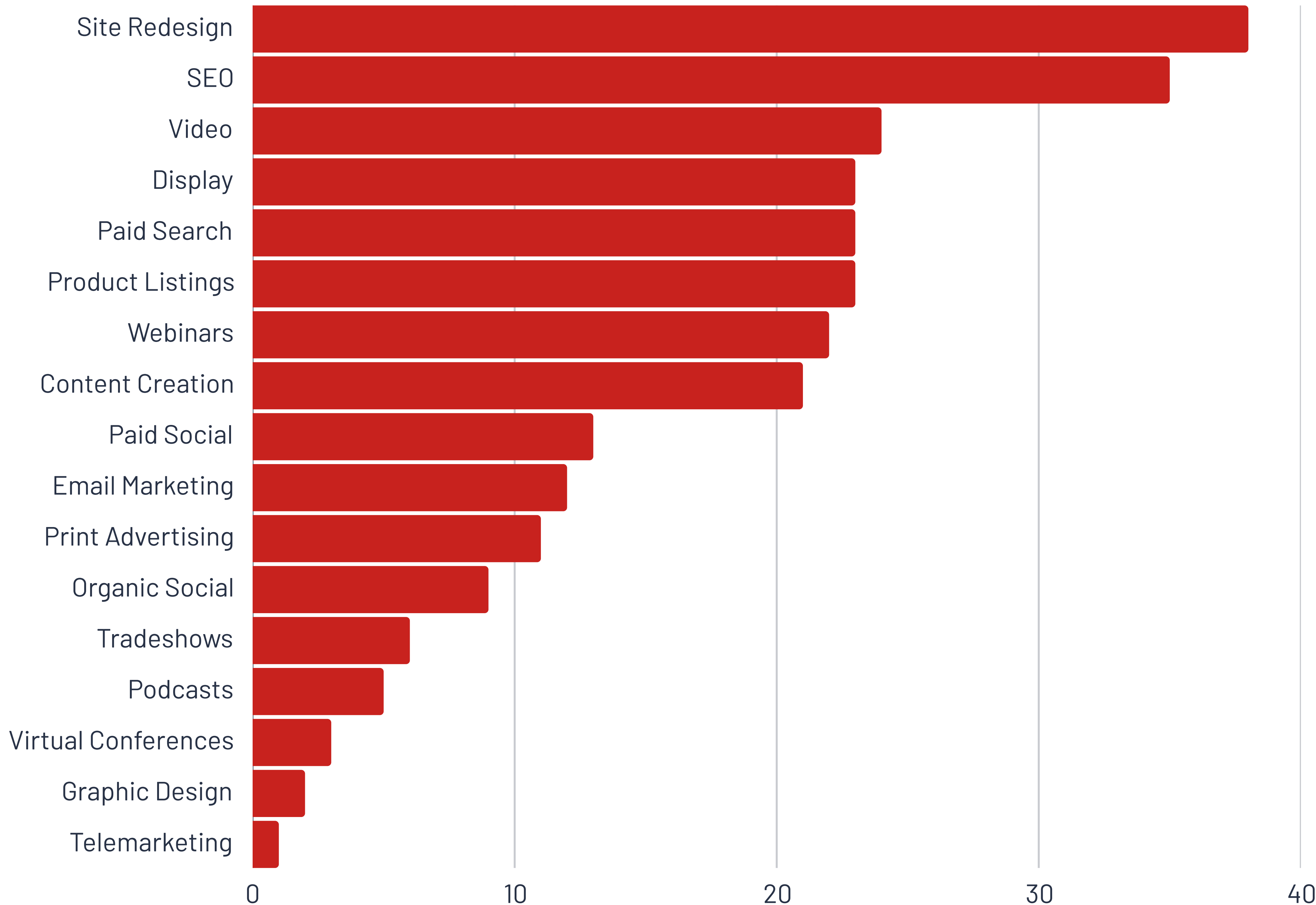
41%

Of respondents have marked podcasts as challenging or very challenging. However, **35% of the respondents listen to podcasts.**

**PODCASTING FOR
COMMERCIAL SCIENCE**

Outsourcing

In the last 12-months which marketing activities have you outsourced?

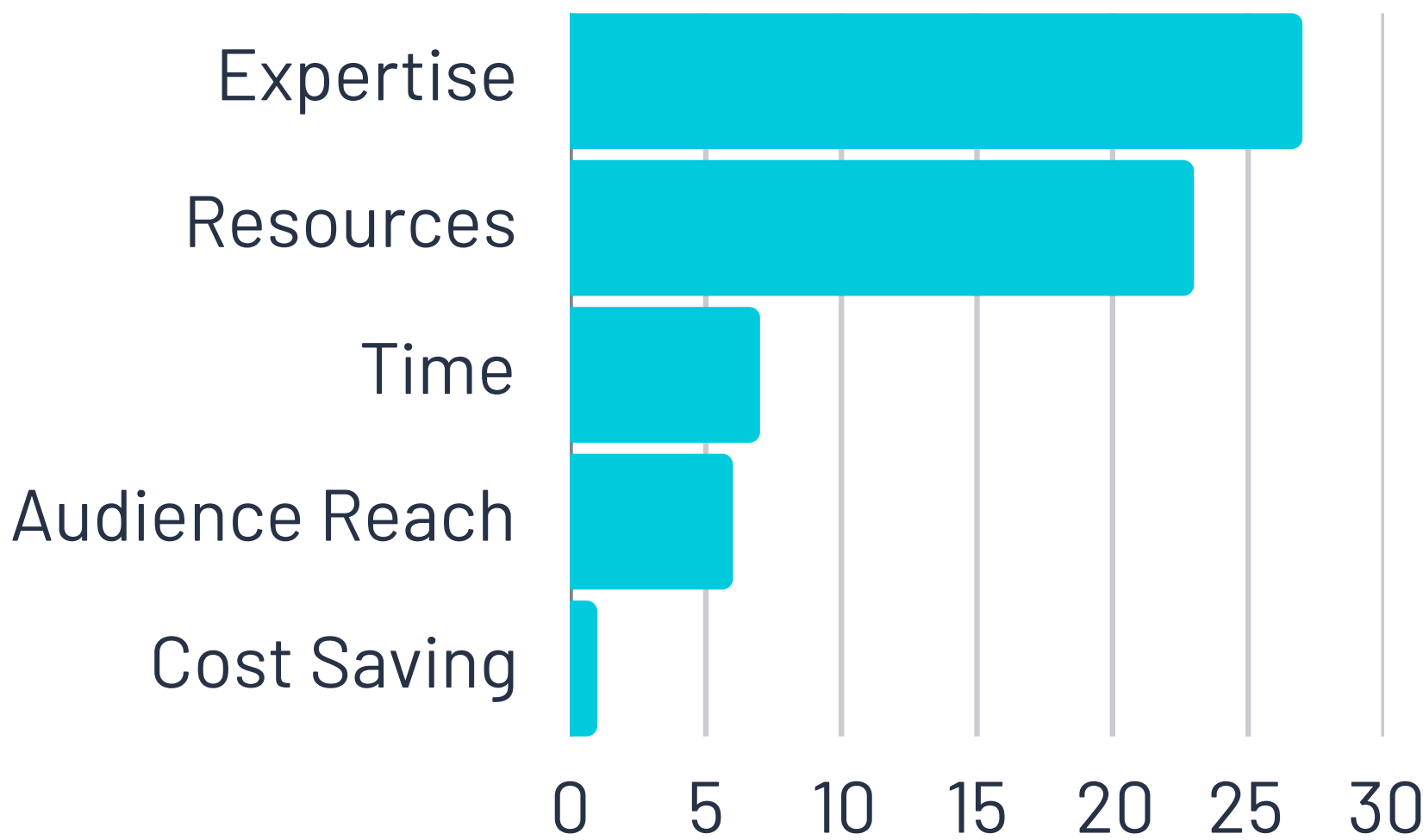


81%

Of companies **outsourced at least one aspect** of their Marketing in 2024.

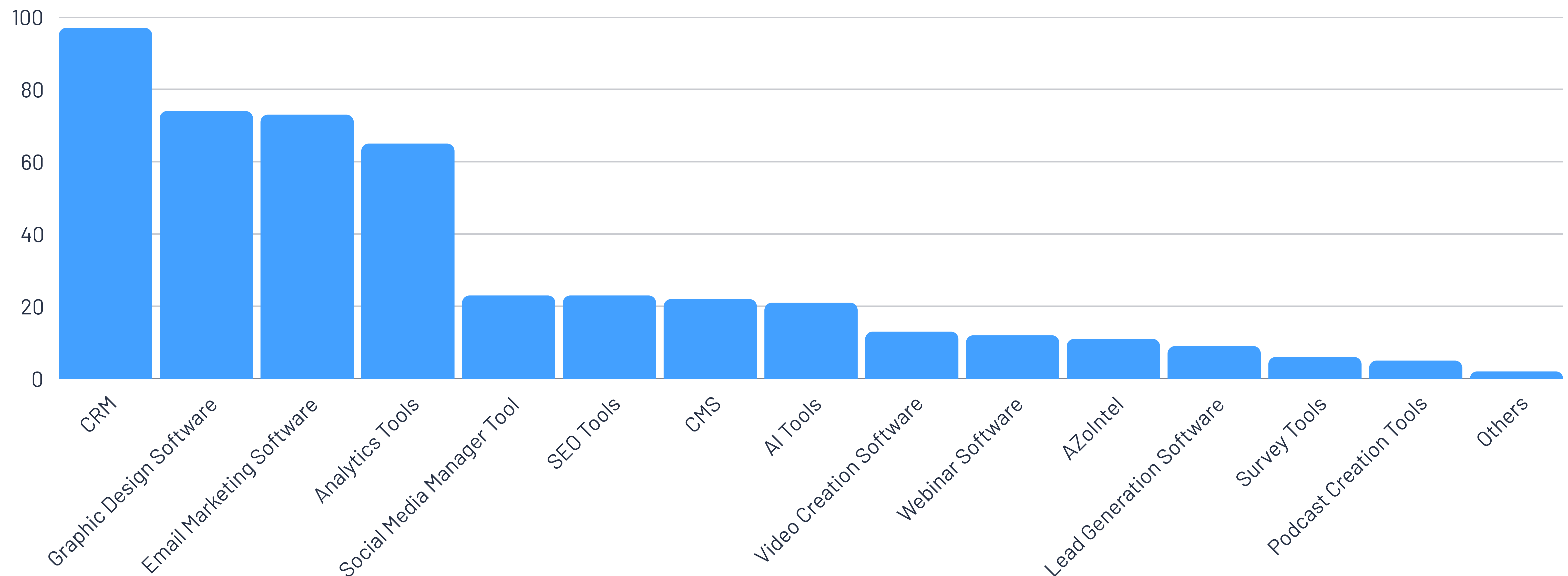
Expertise is the main reason respondents have indicated as the reason why they outsource services. Incorporating external experts in certain areas **complements your marketing stack and improves everyone's performance.**

Reason for outsourcing



Martech

Which of the following marketing technologies do you use?



↓
25%

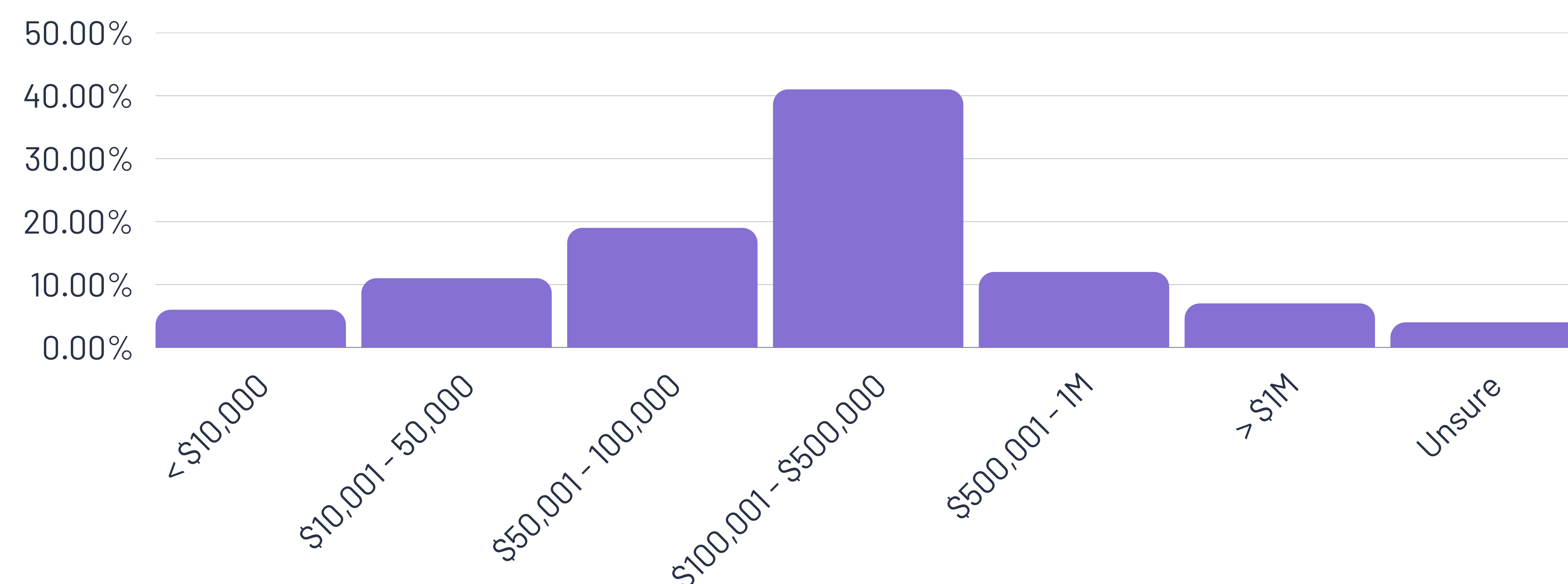
Less people use SEO Tools in their marketing stack. This may be correlated with an **increase of companies outsourcing SEO** compared to last year (+10%).

↑
19%

More companies use **Graphic Design Software**. Tools like Canva have really democratized graphic design and made impactful creations accessible to all skill levels.

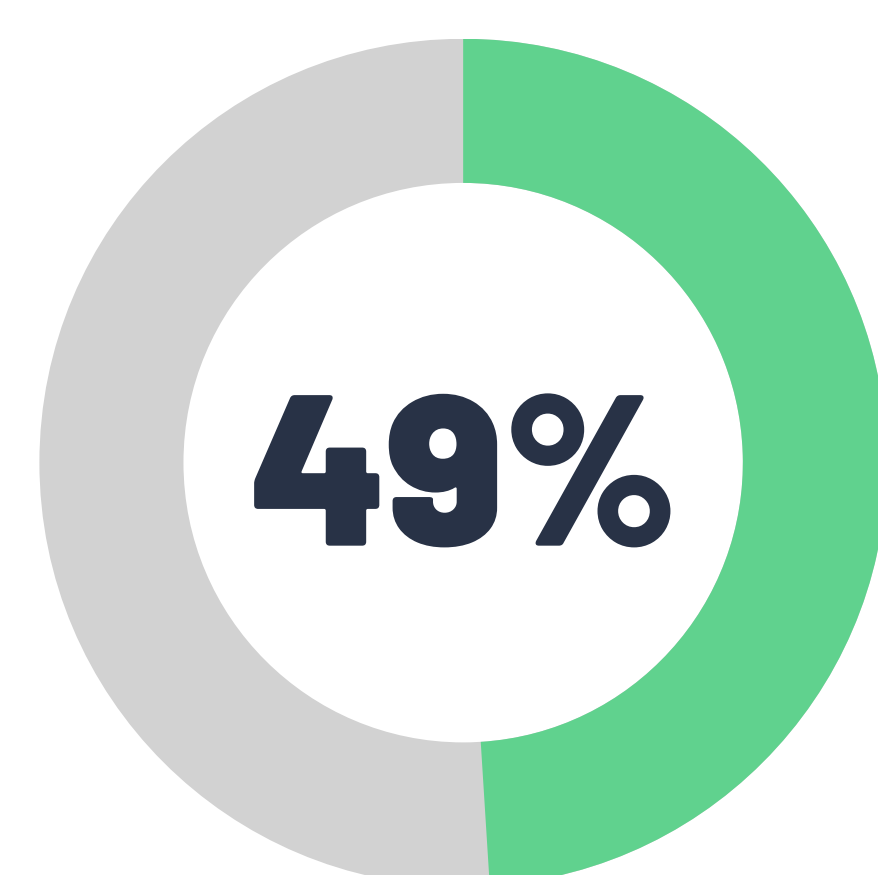
Budgets in 2025

Annual Marketing Budget

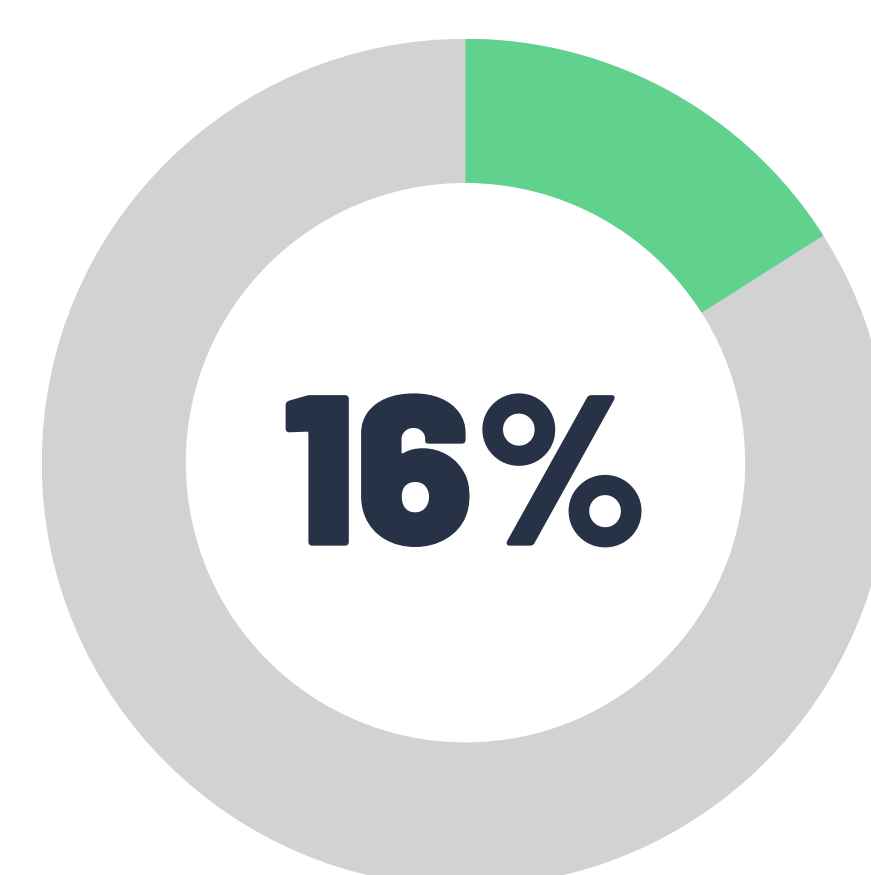


2% Average percentage of revenue that respondents spend as marketing budget

Those who spend less than \$10k a year in marketing are either **unlikely or very unlikely** to increase their budget for 2025. Those with bigger budgets are more open to increasing it, suggesting **a certain level of spending is needed to see the best ROI.**



of respondents likely to increase their **online spend** budget in 2025



only 16% of respondents likely to increase their **offline spend** budget in 2025

In last year's survey, 54% of respondents indicated that they were **likely to increase their online spend**, whereas only 21% said they would increase their offline spend.

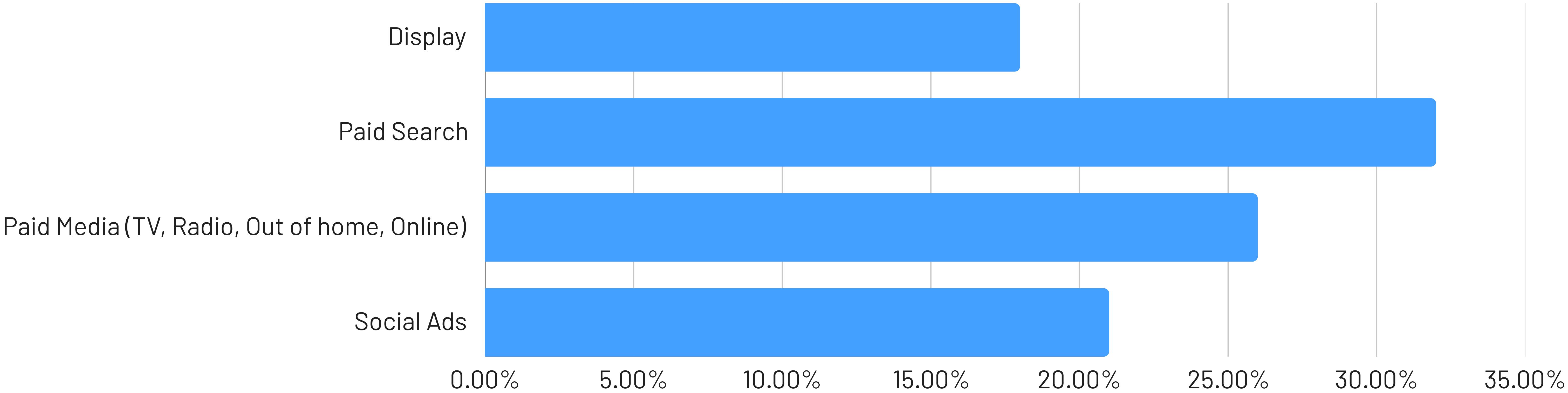
This year, we see a significant increase in budgets, with the median shifting from **\$10k-\$50k towards \$100k-\$500k a year**. Also, the amount of marketers that spend **\$500k-\$1M** has doubled, from 6% to 12%.

From last year's results, most of the budget was likely to be used on **Display (45%) and Paid Search (42%)**. We will take a look at where budgets went this year to establish trends for 2025.

Budgets in 2024

How has your spend in these areas increased in 2024?

Percentage of respondents that marked their budgets as increased or vastly increased



25.75%

Average percentage of respondents that **don't spend any money** on any of these areas.

Display

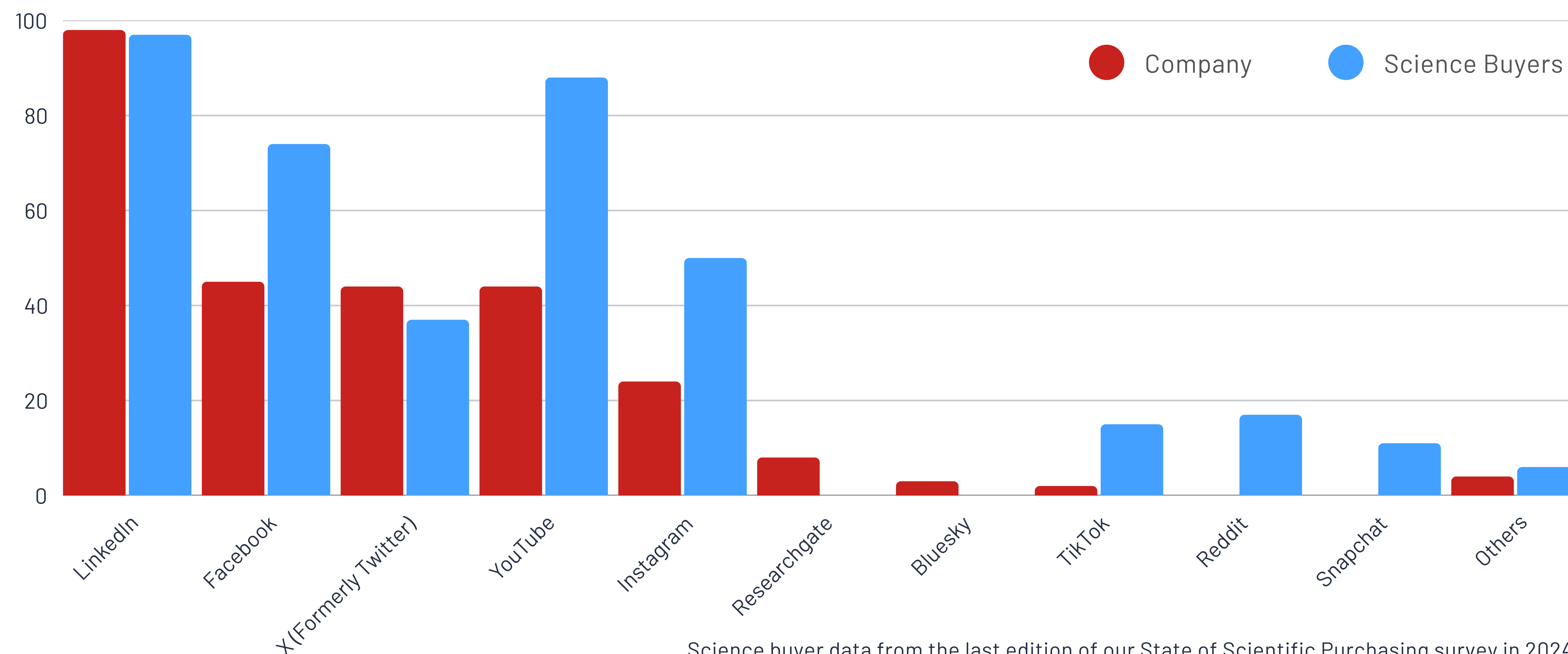
Saw the **least change** in spend this year, with 40% of respondents indicating their budgets remained the same in 2024.

Social Ads

Saw the **biggest cut** in spend, with 21% indicating their budgets had decreased or vastly decreased in 2024.

Marketing Channels in Focus - Social Media

Social Media Platforms in Use by Science Companies vs Science Buyers



Science buyer data from the last edition of our State of Scientific Purchasing survey in 2024.

Marketing Channels in Focus - Social Media

Are you where the buyers are?

For the last version of the State of Scientific Purchasing Survey Report, **we asked 145 subscribers that had recently bought a product or service** in the science, healthcare or engineering range which social media platforms they personally use.



88% of buyers regularly use YouTube - **only 44% of companies** leverage this platform in their marketing strategies.



50% of buyers regularly use Instagram - **only 24% of companies** include it in their marketing strategy.



74% of buyers regularly use Facebook - **45% of companies** utilize this platform.

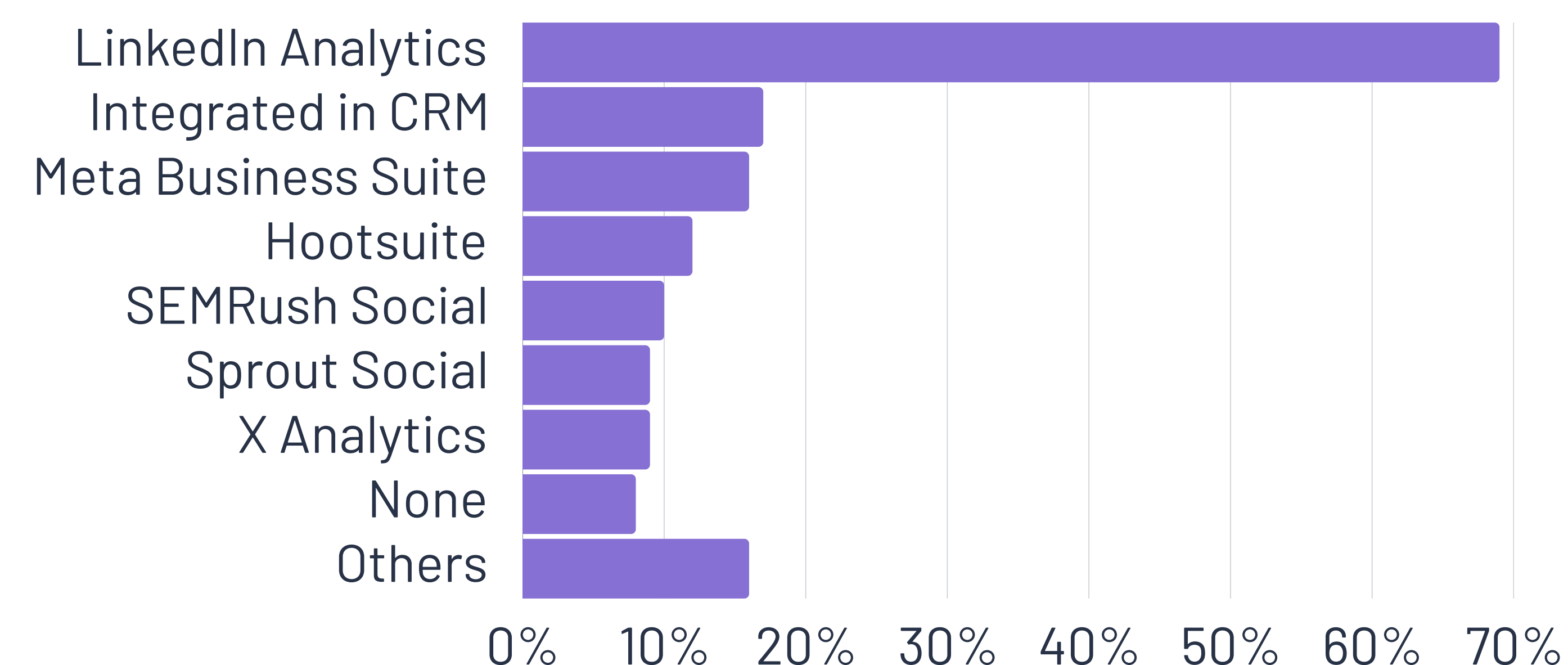
As Google's AI-driven search engine results pages (SERPs) evolve, **brands that maintain a narrow focus on Google traffic risk becoming vulnerable.**

Younger users are shifting to using Social Media as a search engine. Building brand demand across these channels will be a **big focus in 2025.**



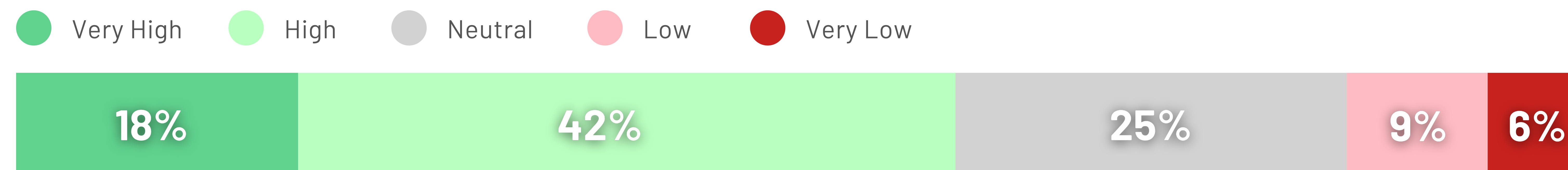
Eden Lison
SEO Specialist, AZoNetwork

Social Media Analytics Tools in Use



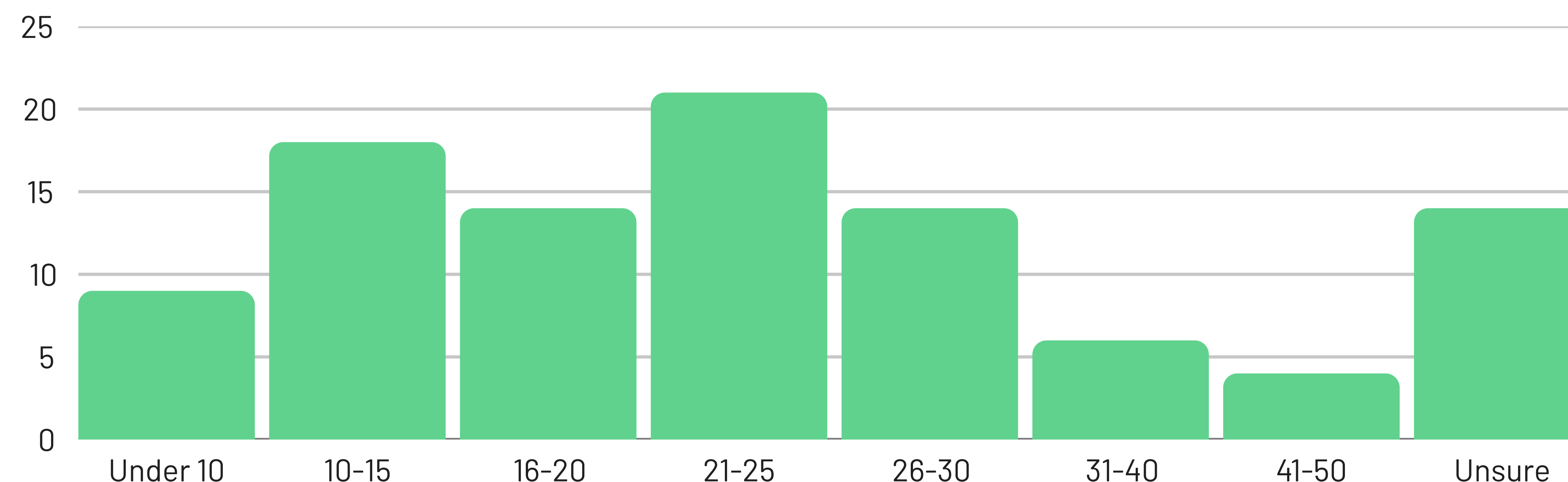
Marketing Channels in Focus - Email

How much of a priority is Email Marketing for 2025?



60% of marketers marked Email as a priority or the coming year. A third of them find Email Marketing challenging or very challenging.

What is your average Email open rate?



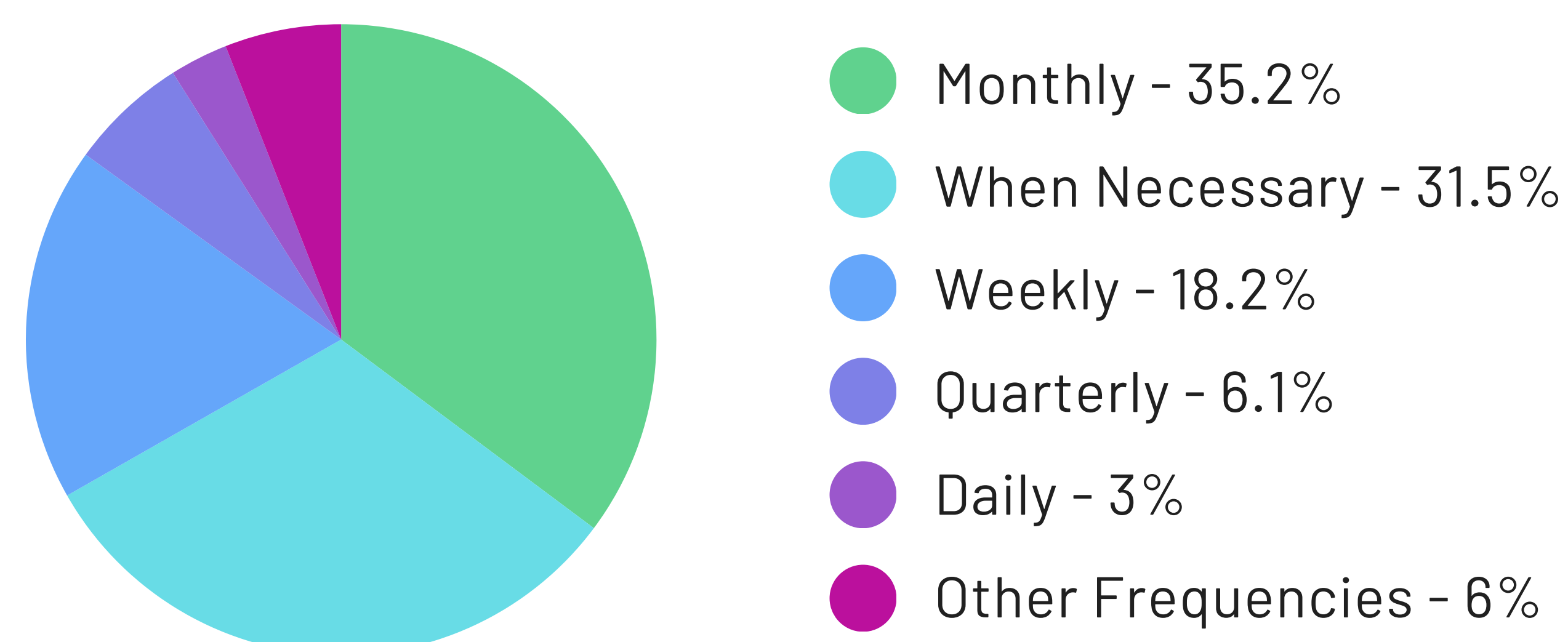
14% of marketers don't know their open rates. Whilst open rates can be considered a vanity number, it gives an initial idea about **how relevant the content is to your audience, as well as the quality of your database.** However, clicks should be the priority when tracking email marketing campaigns success.

Marketing Channels in Focus - Email

What types of email content do you produce?



How frequently do you send your newsletter?



31% of respondents don't have a Newsletter.

Monthly and weekly newsletters have the best average open rates, with most having between 20% and 30% open rates.

Consistency is key to staying top-of-mind, however, each email should offer value to the reader to avoid fatigue.

Having the right email campaign strategy ensures that you move your leads through the sales funnel seamlessly and efficiently.

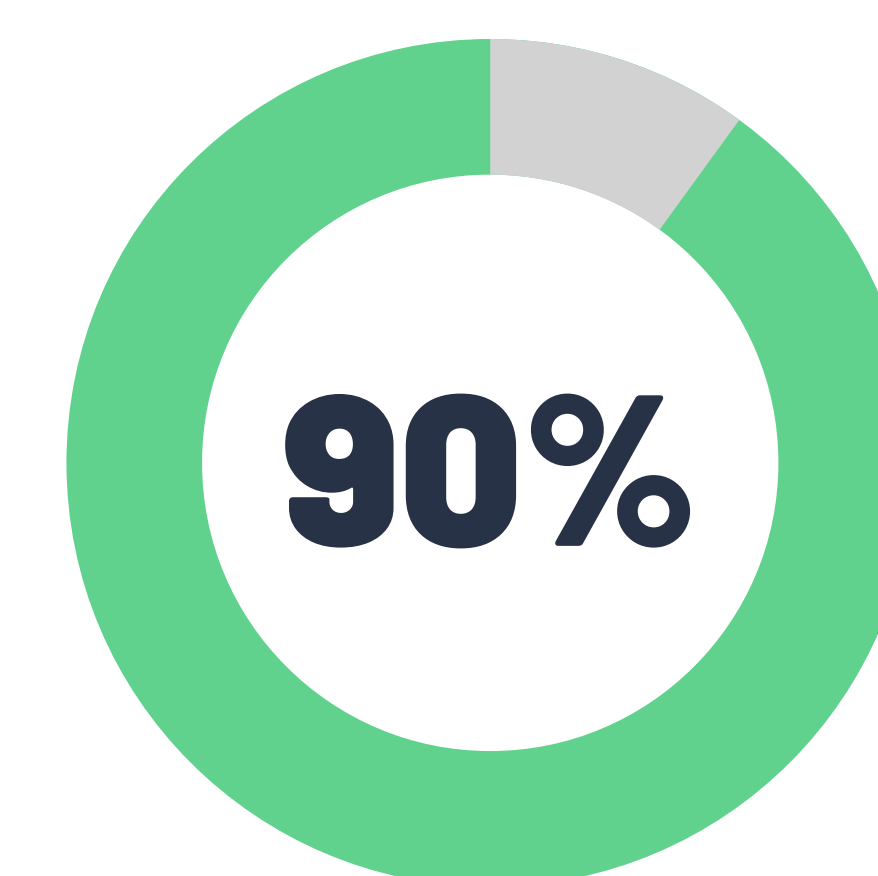
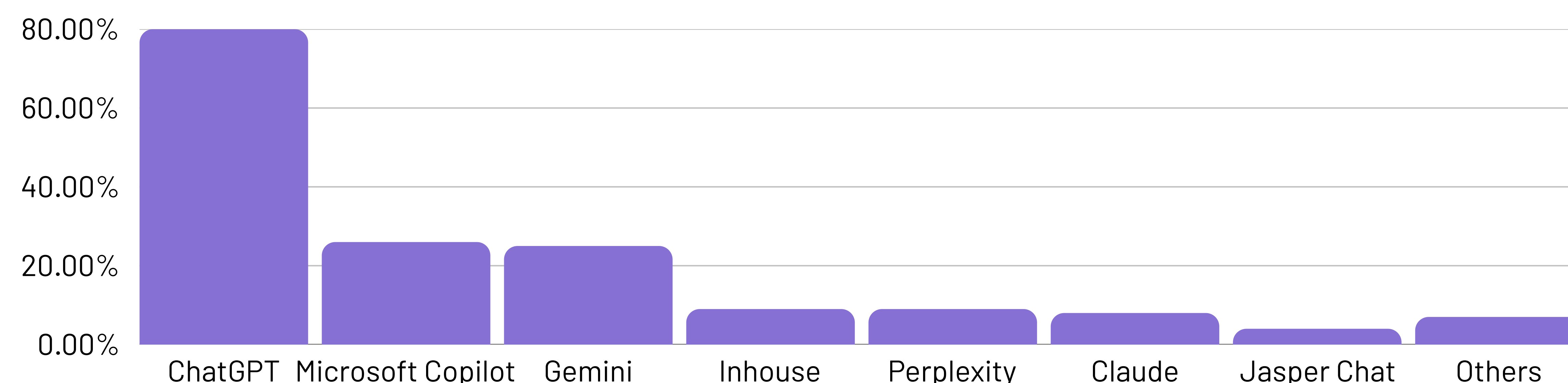
Different types of email content work for customers with different levels of intent. With many organizations still failing to grasp the way we all look for products and solutions online today, it's more important than ever to understand what these experiences look like and where user intent begins and ends.



Torsten Christensen
Head of Email Marketing, AZoNetwork

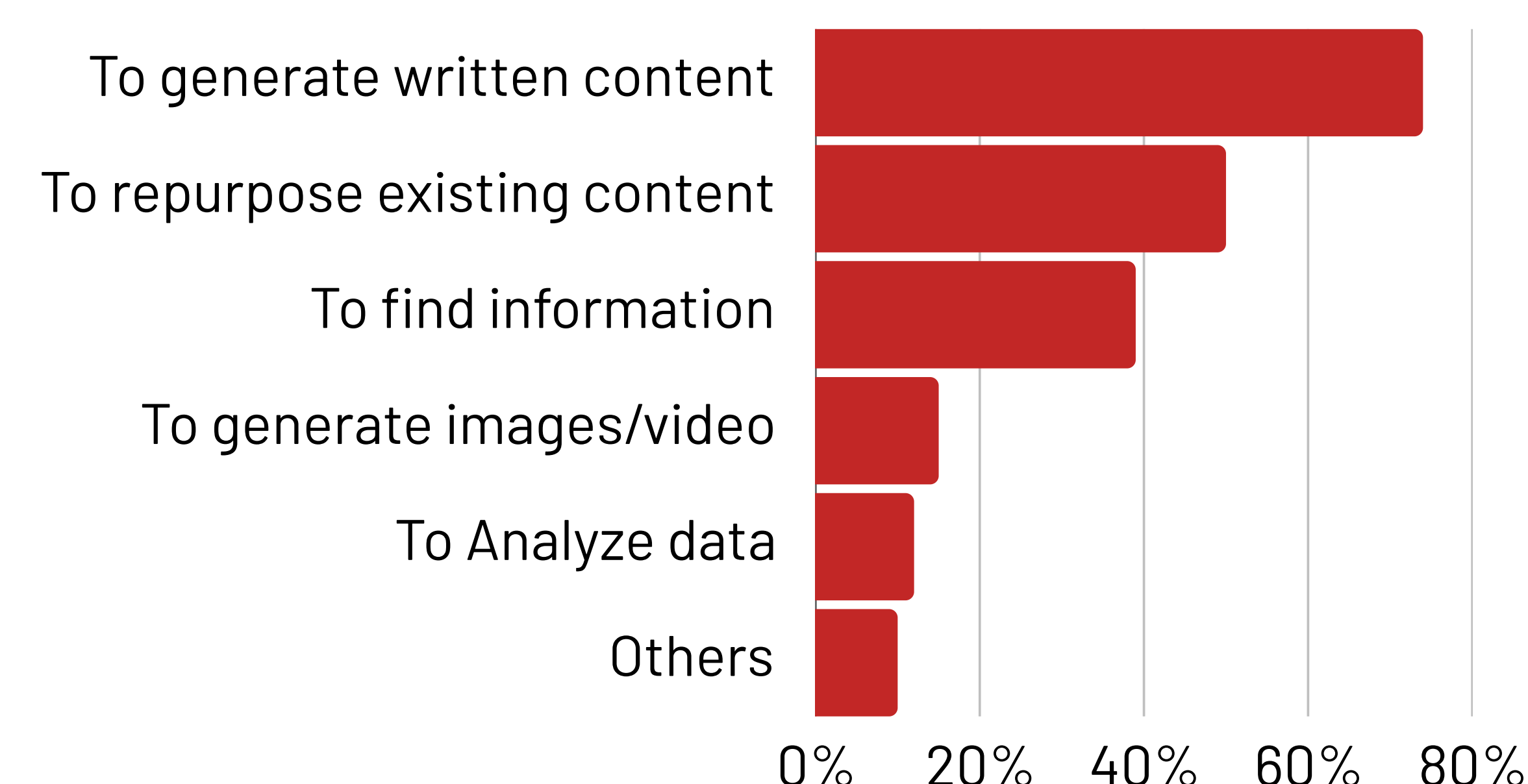
Marketing Tools in Focus - Artificial Intelligence

Which AI tools do you use?



of science marketers used AI tools in 2024.

What is the main purpose?



12% more marketers use ChatGPT compared to last edition's results, which means 80% of scientific marketers are now familiar with the platform. Given that the two main reasons why people use AI is to generate and repurpose written content, it is natural that ChatGPT has become a staple.

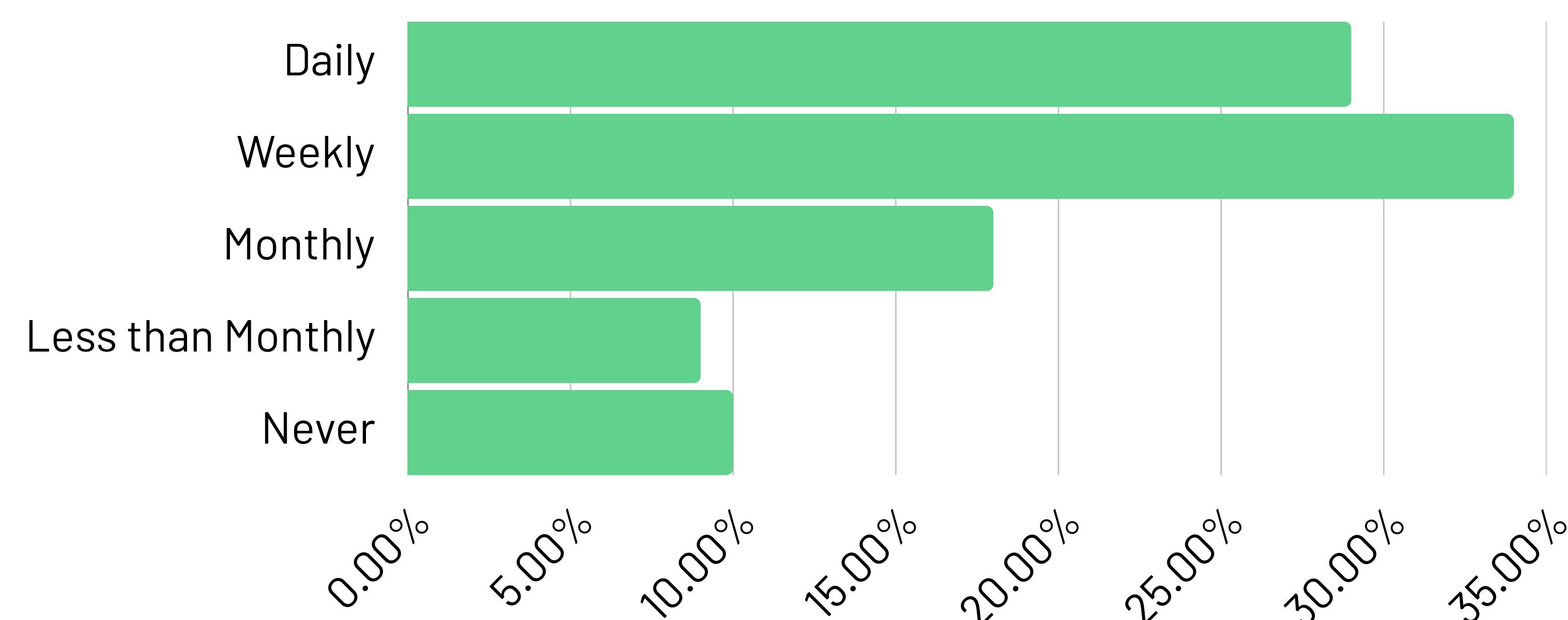
We're now entering the "Agentic - AI" era where the automation and linking of specific task focused AI Agents will make a huge difference to the productivity of companies who adopt these technologies. We foresee significant uptake in the use of these tools in two areas; (1) greater and more sophisticated customer engagement and (2) in doing "more with less" in relation to those repetitive foot slogging tasks within every functional unit within a company. Through our web services activities we're seeing a significant increase in customer interest in both these areas.



Ian Birkby
CEO, AZoNetwork

Marketing Tools in Focus - Artificial Intelligence

How often do you use AI tools?

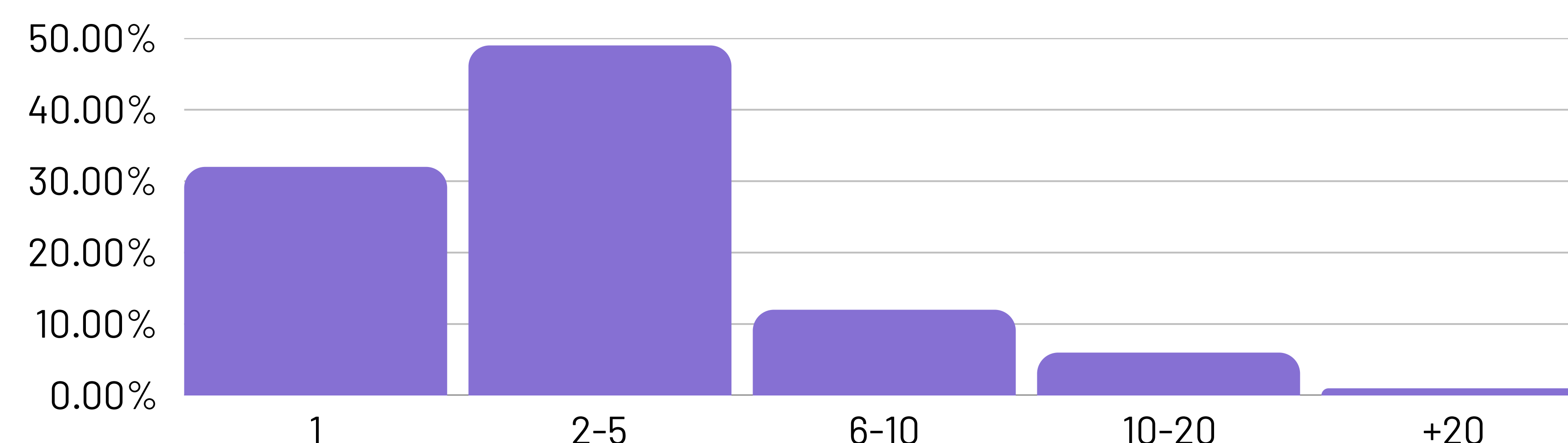


Marketers that use AI daily save more than 10 hrs a week. Marketers using AI weekly save 1-6 hours a week. There is a strong correlation where the more you use AI tools, the more time you save.

We asked respondents to comment on their favourite AI applications, here are a few highlights:

- *We really enjoy creating content, and then using AI to help "spin" it for various purposes.*
- *Breaks writers block when composing content.*
- *For a small team like ours, AI provides a way to get access to expertise, fresh/alternative ideas, novel strategies, etc. that we do not have access to internally.*

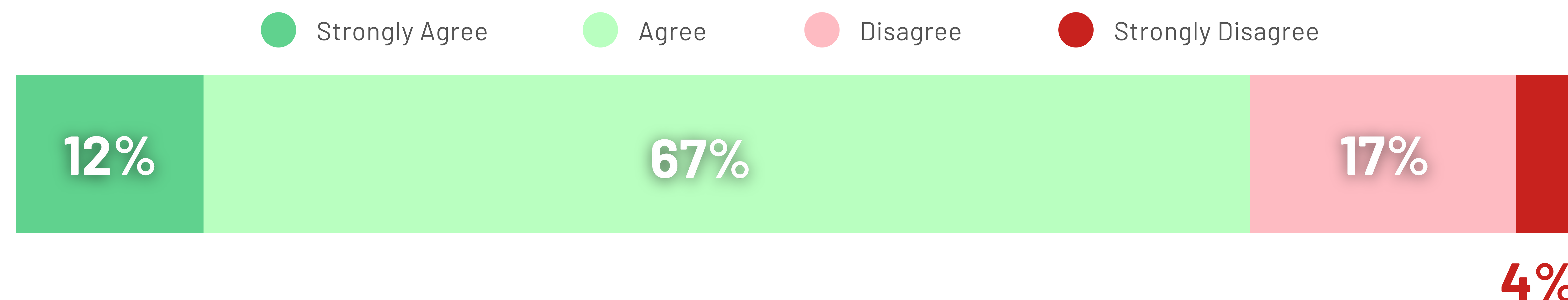
How many hours a week are you saving by using AI?



Worth noting that **4% of marketers surveyed have specifically indicated they don't use AI because they find it unethical** or their company policies don't allow it. As we move forward, it's important to consider AI effects on intellectual property.

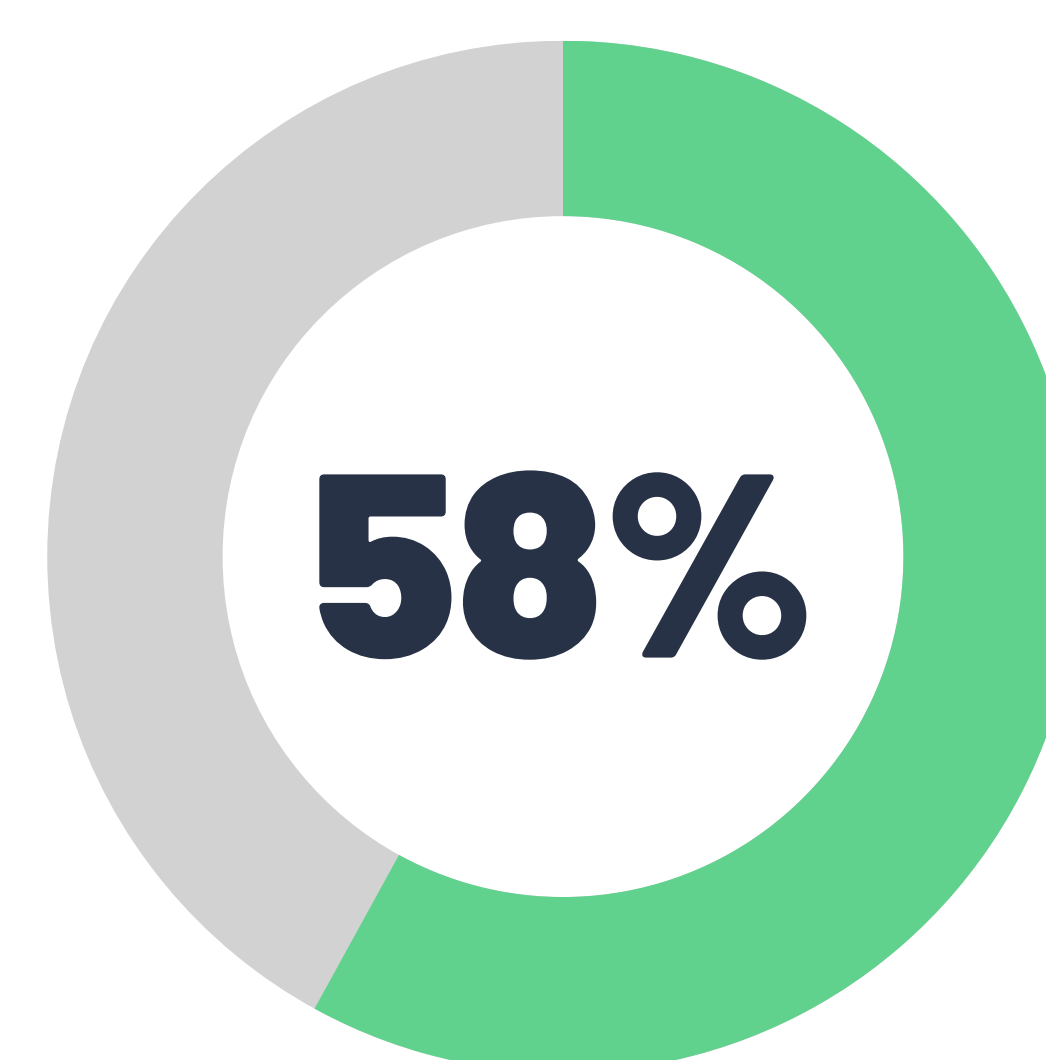
Looking Forward to 2025

I am feeling optimistic about our 2025 Marketing plans

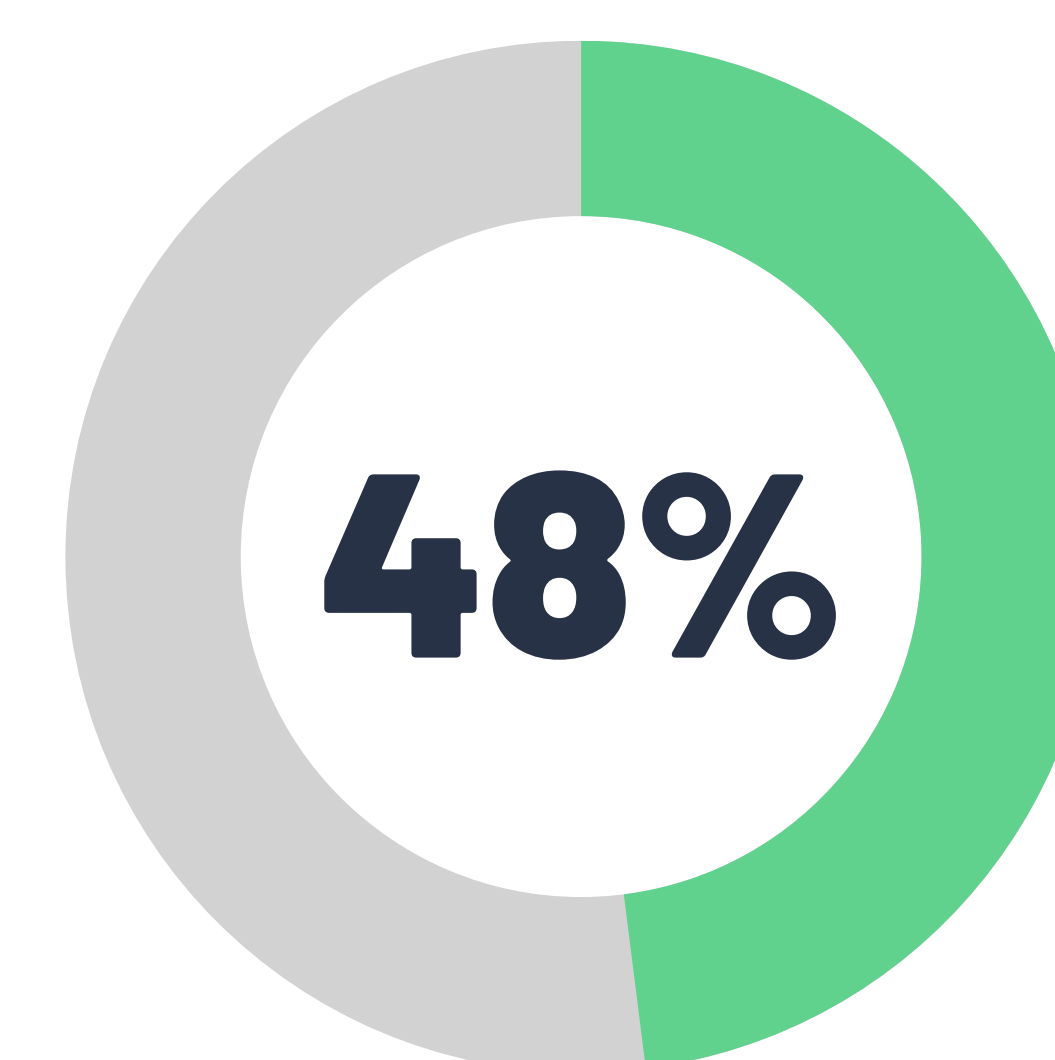


 **11%**

Confidence in marketing plans has fallen by 11 percentage points, dropping to 79%—the lowest level in five years. Geopolitical uncertainty is likely to be a significant contributing factor.



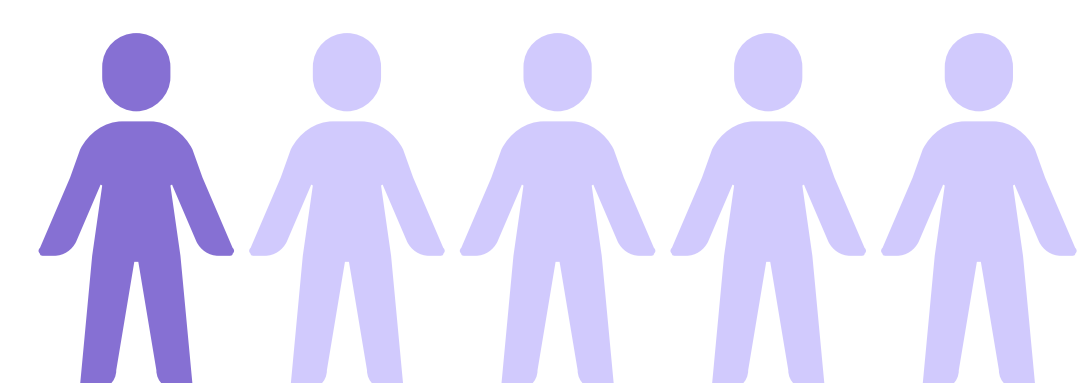
of respondents said their website traffic increased in 2024 despite the rise in AI and LLM's impacting search behavior.



of respondents saw an increase in their sales enquiries in 2024.

5 Years of Scientific Reporting

How has the landscape changed?



In 2019 20% did not use a CRM

Now, only 3% of companies surveyed don't use Customer Relationship Management software.



Building Credibility wasn't a priority in 2021

Only 22% of respondents marked Building Trust/Credibility as a priority for 2021. In just 4 years, amidst the increased use of AI and LLMs, it has become one of the main priorities for 67% of companies.



15%

Average Email Open Rates

Average open rates have gone from 10-15% in 2021 to 20-25%. With tighter restrictions in privacy policies and the enforcement of one-click-unsubscribe links on emails, companies are more aware of the importance of a high quality database. This has led to Email consolidating its role as one of the best ways to reach new audiences and nurture your leads.

Lead Generation and Inbound Sales continue to be the main goals. There are some technologies that have resisted the test of time and have become staples in the Marketing stack, like Email, Analytics tools and CRMs, consistently in the top 5.

Key Takeaways



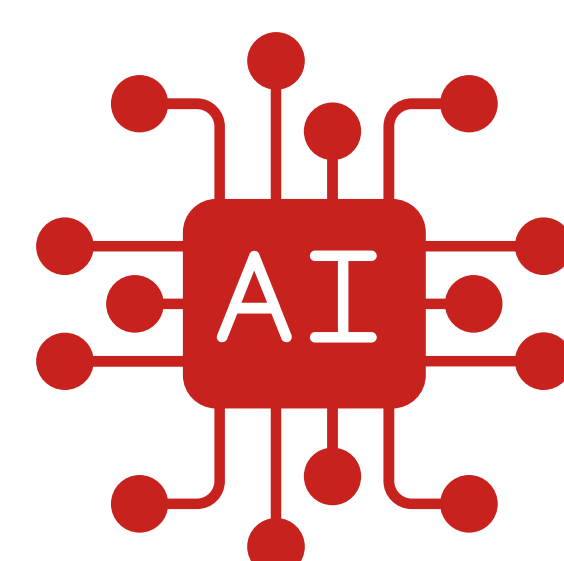
High budgets, High ROI

This year, we see a **significant increase in budgets**, with the median shifting from \$10k-\$50k towards \$100k-\$500k a year. In 2025, 49% of companies have indicated that they are planning on increasing their digital spend even more, suggesting that **spending between \$100k and 500k leads to the best ROI**.



Diversifying SEO Traffic

According to [Forbes](#), **24% of users said they only use Social Media as their primary search tool**. This percentage is even higher for Gen Z (under 26), **reaching 46%**. To nurture future leads and establish a long-term sustainable funnel, companies should optimize and diversify their social media presence.



AI as a Key Tool

90% of science marketers now use AI tools as part of their marketing stack. AI platforms significantly improve a company's productivity if leveraged correctly. As we move forward, companies and users will look to harness these tools better and **more efficiently, ethically and sustainably**.

Although optimism has decreased this year due to global uncertainty, the strong sales data (with 48% of companies having experienced an increase in enquiries) and budgets indicate that **companies in the science, healthcare and engineering spaces are still thriving**. We hope the information gathered during these last 5 years of Scientific Marketing Reporting has helped you to successfully lead your marketing efforts.

Get In Touch



Create

Produce high-quality content, including news pieces, in-depth articles, engaging webinars, comprehensive product listings, video content, and expert interviews to inform, educate, and inspire your audience.

Distribute

Our ultra-targeted audiences help you reach the right targets with precision. Amplify your impact through our websites, social networks and highly engaging newsletters, ensuring your content connects with the people who matter most.

Analyze

Turn insight into action with AZoIntel, the marketing analytics platform designed specifically for the Scientific Marketer. Gain actionable intelligence to drive smarter decisions and maximize your campaign success & ROI.

[SPEAK TO OUR EXPERTS](#)

[VIEW OUR RATECARD](#)