

5 ways to win in Life Science marketing today

Anticipate

what customers need before they know they need it – to maintain competitive advantage.

Referrals and reviews

Let referrals and reviews speak for your product – peer recommendations influence more than 90% of all B2B buying decisions.



Know your customer

as well as you know your product. Customer insight will help to develop great products and persuasive marketing.



2



Create compelling content

Today's customers are sophisticated consumers of content who want to be informed, educated and entertained.



4



Be responsive

in an always-on, instant gratification world customers expect companies to respond to enquiries and fulfil them quickly.