

# Life Science Content Matrix

This infographic provides guidance for the types of content available to Life Science marketers at each stage of the customer purchase journey.

		Awareness	Consideration	Decision	Post sale
CUSTOMER ACTIVITY	Browsing	<ul style="list-style-type: none"> <li>Adverts</li> <li>Quizzes</li> <li>Competitions</li> <li>Viral video</li> <li>Games</li> <li>Promotional items</li> </ul>	<ul style="list-style-type: none"> <li>Advertorials</li> <li>Web search</li> <li>Experts/KOLs</li> <li>Sponsorships</li> </ul>		
	Interested	<ul style="list-style-type: none"> <li>Blogs</li> <li>Newsletters</li> <li>Web remarketing</li> <li>Curated lists</li> <li>Speaking engagements</li> <li>Infographics</li> </ul>	<ul style="list-style-type: none"> <li>Press release</li> <li>Flyers</li> <li>Webinar</li> <li>Posters</li> </ul>		
	Researching options		<ul style="list-style-type: none"> <li>Articles</li> <li>Conferences/events</li> <li>White papers</li> <li>Podcasts</li> <li>eBooks</li> </ul>		
	Evaluating products		<ul style="list-style-type: none"> <li>Videos</li> <li>Analyst reports</li> <li>Trend reports</li> </ul>	<ul style="list-style-type: none"> <li>Free samples</li> <li>Catalogues</li> <li>App notes &amp; protocols</li> <li>Brochure</li> <li>Selection tools</li> </ul>	
	Shortlisting			<ul style="list-style-type: none"> <li>Case studies</li> <li>Technical specifications</li> <li>Demo video</li> <li>Testimonials</li> <li>Presentations</li> <li>Comparison sites</li> </ul>	
	Vetting			<ul style="list-style-type: none"> <li>User reviews</li> <li>Product FAQs</li> <li>Reference library</li> <li>Demonstration</li> <li>Customer recommendations</li> <li>Online forums</li> </ul>	
	Negotiating			<ul style="list-style-type: none"> <li>Loan equipment</li> <li>Discounts &amp; price promotions</li> <li>Pricing guides</li> <li>ROI calculator</li> </ul>	
	Purchasing			<ul style="list-style-type: none"> <li>Finance options</li> <li>User manual</li> <li>Trade-ins</li> <li>Live chat</li> </ul>	<ul style="list-style-type: none"> <li>User reviews</li> <li>Mobile apps</li> <li>Loyalty schemes</li> <li>Online communities</li> <li>Customer generated content</li> </ul>