



Life Science Marketing Group



North Carolina Biotechnology Center

Mary Hecht-Kissell

Dec. 15, 2020

12:00 p.m.	Greetings & announcements
12:05 p.m.	Survey results
12:20 p.m.	Small group discussions
12:40 p.m.	Regroup & share insights
1:00 p.m.	Wrap up

Jan 19 Program

Marketing Automation



Milena Mitova,
Sr. Mgr., Marketing Operations & Automation
Bausch Health

Meet the Presenter



Mark Hozza
President,
Dragonfly Life Science Consulting

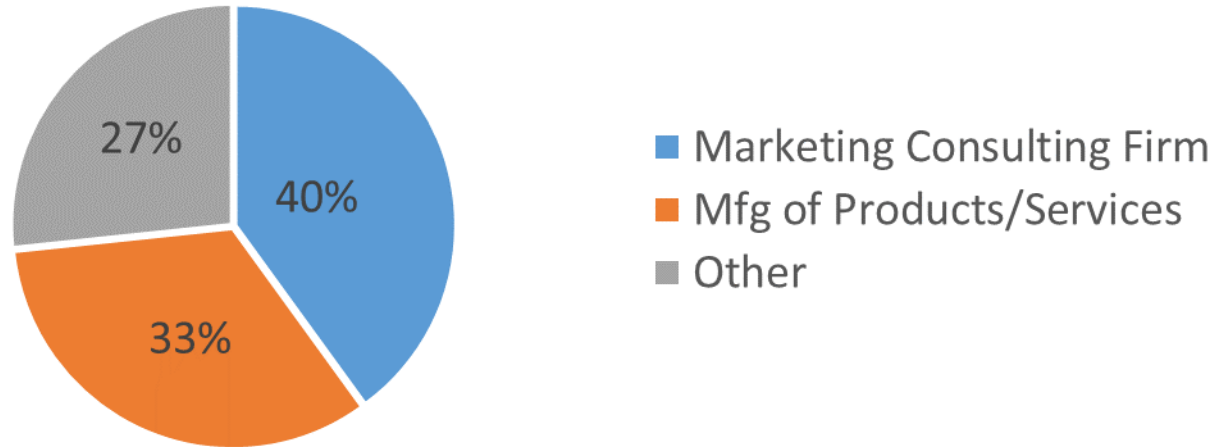
Survey Results



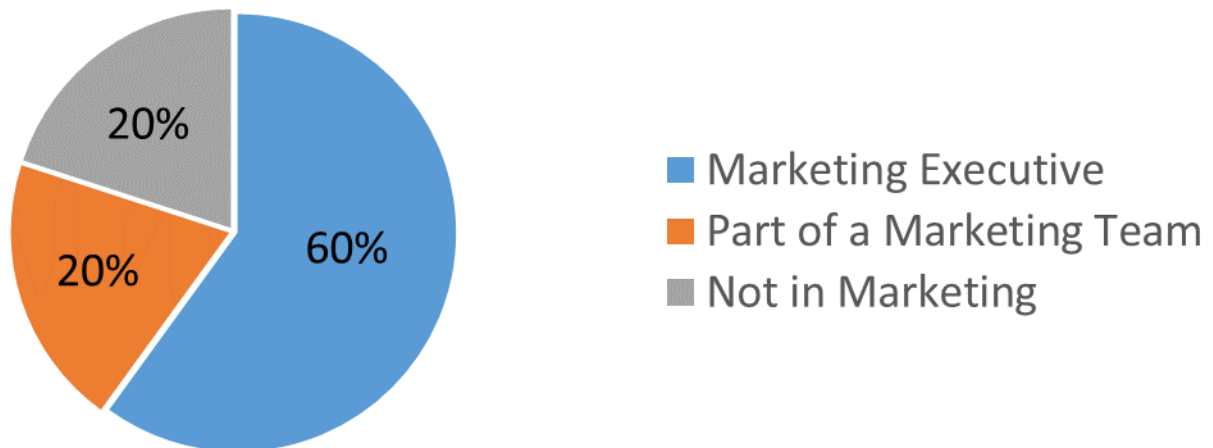
About the Survey...

Survey was sent to ~400 participants from NCBiotech Life Sciences Marketing Group
Response Rate: 0.4%

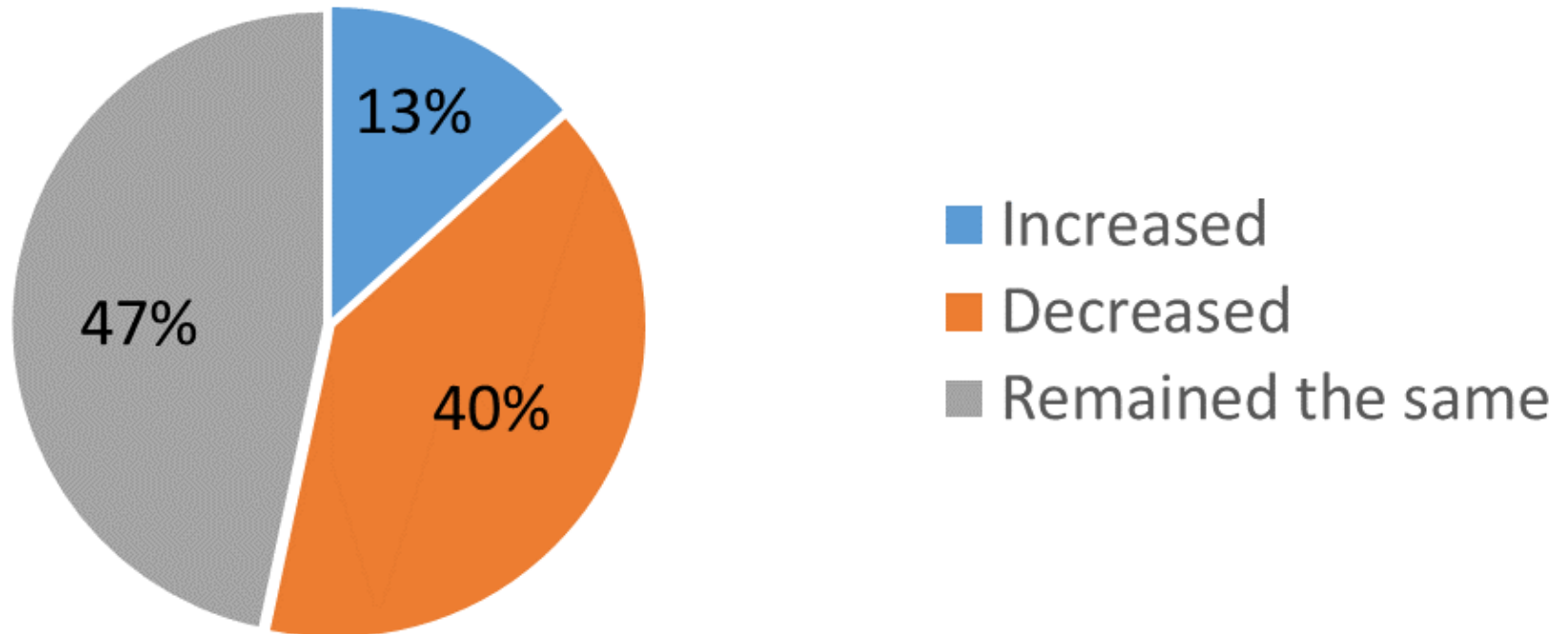
What is the focus of your company?



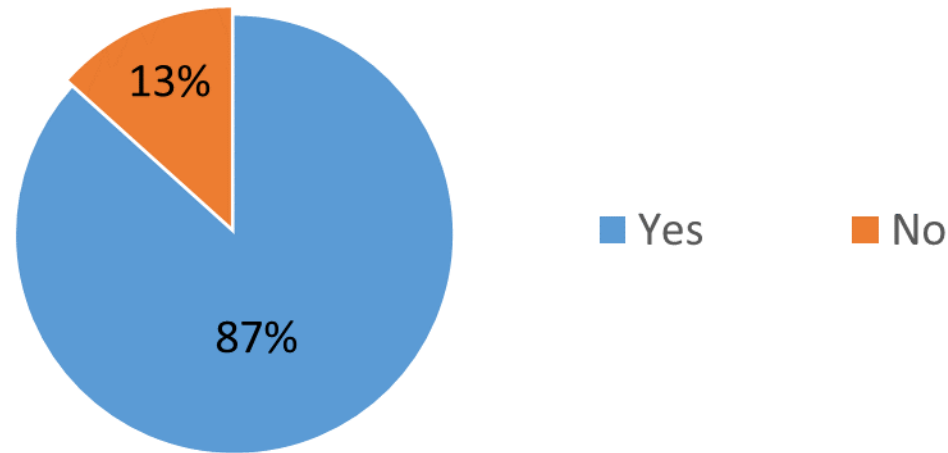
What is your role?



Has your marketing budget changed in 2020?



How has your organization's marketing changed with the pandemic & less opportunities to engage face-to-face with customers & prospects? (1 of 2)



- In-person **events** converted to **online**
- Conversion of **print** publications to **online** due to budget cuts and ineffectiveness of mailing to offices
- Focused more on **digital** and **virtual** opportunities
- Implemented a **chatbot**, less opportunity to engage in person meant more **Zoom** meetings
- Began **systematic prospecting** efforts. We rely heavily on **LinkedIn** connections

How has your organization's marketing changed with the pandemic & less opportunities to engage face-to-face with customers & prospects? (1 of 2)

- **Inability** to do **video & photography** needed due to COVID restrictions; lack of access to sound booth for better podcast recordings
- **Reduced budget**; support **position remains unfilled** due to budget cuts
- **Clients** in state of **panic** regarding marketing and resorting to **cutting back** when competitor is not
- More **blogs**, 1-on-1 content **emails** (promoted published articles, etc.), sponsored Women in BIO webinar, more marketing research and client interviews
- Slow adjustment. Had to **rethink, re-evaluate and revive our marketing campaign** (face-to-face vs virtual). Marketing creativity/engagement is priority!

What activities/programs have been implemented successfully over the last 9 months to engage customers & prospects? (1 of 2)

- Free monthly **webinars**
- **Online events** replaced in-person ones; **publication** of annual report & magazines in **online formats**
- Virtual gala

- Used **existing photography** for content; one video shot while masked & socially distanced; podcasts produced by **patching together remote recordings**
- Addition of **video** to directory **ad**

- **Customer surveys** only (from a startup)
- Client **satisfaction survey** netted insights to use going forward

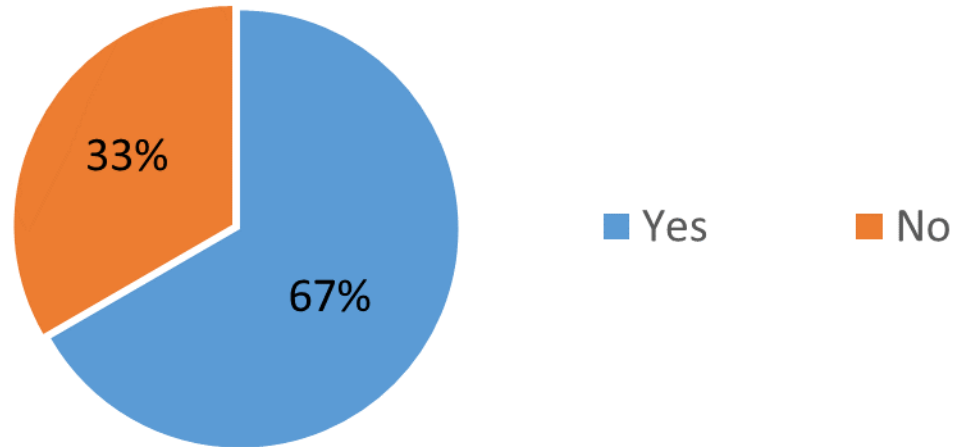
What activities/programs have been implemented successfully over the last 9 months to engage customers & prospects? (2 of 2)

- **Social media** marketing, social listening, and videos to engage clients
- **Omnichannel marketing** - email, calls, Zoom, webinars, content
- **Women in BIO sponsorship** (social, emails, blogs), published journal **article promotion** (on COVID research)

- **Caring conversations & communication with each client** - we actively try to build and **strengthen relationships** due to impact of pandemic...let's do it together.

- Google Merchant, SoMe mkt, **online store**
- **ABM sales outreach**
- **Explore technologies** to advance marketing goals

Has your messaging changed during the pandemic (1 of 2)?

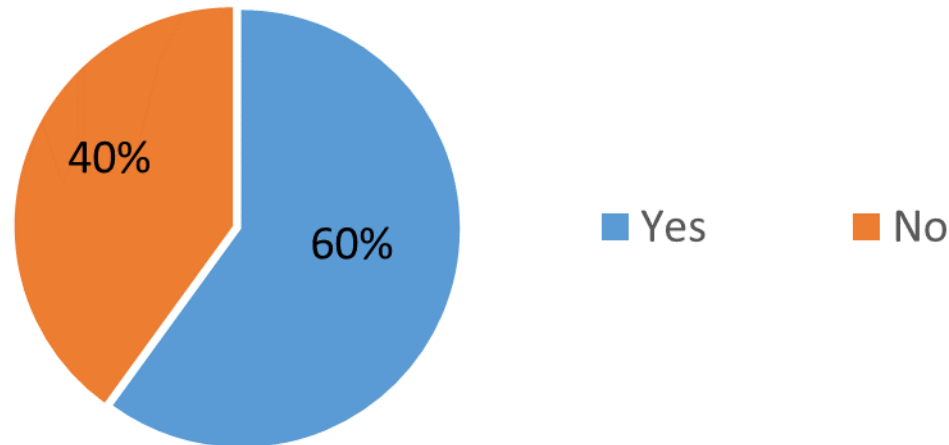


- **Outreach to large number** of individuals to invite them to our webinars, via **email** and **LinkedIn**.
- Emphasis on how the **mission remains the same** and on perseverance despite challenges; major **emphasis on health and safety** as top priority
- More **empathetic** in tone
- Being more **thoughtful and sensitive** to client needs

Has your messaging changed during the pandemic (2 of 2)?

- More **personal and sensitive** to pandemic. Also, **celebration of employees**
- Emphasis on **reliability**, working virtually to support clients
- **Personal & relatability**
- **Adapted messaging** to speak about **COVID-19** since it's so relevant to our industry
- Include **COVID offerings**
- More focus on our **at-home features**

Has your content marketing strategy changed during the past 9 months and if so how? (1 of 2)



- **Posted updates** on LinkedIn and Twitter **often**
- Greater attention to and sensitivity about the online deluge we all experience; try to cut through with **clear, necessary messages**, but no more fluff to just be seen and kept in awareness
- Wrote COVID eBook and participated in **COVID related panels**
- More focused on **pandemic-related topics** and more emails and social

Has your content marketing strategy changed during the past 9 months and if so how? (1 of 2)

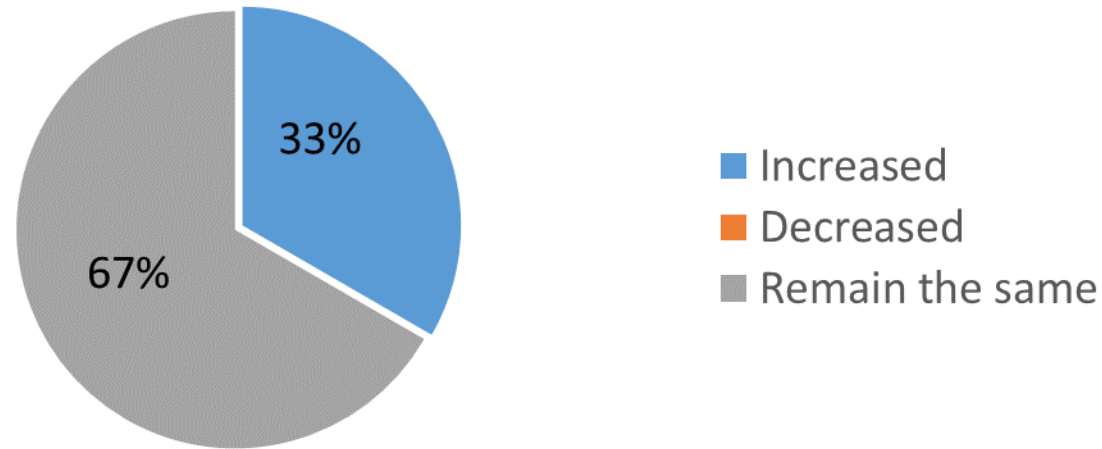
- Adapted content to **speak about COVID-19** since it's so relevant to our industry.
- Content marketing for my client, not me - using **relevant, intelligent** and **engaging online tools**
- More emphasis on creating content with **thought leaders** in the space

What new marketing tools has your organization adopted in 2020?

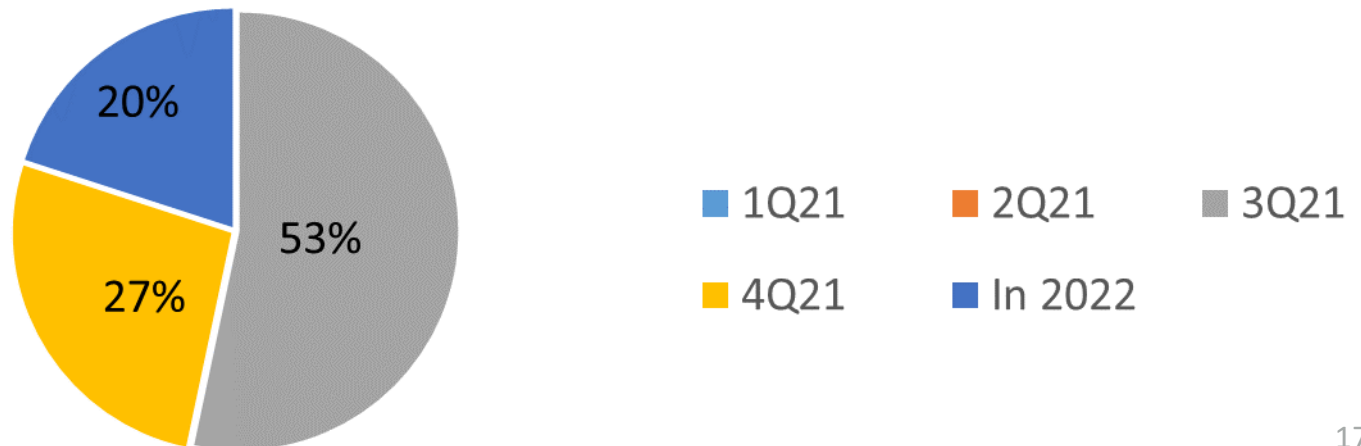
- **AnyMeeting**
- **CVENT, Zoom** for events and meetings; **AnyFlip** for digital publications in lieu of printing and mailing
- More **social media** interaction
- **Video marketing** and **SEO monitoring**
- **Chatbot**
- More focus on planning
- **Webinars** and virtual galas
- Marketing **advice and expert opinions shared** on webinars
- **ABM sales outreach.** New CRM system. More tracking of website/marketing outreach
- **Google Merchant**

Looking forward to 2021.....

What do you anticipate for your 2021 marketing budget?



What is your best estimate for when in-person marketing events will be held?



Breakout Groups



Questions for Breakout Groups

- Tell a marketing success stories from 2020 and why this was important for your team.
- Share a marketing challenge to tackle in 2021 and get feedback on how to overcome this challenge.
- What new marketing tools have you adopted during the pandemic and how have you benefitted.
- Share best practices for tracking marketing metrics.
- What is your philosophy for defending marketing decisions to upper management.



Sharing Insights

1-2 volunteers share
something that you learned

Thank you for participating



See you at our Jan. 19 program!