



Strategic digital marketing tools for CROs

Sciential whitepaper series
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A selection of the best digital marketing tools for CROs

Business development is shifting towards a digital approach

The COVID-19 pandemic is changing the way life sciences companies meet potential clients and business partners. Visiting conferences, participating in workshops, or speaking at events are no longer the go-to strategy for executives, business developers, and sales professionals. Luckily, the innovative life sciences field is adapting quickly to the new circumstances and business development is transitioning to a digital approach through webinars and digital conferences. Conferences are now organized as digital events and most companies are starting to become more active on LinkedIn. Even before the pandemic, large CROs were already executing strong digital marketing strategies.

For small- and medium-sized CROs it is important to adapt to the new business development standards within the life sciences industry. There are numerous digital marketing tools that can help you achieve this. Although it can be challenging to navigate through the digital marketing jungle, there are only few tools available that work best for CROs. A successful digital marketing strategy does not depend on the size of

a business development or marketing budget. It is rather determined by how smart and creative companies are using easily-accessible and cost-effective digital tools to generate leads for their products or services.

In collaboration with our marketing and life sciences experts, Sciential has written this whitepaper about the five best digital marketing tools for small- and medium-sized CROs. This whitepaper will help your organization to generate warm leads and find new clients during the COVID-19 pandemic. The five tools have been carefully selected based on the following criteria: 1) ease of implementation, 2) cost-effectiveness, and 3) measurability of results.

This whitepaper covers the following five digital marketing tools:

- 1) **[Automated business development \(p. 3\)](#)**
- 2) **[Search engine optimization \(p. 4\)](#)**
- 3) **[Social media channels \(p. 5\)](#)**
- 4) **[Email database utilization \(p. 6\)](#)**
- 5) **[Cost-efficient advertising \(p. 7\)](#)**

1. Automate your business development efforts on LinkedIn



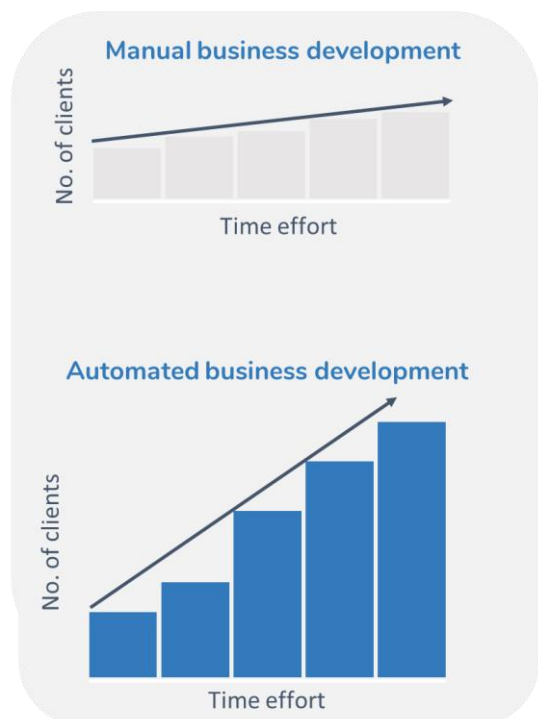
LinkedIn is the most dominant and effective networking platform for CROs

As a CRO, you only have limited personnel and time available to contact potential clients. It is important for a successful business development strategy to contact prospects, leads, and clients in the most time-efficient way. The LinkedIn platform helps organizations and professionals to connect with their professional network, including potential clients, business partners, and colleagues. For CROs, LinkedIn is an excellent tool to maximize their client reach and target the right audience with their product or services. However, connecting with potential clients on LinkedIn manually drains valuable time that you could have used for other important tasks, such as content writing, marketing, or product development. This is where an automated business development tool for LinkedIn comes in handy.

The LinkedIn automation tool allows you to select key targeting criteria, such as industry (e.g. medical devices, biotechnology) or position (e.g. CEO, CSO, business developer) of your target client. Instead of sending out individual messages one by one, you can send out your personalized message to a range

of potential clients at once and await their response. This significantly speeds up the lead generation to conversion process, which takes 84 days on average. You can even go a step further with the tool by sending out subject-specific surveys, sharing valuable whitepapers, or inviting them to follow your LinkedIn page.

With the LinkedIn automation tool, your company can scale lead generation without the need for additional time or budget. This way, the sales process of your company becomes much more efficient and cost-effective.

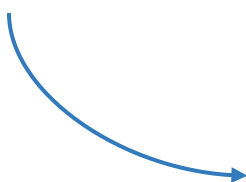


2. Improve your online visibility with Google Search Engine Optimization

What is search engine optimization?

Search Engine Optimization (SEO) is the method to improve the visibility of your company by positioning your website on top positions in search engines, such as Google. The Google search algorithms determines the position of your website based on, among other things, relevant keywords quality, and quantity of the content on your website. SEO is a relatively cheap marketing tool because it only requires the investment of your time. Improving your search engine ranking as a CRO is highly relevant since potential clients will click on the first hits whenever they search for your products or services in Google. In fact, up to 32% of your potential clients will click on the first Google search hit. This makes SEO an interesting and effective lead generation tool.

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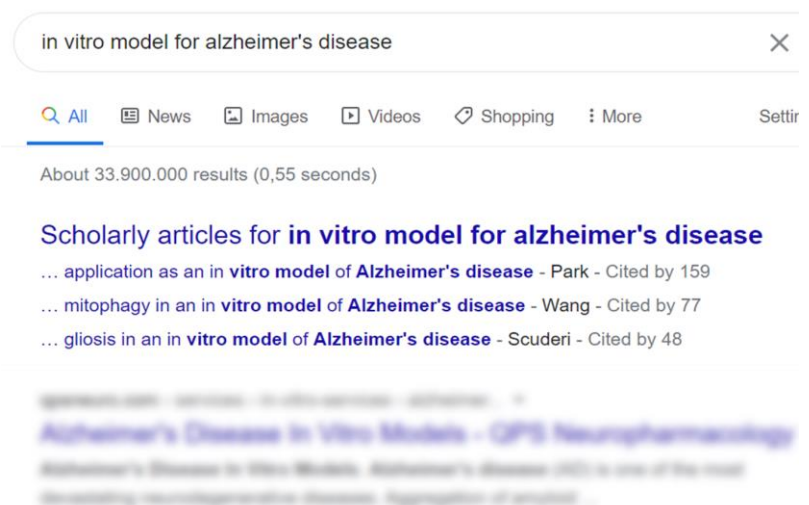


How to apply SEO

To position your website higher in Google and improve your company's online visibility, you can apply the following tricks:

- Adding valuable content to the website, (e.g. articles about your products or services).
- Choosing the right keywords in your content that relate to popular searches.
- Getting mentioned (and linked) by websites with strong authority (e.g. news or university websites).

Next to these tricks, there are numerous other factors that Google assesses to determine your website. These include bounce rates and user experience. With the right approach, your website can end in the top searching results and you will be more visible to potential clients.



3. Build your own free advertising channel on social media

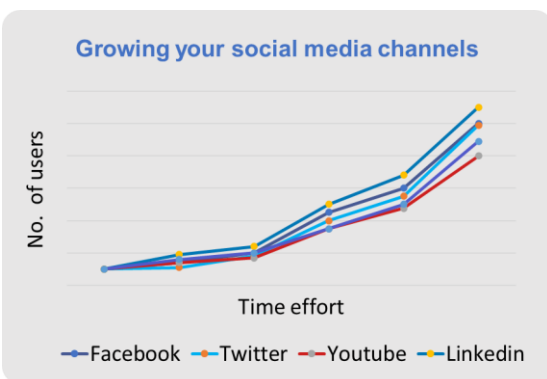
Investing time in your social media channels

As the life sciences industry becomes more digitally active, it is now the time to invest in improving your social media company channel on platforms that are relevant for your products or services. By investing sufficient time and effort in the generation of high-quality followers (i.e. your existing and potential clients), you create your own fully-owned and free-to-use advertising channel. Here, you can share strategic content (e.g. news, articles, videos) and drive traffic towards your website, where of course, your potential clients become warmed-up leads. You may also keep existing clients updated on new products or services and offers. The formula for a successful social media channel is straightforward: investing more time in content and engagement will lead to more followers who may become your clients.

How to generate high-quality followers

Generating followers for your company's social media channels can be a challenging process because it requires a lot of your time and focus. It is always recommended to hire a marketer who can manage your social media account. Or, if your company has a limited budget available for marketing, you can always hire an intern. Regardless of who is taking care of the social media channels, here are some affordable ways to generate followers:

- Posting articles, whitepapers, or blogs that are relevant for your target audience
- Engaging with your potential followers by replying on their posts or comments.
- Requesting your co-workers to get involved as content writers and asking them to share the posts from the company channel on their personal accounts.



If you have difficulties creating interesting content on regular basis, it can be useful to write a content roadmap. This document will help you organize the types of content that you can share and a strategy on when, where, and how to share your posts.

4. Get the most out of your client email database

Efficiently leveraging your client base for direct advertising

Client databases that include email addresses are an important asset for business developers and marketers. Your company should leverage and expand its existing client database because it provides a way to efficiently reach (potential) clients. And this goes further than you might expect.

A straightforward practice of utilizing your client database is using direct email advertising, meaning that you bring new products or services under the attention of your (potential) clients by sending an email. To improve the impact and the results of email advertising, you can also share a whitepaper explaining new technologies or interviews with satisfied clients. In email advertising, it is important to respect your (potential) clients by relevant and interesting emails to avoid being marked as spam. There are tools available online that can help you to design and manage your email advertising campaigns in a time-efficient manner. Be sure to explore these tools before you scale your digital marketing efforts.

Banner advertising through third party websites

A more advanced form of using your client database is via third party banner advertising. Nowadays, all the well-known advertising platforms, such as Google, provide features to upload email addresses of individuals you would like to target. This allows you to exactly target whoever you want. If you have already built a solid database of (potential) clients, then using this tool is a no-brainer for your company. Even if you have a limited list of emails available, the advertising platforms allow you to additionally target individuals with similar profiles, which would still facilitate a sufficient reach for your ad. Even though this tool requires a financial investment from your company, you will generate leads that are of high quality and are easier to convert to sales.

5. Cost-efficient advertising through data-driven experimentation

Making paid advertising profitable

Paid digital advertising is always an effective way to reach potential clients. Google and LinkedIn offer interesting paid advertising products for companies that are highly relevant for CROs. The concept is simple, you pay the platform to become more visible to your target audience. But how do you make sure that your advertising budget is spend in the most efficient way?

Experimentation is the way

To achieve cost-efficient advertising, following basic experimentation methodology is the best approach. Every experiment starts with a hypothesis that you want to test. This hypothesis is then assessed by collecting data to see if your hypothesis is correct. Let's now apply this principle in the following simplified example.

Your company has developed a breakthrough preclinical screening service. You want to promote and sell this service to biotechnology companies in Europe and the USA. Unfortunately, your digital advertising budget is limited so you come up with an experiment to test if the need for your screening service is higher in Europe in comparison with the USA. You set up two identical ads, but each targets a different region (Europe and USA).



Ad 1

Region: Europe
Budget: €500
Result: 20 clicks



Ad 2

Region: USA
Budget: €500
Result: 10 clicks

Of course you spent a limited amount of budget because you want to allocate your the rest of your budget to the best performing ad. You collect the data from both ads and the results are clear: the European ad has generated 50% more clicks and leads in comparison to the USA ad. This means that it is wise to spend the rest of your advertising budget on the European ad because it generates more leads per euro that is spent.

This is a simplified example. In practice you will have to narrow your target group even further to become cost-efficient. To achieve this, you will have to include as much parameters as possible (country, size of company, development stage, etc.). Keep in mind that experimentation is always an ongoing process.

About Sciential Marketing

Sciential is a digital marketing agency that provides online marketing solutions for companies operating in life sciences and health. Whether your company is targeting consumers, medical professionals, CROs, clinical subjects, academic institutions, or big pharma, Sciential is your go-to marketing partner.

Sciential goes beyond traditional marketing agencies and helps your company to promote and sell products or services using innovative digital technologies, data, and analytics. Our consultants support you in achieving more leads and sales while helping you to better identify the needs of your target customers. The Sciential team consists of digital marketing and data science experts with a solid understanding of the life sciences and health market.

Our client network includes companies, research organizations, non-profits, and medical facilities in Europe. The head office is located in Rotterdam, the Netherlands, where we are connected with local life sciences and health hubs.

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