



SCIENTIAL
Training



Berlin
Thursday 26 September

DIGITAL MARKETING MASTERY IN LIFE SCIENCES

1-Day Training in Berlin for Marketing
Professionals in the Life Sciences

REGISTRATION NOW OPEN

On Thursday, September 26th, 2024, Sciential will host an advanced digital marketing training in Berlin, specifically tailored for life sciences companies and marketing professionals. We will delve into the key components of digital marketing within biotech, medtech, healthcare, and other life sciences sectors.

Participants will learn best practices for developing and executing winning strategies in social media marketing, search engine marketing with Google Ads, SEO, and project management. Benefit from our experience and insights as we guide you through our unique Niche Demand Preference model, which has helped over 80 clients achieve their marketing goals.

Who should attend this Training?

- **Marketing and communications professionals** in life sciences aiming to enhance their digital marketing knowledge and skills for more effective campaigns.
- **Commercial leaders** in life sciences seeking to apply digital marketing strategies within their organizations.
- **Aspiring digital marketers and recent graduates** in life sciences looking to enter the digital marketing field.

When and where does it take place?

Join us on Thursday, September 26th, from 9:00 AM to 5:00 PM. This training will be held at the Cambridge Innovation Center (CIC) at Lohmühlenstraße 65 in Berlin. The full program is outlined below.

What is the registration fee?

The early bird fee of €795 is applicable for registrations made by Friday, 6 September. After that date, the regular fee is €995. Sciential clients are eligible for a 20% discount.

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 26 SEPTEMBER

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

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

11:00 - 11:15: Break

11:15 - 12:45: Social Media Marketing in Life Sciences

- Social media strategies in life sciences
- Best practices for organic and paid campaigns for LinkedIn
- Content creation tactics and social media management

12:45 - 13:30: Lunch Break

13:30 - 15:00: Search Engine Marketing in Life Sciences

- Keyword research: methodology and demonstration
- Best Practices for Search Engine Advertising (SEA) in Google and Bing
- Best Practices for Search Engine Optimization (SEO)

15:00 - 15:15: Break

15:15 - 16:45: Project Management in Digital Marketing

- Reporting practices for improved digital marketing performance
- Planning and budgeting for marketing departments and managers
- Effective collaboration with sales and stakeholder management

16:45 - 17:00 - Closing remarks

17:00 - Drinks & networking

MEET SCIENTIAL'S TRAINERS



Mark Verzijl
Managing Director

Mark brings over 12 years of proven experience as a digital marketing consultant, with a strong track record of success. After leading impactful digital marketing initiatives for major pharmaceutical companies, he now dedicates his expertise to helping ambitious life sciences companies achieve their marketing goals. Mark specializes in life sciences marketing strategy development, branding strategy, paid advertising, search engine marketing and data analytics.

Rizgar Saltik
Operations Director

Rizgar brings over 8 years of business consultancy experience to the life sciences sector, with a focus on supporting biotech and medtech companies in their growth journeys. He specializes in executing strategies for launching and commercializing innovative products and services. His expertise spans commercial strategy development, life sciences markets, social media marketing, science communication and content strategy.



LEARNING OUTCOMES

This training program offers a structured curriculum tailored to address the specific marketing and commercial challenges life sciences companies face. Designed for marketing professionals in this sector, the program provides a broad yet focused approach to digital marketing. It equips participants with the skills and knowledge to tackle common industry challenges and excel in their roles. Specifically, you will learn how to:

Develop a comprehensive understanding of digital marketing strategies and tools relevant to the life sciences sector.

Utilize the Niche Demand Preference (NDP) model to effectively segment target markets and define buyer personas.

Apply best practices in life sciences marketing to enhance campaign performance.

Conduct effective keyword research and implement Search Engine Advertising (SEA) strategies on Google and Bing.

Master essential Search Engine Optimization (SEO) techniques to improve online visibility.

Design and execute impactful social media strategies, with a focus on LinkedIn, to drive both organic and paid campaign success.

Create engaging content and manage social media channels efficiently.

Set up and utilize tracking tools to monitor website and ad performance.

Implement reporting practices to evaluate digital marketing efforts and make data-driven decisions.

Plan and budget effectively for marketing initiatives within life sciences organizations.

WHAT OTHERS SAY ABOUT US

Over 200 life sciences marketing companies have completed our training. Here's what they have to say about their experience.



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
Director



They provided an overview of key aspects for successful marketing in the life sciences, alongside practical and actionable tips. I left the training feeling informed and empowered, and I could start implementing their suggestions immediately.



- Alex Cloherty
Marketing Manager



MEMBERS OF OUR ALUMNI NETWORK

Leading companies across the life sciences field trust our hands-on training. Our program has consistently delivered value to top marketing leaders in the industry.

MIMETAS

 SkylineDx

VITESTRO

ROMYNOX

amsbio

 magtivio

unitron
Creating life-science devices

 eit Health

 KADANS
Science Partner

 QVQ
QUALITY IN ANTIBODIES

OPTICS  life

 QIAGEN

 Sanquin

 moveUP

MEET SCIENTIAL

We are Europe's leading digital marketing agency specializing in the life sciences sector. Our unique marketing framework empowers companies to execute successful campaigns by leveraging our expertise in both digital marketing and life sciences market insights. From brand awareness and lead generation to creative concepts and data analytics, our interdisciplinary team of over 20 experts consistently delivers excellence, helping life sciences companies achieve their marketing goals. Operating from our headquarters in the heart of Europe's life sciences ecosystem in the Netherlands, we have successfully served over 80 clients.

Our Track Record



80+

Clients
successfully
served.



#1

Digital marketing
agency in life
sciences.



15+

Years of digital
marketing
experience.



20+

Life sciences and
digital marketing
experts.

Our trusted digital marketing
platforms:



**CONTACT
US:**

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