

VISION OF EXECUTIVES IN LIFE SCIENCE MARKETING

In a recent initiative, Sciential surveyed 50 prominent individuals in life sciences marketing, including Marketing Directors, Chief Marketing Executives, and Heads of Marketing. Their invaluable insights, centered around five key topics, provided a comprehensive view of marketing's role within their organizations. These perspectives not only enriched our understanding, but also invigorated our commitment to the dynamic ecosystem of life sciences marketing.

WHAT SHOULD BE THE PRIMARY JOB OF MARKETING DEPARTMENTS IN ORGANIZATIONS?

Respondents strongly advocate elevating the buyer's journey through marketing, with a distinct shift from immediate sales focus. Their emphasis centers on **nurturing enriched customer experiences, fostering brand credibility, and building lasting customer relationships**. This approach underscores a holistic and sustainable synergy between marketing impact and revenue outcomes.

Adding value to the buyer's journey of your prospect



Increase awareness of your brand among the audience



Contribute to sales and revenue directly



Retrieving contact information of an interested audience



WHAT SHOULD BE THE LEADING KPI FOR A MARKETING DEPARTMENT?

While **revenue/ sales** was the prevalent response, it's a narrative that paints an incomplete picture. The road to profitability hinges on **customers being aware of your company's existence and being convinced that your product/service aligns seamlessly with their needs** – and that's precisely the realm where marketing shines. Acknowledged by many industry leaders, the role of marketing extends beyond mere sales contribution. It encompasses the essential impact of brand building.

Increase brand awareness



Revenue / sales



Number of leads



Uplift brand preference



TO WHAT EXTENT SHOULD MARKETING BE ABOUT CONSISTENCY AND LONG-TERM FOCUS?

The prevailing consensus emphasizes the crucial role of **consistent, long-term dedication**. This forms the cornerstone for **nurturing brand recognition, credibility, loyalty**, and trust among customers. These elements collectively drive the persuasive momentum that guides customers toward making purchases.

WHAT DO YOU THINK IS THE BEST WAY TO MEASURE BRAND AWARENESS AND BRAND PREFERENCE?

Engaging in **surveys and market research, including direct audience interactions**, presents a beneficial avenue for gauging brand preference and awareness. However, it might not always be the most feasible option. A more accessible alternative lies in **monitoring analytics across various fronts** – encompassing everything from website traffic to social media engagement.

IN 2030, WHAT DO YOU ENVISION WILL BE THE MAJOR MARKETING TRENDS IN YOUR INDUSTRY?

A prevailing and resounding theme is the **blend of automation and personalization** within the customer journey. This dynamic approach leverages advanced technologies to deliver individualized experiences that resonate deeply. This combination of **efficiency and emotional connection** propels businesses towards lasting engagement and conversion.



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