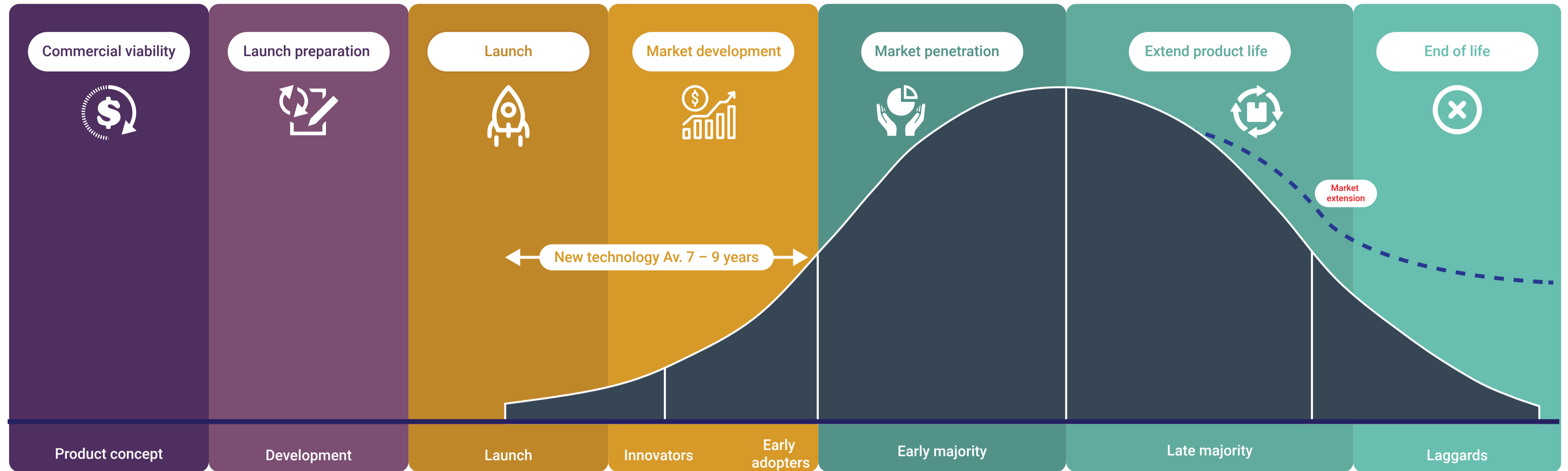


# The role of marketing in the Life Science product lifecycle



- Identify target customer segments
- Identify the 'jobs to be done'
- Product positioning
- Stakeholder analysis
- Buying personas
- Value proposition & messaging
- Brand alignment
- Customer requirements document
- Concept testing
- Business case

- Beta testing
- Test & refine the value proposition & messaging
- Collect & use claims data
- Build the complete offer
- Develop the value added pricing model
- Channel strategy
- Integrated launch plan;
- Marketing campaign
- Develop collateral (creative, design, content, production)
- Market conditioning
- Sales tools & training programme
- Customer service processes & training
- List of regional early adopters
- Marketing analytics in place
- Business plan finalised
- Crisis management plan

- Launch activities
- Develop partnerships and reference sites
- Commercial activation: ability to process orders, customer service enabled, product in stock and able to ship
- Feedback mechanisms to monitor customer experience
- Refine messaging
- Reputation management

- Demonstrate market leadership
- Marketing demand creation plan for early majority
- Regional list of early majority targets
- Develop clinical and economic evidence to create sales tools for early majority
- Sales funnel management
- Review and adjust pricing (if necessary)

- Use customer feedback to suggest product improvements
- Consider customer loyalty programmes
- Marketing plan for late majority
- Increase reach – broaden channels
- Win/loss analysis to understand success rates
- Sales funnel management
- Segmentation research
- Simplify access to technical & customer service
- Review performance against original business plan

- Customer feedback to suggest product simplification
- Consider repositioning the product
- Installed base marketing programmes
- Promotional pricing
- Customer retention schemes
- Product extension options (old product, new markets or target sub-segments)
- Cost out initiatives
- Prioritise low cost channels

- Product migration strategy
- End of life communication plan
- Low marketing spend
- Technical & customer support plan for end of life