



SCIENTIAL
Training

Utrecht
Thursday 27 March



DIGITAL MARKETING MASTERY IN LIFE SCIENCES

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

REGISTRATION NOW OPEN

On Thursday March 27th 2025, Sciential will host an advanced digital marketing training in Utrecht, specifically tailored for life sciences companies and marketing professionals. We will explore key components of digital marketing across 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, display advertising, branding and lead-generation. Leverage our expertise as we guide you through proven life sciences marketing frameworks that have 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, March 27th, from 9:00 AM to 5:00 PM. This training will be held at the Utrecht Science Park at Uppsalalaan 17, 3584 CT Utrecht.

What is the registration fee?

The training fee is €795, with a 20% discount available for Sciential clients and Kadans members.

How can I register?

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

DIGITAL MARKETING TRAINING PROGRAM

THURSDAY 27 MARCH IN UTRECHT

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

9:00 - 9:30: Introduction

9:30 - 11:00: Introduction to Life Sciences Marketing

- Introduction to Life Sciences Marketing Frameworks
- How to Develop a Digital Marketing Strategy for Life Sciences
- Tools for Effectively Managing Marketing Projects

11:00 - 11:15: Break

11:15 - 12:45: Google Advertising in Life Sciences

- Keyword Research: Methodology and Demonstration
- Best Practices for Search Engine Advertising on Google
- Best Practices for Display Advertising on Google

12:45 - 13:30: Lunch Break

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

- Strategies for Developing a Strong Social Media Presence
- Best Practices for LinkedIn Organic Content Creation and Distribution
- Best Practices for LinkedIn Paid Advertising

15:00 - 15:15: Break

15:15 - 16:45: Brand Awareness and Lead Generation in Life Sciences

- How to Build an Effective Landing Page or Website
- How to Become a Preferred Brand Among Your Audience
- How to Build a Lead Generation Funnel

16:45 - 17:00 - Closing remarks

17:00 - Drinks & networking

MEET SCIENTIAL'S TRAINERS

Rizgar Saltik Operations Director

Rizgar has over eight years of business consultancy experience in the life sciences sector, specializing in supporting biotech and medtech companies on their growth journeys. He specializes in executing strategies for launching and commercializing innovative products and services. His expertise includes commercial strategy development, life sciences market insights, social media marketing, science communication, and content strategy.



Jade Dangel Digital Marketing Consultant

Jade has over three years of experience in online marketing, combining creativity and strategy to craft impactful digital campaigns. She specializes in brand positioning and social media strategy, consistently driving increased awareness and engagement for life sciences companies. Her efforts have consistently led to increased brand and product awareness, fostering more engaged and informed audiences. As a consultant, Jade has supported Sciential's clients in over 30 projects.



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.

Master essential Display Advertising 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.

Generate high-quality leads by creating an effective funnel and targeting the right audience.

Set up campaigns that drive brand awareness and preference in the market.

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.

The logo for MIMETAS, featuring the word "MIMETAS" in a stylized, blue, sans-serif font.The logo for SkylineDx, featuring a blue gear icon followed by the text "SkylineDx" in a blue, sans-serif font.The logo for VITESTRO, featuring a small blue square followed by the word "VITESTRO" in a blue, sans-serif font.The logo for ROMYNOX, featuring the word "ROMYNOX" in a blue, sans-serif font enclosed within a blue rectangular border.The logo for amsbio, featuring the word "amsbio" in a blue, lowercase, sans-serif font.The logo for magtivio, featuring a blue circle with a white dot inside, followed by the word "magtivio" in a blue, lowercase, sans-serif font.The logo for unitron, featuring the word "unitron" in a blue, lowercase, sans-serif font, with the tagline "Creating life-science devices" in a smaller font below it.The logo for eit Health, featuring a blue circular icon with the letters "eit" inside, followed by the word "Health" in a blue, sans-serif font.The logo for KADANS Science Partner, featuring a blue geometric icon followed by the word "KADANS" in a blue, sans-serif font and "Science Partner" in a smaller font below it.The logo for QVQ QUALITY IN ANTIBODIES, featuring a blue abstract icon followed by the letters "QVQ" in a blue, sans-serif font and "QUALITY IN ANTIBODIES" in a smaller font below it.The logo for OPTICS life, featuring the word "OPTICS" in a blue, sans-serif font, a stylized blue icon, and the word "life" in a blue, lowercase, sans-serif font.The logo for QIAGEN, featuring a blue grid of dots above the word "QIAGEN" in a blue, sans-serif font.The logo for Sanquin, featuring a blue bird icon followed by the word "Sanquin" in a blue, sans-serif font.The logo for moveUP, featuring a blue geometric icon followed by the word "moveUP" in a blue, sans-serif font.

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:**

www.scientialmarketing.com

team@scientificmarketing.com