

Leiden  
24 September 2025



# ADVANCED DIGITAL MARKETING IN LIFE SCIENCES

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

# REGISTRATION NOW OPEN

On Wednesday September 24th 2025, Sciential will host an advanced digital marketing training in Leiden, 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 web development, 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 100 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 Wednesday, **September 24**, from 9:00 AM to 5:00 PM at **Leiden Bio Science Park**, Emmy Noetherweg 2, 2333 BK Leiden.

## 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](mailto:team@scientialmarketing.com).

# DIGITAL MARKETING TRAINING PROGRAM

## WEDNESDAY 24 SEPTEMBER IN LEIDEN

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

9:00 - 9:30: Overview of the day, learning objectives, and introductions.

### 9:30 - 11:00: Life Sciences Marketing Essentials

- Understanding the life sciences marketing landscape
- Frameworks for effective digital marketing strategy
- Niche-Demand Preference Model & the Life Sciences Marketing Canvas

11:00 - 11:15: Break

### 11:15 - 12:45: Paid Advertising: Google & LinkedIn

- Keyword research using various keyword research tools
- Best practices for Google Search & Display Ads
- Effective LinkedIn advertising strategies

12:45 - 13:30: Lunch Break

### 13:30 - 15:00: Web Development, SEO & GEO Tactics

- UX/UI tactics for optimal website performance and conversion
- Search Engine Optimization (SEO) for visibility in Google
- Generative Engine Optimization (GEO) strategies for visibility in ChatGPT

15:00 - 15:15: Break

### 15:15 - 16:45: Organic growth tactics for Social media and content

- Creating engaging content for scientific audiences
- Organic growth tactics on LinkedIn and beyond
- Balancing thought leadership, branding and lead generation

16:45 - 17:00 - Closing remarks

17:00 - Drinks & networking

# MEET SCIENTIAL'S TRAINERS

## Romano Heinz

### Head of Strategy, Insights & Media

Romano has over four years of experience in digital marketing in the life sciences sector. He is a results-driven professional with strong expertise in platforms like Google Ads and LinkedIn. Leveraging data-driven insights, Romano excels at developing effective strategies that align with clients' commercial objectives and target markets, from generating leads to building brand awareness. As a Head of Strategy, Insights & Media, he manages a team and regularly explores innovative approaches to stay ahead in life sciences marketing.



## Jade Dangel

### Head of Brand, Web & Design

Jade has over four years of experience in online marketing, combining creativity and strategy to craft impactful digital campaigns. She specializes in brand positioning and web development 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 Head of Brand, Web & Design, Jade manages a team and has supported Sciential's clients in more than 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.

Design a user-friendly website or landing page that converts prospects into leads.



# 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 icon 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, sans-serif font.The logo for magtivio, featuring a blue circular icon followed by the word "magtivio" in a blue, sans-serif font.The logo for unitron, featuring the word "unitron" in a blue, 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 the tagline "Science Partner" below it.The logo for QVQ, featuring a blue circular icon with a stylized "Q" inside, followed by the letters "QVQ" in a blue, sans-serif font, and the tagline "QUALITY IN ANTIBODIES" below it.The logo for OPTICS life, featuring the word "OPTICS" in a blue, sans-serif font, followed by a blue circular icon with a stylized "D" inside, and the word "life" in a blue, sans-serif font.The logo for QIAGEN, featuring a blue grid of dots forming a square, with the word "QIAGEN" in a blue, sans-serif font below it.The logo for Sanquin, featuring a blue circular icon with a stylized bird or wing inside, 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 25 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 100 clients.

## Our Track Record



**100+**

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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