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Digital Marketing Mastery in Life Sciences

1-Day Training for Marketing Professionals in Life Sciences

Leiden - 13 March

Master Digital Marketing in Life Sciences with Our Experienced Trainers

Sciential has developed a life sciences-specific digital marketing framework for life sciences companies and marketers. During this training, we dive into the different aspects of the framework and help you achieve your marketing goals.

Who should attend this Training?

- Marketing professionals in life sciences who want to improve their knowledge and skills to perform better campaigns.
- Entrepreneurs in life sciences who want to learn how to apply digital marketing strategies within their company.
- Aspiring Digital Marketers and recent graduates in life sciences who want to enter the digital marketing space.

What will you learn during the training?

How to effectively implement proven digital marketing strategies within the life sciences landscape. The entire program and (sub)topics are shown below.

When and where does the training take place?

This training will be held at Plus Ultra Leiden, located at Emmy Noetherweg 2, 2333 BK Leiden, within the Leiden Bio Science Park on March 13th.

What does the training cost?

The costs for the 1-day training are €795 per person. Kadans members receive a 20% discount.

Who is providing this training?

This training is organized by Sciential, Europe's leading digital marketing agency which has supported 75+ life sciences companies and 200+ life sciences marketers in achieving their marketing goals. The trainers are experienced in both digital and life sciences marketing.

How can I register?

You can register via [this link](#). If you have any questions, you can contact us via team@scientialmarketing.com.

Training program overview 13 March

8:30 - 9:00: Walk-in & Coffee

9:00 - 9:30: Introduction

9:30 - 11:00: Digital Strategies, Tools and Best Practices in Life Sciences

- Niche Demand Preference (NDP) model
- Segmenting your primary target market and defining the buyer persona
- Best practices in life sciences marketing

11:00 - 11:15: Break

11:15 - 12:45: Search Engine Marketing in Life Sciences

- Performing a keyword research
- Search Engine Advertising (SEA) in Google and Bing
- Search Engine Optimization (SEO) essentials

12:45 - 13:30: Lunch Break

13:30 - 15:00: Social Media Marketing in Life Sciences

- Social media strategies in life sciences
- Best practices for organic and paid campaigns for LinkedIn
- Tips and tricks for content creation and social media management

15:00 - 15:15: Break

15:15 - 16:45: Tracking, Reporting, Planning and Budgeting

- Setting up tracking tools for websites and ads
- Reporting practices for digital marketing performance
- Planning and budgeting for marketing departments

16:45 - 17:00 - Closing remarks

17:00 - Drinks & networking

What Clients Say About Our Digital Marketing Training

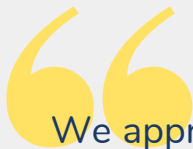
We trained over 200 life sciences marketers to perform in all areas of digital marketing. Here's what they have to say:



What we received was a fantastic overview of digital marketing strategies, tools and analytics that put us on the right track for delivering better marketing campaigns.



- **Hayley Every**
Entrepreneurship Lead
EIT Health



We appreciate Sciential for helping us optimize our relevance and presence online. They launched campaigns on LinkedIn and Display Ads which led to significant traffic to our website.

- **Mieke Doornbos**
Vice president Sales and Marketing
Mimetas



MEET SCIENTIAL: EUROPE'S LEADING DIGITAL MARKETING AGENCY IN LIFE SCIENCES

Sciential is Europe's leading digital marketing agency for life sciences brands. With an interdisciplinary team of experts, they offer specialized services for life sciences companies, covering all aspects of digital marketing, from awareness to conversion, and from content to advertising. Based in The Netherlands, at the epicentre of Europe's life sciences ecosystem, Sciential has successfully served 75+ clients in Europe and Asia.

Our Track Record



75+

Clients successfully served.



#1

Digital marketing agency in life sciences.



10+

Years of digital marketing experience.



15+

Life sciences and digital marketing experts.

Our trusted advertising platforms & programs:



CONTACT US

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