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?
- Marketing Consulting Firm: 40%
- Mfg of Products/Services: 33%
- Other: 27%

What is your role?
- Marketing Executive: 60%
- Part of a Marketing Team: 20%
- Not in Marketing: 20%
Has your marketing budget changed in 2020?

- 47% Remained the same
- 40% Decreased
- 13% Increased
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?

- Increased: 33%
- Decreased: 67%
- Remain the same:

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

- 1Q21: 20%
- 2Q21: 27%
- 4Q21: 53%
- 3Q21: In 2022
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!