

Maximizing Your
Life Science Connect
Marketing Program:



**IMPROVING
SHARE OF VOICE**

An eBook by



HOW TO GET THE MOST FROM YOUR LIFE SCIENCE CONNECT PARTNERSHIP

To really make the most of the Life Science Connect program, it's all about getting a solid grip on what drives your business coupled with your unique sales and marketing goals. Your account manager is like your strategic partner, working closely with you to map out the best game plan to accomplish your goals. They're there to help you put those plans into action and enable you to achieve great marketing impact.

Throughout this eBook series, we're going to give you some insights into the common goals of life science marketers. Take some time to process the info and then team up with your account team to create a strategy that's tailor-made for you.

Remember, this is a journey, and you've got to stay focused on your goals and outcomes. Keep checking how things are going with program performance data and tweak your plans as needed. Stay flexible and make the most of all the elements the Life Science Connect program has available.

IF YOU REALLY WANT TO WIN...

If you're eager to truly get inside the minds of your audience and define your goals with laser precision, you've got to chat with your account manager about a special exercise we've made exclusively for our customers. It's like a deep-dive into your strategy, and trust me, it's going to give you some seriously smart insights to supercharge your success.



WHAT IS SHARE OF VOICE (SOV), ANYWAY?

Ever thought about Share of Voice (SOV) as a marketer? It's like the spotlight on your brand in a sea of competitors. Imagine your company standing out in a bustling crowd of similar businesses – that's SOV. In the Life Science Connect network, it means how much attention your content (think newsletters, webinars, sponsorships) grabs with readers in our ecosystem of online communities.

Why does SOV matter? At any given moment across our life sciences ecosystem, a team of decision-makers is in the process of making a buying decision. A bigger spotlight on your content and brand enhances your chance of converting a reader into a sales-ready prospect and can mean the difference between winning and losing business.

In fast-moving fields like life sciences, tracking SOV is crucial. Stay nimble as competitors shift gears and try to widen their spotlight and push you into the shadows. Regularly assess your SOV and marketing to fine-tune tactics, get better outcomes, and win more business.



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THE QUESTIONS TO ASK
TO HELP YOU ROCK YOUR
SHARE OF VOICE

1

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THE QUESTIONS TO ANSWER TO HELP YOU ROCK YOUR SHARE OF VOICE



WHO'S YOUR AUDIENCE?

In the dynamic field of life sciences, your potential audience is expansive. Unless we had unlimited resources (wishful thinking!), it's essential to strategically pinpoint your focus. What specific market segment is your business targeting? Once that's defined, delve into the details: Who are these individuals? What motivates them? Think about their demographics, interests, and pain points. The more intimately you understand your audience, the smoother it becomes to tailor your approach for maximum impact.



WHAT DO THEY CARE ABOUT?

So, let's dive into what really matters to your audience in your industry. What are the topics, trends, and issues that grab their attention? At Life Science Connect, we've got a wide range of **over 100 content tags** to choose from. That means there's a ton of engaging subjects for our readers to explore!



WHO ELSE IS PLAYING IN THE SANDBOX?

Who are your main competitors? What are they doing that's working? Understanding their strengths and weaknesses will help you find your own unique angle.



WHAT'S YOUR CURRENT SOV?

Time for a reality check. Measure your current Share of Voice. How much of the conversation in your segment do you own?



HOW DO YOU KNOW?

How are you keeping tabs on your SOV? Do you have a solid system in place to gather accurate data?



#GOALS

What's the SOV percentage you're aiming for? This goal should be realistic yet challenging. It'll guide your efforts and help you track your progress.

DID YOU KNOW WE CAN HELP YOU MEASURE SOV?

At Life Science Connect, SOV is defined by how much attention your content gets. We figure out the SOV by looking at how much your content engages readers. It's like a combination of reaching the right people – either certain groups or even particular individuals – and talking about stuff that really matters in those circles. The more eyes on your content is crucial, but remember it's also about being relevant and getting people engaged.

MAPPING OUT THE STEPS AND
HOW YOU'LL KNOW YOU'RE
CRUSHING IT

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MAPPING OUT THE STEPS AND HOW YOU'LL KNOW YOU'RE CRUSHING IT



STEP 1: GET TO KNOW YOUR AUDIENCE AND HOW THEY CONSUME CONTENT.

Once you've become super-focused on who you're targeting, take a moment to get to know your audience inside out – really understand who they are and how they like to enjoy content. Check out what's buzzing in your Life Science Connect community – the editors there have their finger on the pulse of what gets readers engaged. Imagine you're playing detective, sorting out what's old news versus what still puzzles your audience. What's crystal clear to them, and what's still a big question mark?



STEP 2: EXPLORE TOPICS YOUR AUDIENCE LOVES, WHILE STAYING RELEVANT TO YOUR OFFERINGS.

Dive into subjects that resonate with your audience and also connect to your products and services.



STEP 3: CHECK OUT THE COMPETITION TO SEE HOW THEY CONNECT WITH YOUR AUDIENCE.

Give your competitors a look to see how they're grabbing your audience's attention – there could be some valuable lessons there.



STEP 4: SHOWCASE YOUR EXPERTISE AND ESTABLISH YOURSELF AS A THOUGHT LEADER.

Here's where the magic happens – come up with new insights you can share with your audience, all while showing how your products or services can actually make their world better. It's linking what's on their minds to how you can rock their world!



STEP 5: DIVE INTO THE DATA.

Make it a habit to check in on how well your content is engaging your audience. This helps you see what's working and what could use a little polish.

DON'T WORRY!

No need to be a math genius to dive into the deep end of the data pool. Templeton®, Life Science Connect's Customer Insights Platform, gives you access to data about info about how your content is performing.

CONNECTING THE STEPS
WITH THE LIFE SCIENCE CONNECT
TACTICS THAT CAN SUPERCHARGE
YOUR GOAL

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CONNECTING THE STEPS WITH THE LIFE SCIENCE CONNECT TACTICS THAT CAN SUPERCHARGE YOUR GOAL

THE STEPS	HOW WE CAN HELP
STEP 1: GET TO KNOW YOUR AUDIENCE AND HOW THEY CONSUME CONTENT.	Team Up with Your Account Manager. Connect with your Life Science Connect account manager. They're like your behind-the-scenes ally, helping you get granular with your target audience and discover exactly what piques their interest and which topics reel them in.
STEP 2: EXPLORE TOPICS YOUR AUDIENCE LOVES, WHILE STAYING RELEVANT TO YOUR OFFERINGS.	Enter the Templeton Customer Insights Program. This exclusive resource for Life Science Connect customers is your insider's view to understanding how your audience shops around. It's like having a cheat code for optimizing your content game and keeping your audience engaged and interested. And don't forget about ISR Custom Research – they can get you the scoop on the big challenges your audience faces and how they perceive your brand.
STEP 3: CHECK OUT THE COMPETITION TO SEE HOW THEY CONNECT WITH YOUR AUDIENCE.	Unleash Custom Data & Analytics. Ready to tap into custom data and analytics? It's like having a unique superpower for audience insights. Craft better content, connect effectively, and watch your business thrive. Our analytics team? They'll show you how your content rocks with target accounts. Boost engagement, reel in contacts – it's all in the monthly reader reports. Tailored insights? Think competitor content impact, molecule trends, revenue snapshots, and target list wins. And, with an ISR Library Access Subscription , you'll access market gold: research, reports, and savvy insights. It's like having the entire market library at your fingertips, literally.



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CONNECTING THE STEPS WITH THE LIFE SCIENCE CONNECT TACTICS THAT CAN SUPERCHARGE YOUR GOAL

THE STEPS

HOW WE CAN HELP

STEP 4: SHOWCASE YOUR EXPERTISE AND ESTABLISH YOURSELF AS A THOUGHT LEADER.

Craft Custom Newsletters. Imagine sending personalized letters straight to your audience's inbox. It's like having a direct line to their hearts and minds. These newsletters boost your credibility, and they're a great way to show off your expertise.

Supercharge Newsletter Promotions. Think of this as the ultimate way to make sure your content doesn't get lost in the crowd. By giving your content a little extra push, you'll capture more eyeballs and engagement. A must for improving SOV.

Go Big with Webinars. Time to put on a show! Webinars are like your spotlight moment. They educate, entertain, and convert your audience. We'll help you spread the word, gather info on attendees, and even host the webinar on our platform. It's a win-win.

Zoom in with Targeted Marketing. Our custom content team rocks at crafting laser-focused marketing. They've got three flavors: Account-Based, Segment-Based, and Interest-Based Marketing. ABM is VIP treatment for accounts, SBM tailors to groups, and IBM digs into interests.

STEP 5: DIVE INTO THE DATA.

Templeton Customer Insights Platform. So, those practical insights you unearth from Templeton? They're like a treasure trove for understanding how your potential customers make their buying decisions. Take that knowledge and tweak your content marketing game plan – that way, you'll be a pro at nurturing their interest and keeping them engaged.



READY TO GET STARTED?

If you're ready to share the value of your products and services with the life sciences market, we'd love to help. Visit our website to learn more about our services and how we can support you in establishing thought leadership and enhancing your content marketing.

We know that in the dynamic landscape of life sciences, it's crucial to secure a strong Share of Voice. By consistently delivering valuable thought leadership content, you can gain a competitive edge, strengthen your market position, and drive meaningful engagement.

We're here to help you make an impact. Let's connect today to discuss how we can help you maximize your Share of Voice and propel your content strategy forward. We're excited to collaborate with you on this journey!



[LIFESCIENCECONNECT.COM](https://lifescienceconnect.com)



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Deep-Dive Exercise: Outlining Your Commercial Insights

This exercise is carefully crafted to assist you in conducting an in-depth analysis of your strategy. Based on the profound insights from *The Challenger Customer**, this exercise empowers you with the tools to make informed decisions, paving the way for resounding success in your marketing endeavors.

UNDERSTAND YOUR BUYER AND THEIR MARKET

Understanding your buyer and their market is crucial, so consider the following questions:

-  What tasks do they need to accomplish?
-  What are their key concerns and priorities?
-  Identify the content topics and formats that resonate best with them.
-  Determine what knowledge or skills can be taught to enhance their job performance.

*Adamson, B., Dixon, M., Spenner P., and Toman, N. (2015). *The Challenger Customer, Selling to the Hidden Influencer Who Can Multiply Your Results*. Portfolio/Penguin.





Deep-Dive Exercise: Outlining Your Commercial Insights

ANALYZE YOUR CONTENT

When analyzing your content, identify the topics in which your organization aims to become Subject Matter Experts (SMEs). With your answers to the earlier questions in mind (specifically bullet 3), score each topic:



Score 1. Topics that buyers are already aware of and accept. They are relevant but not necessarily interesting.



Score 2. Topics that buyers underappreciate. They offer a fresh perspective or idea but don't drive immediate action.



Score 3. Topics that buyers are unfamiliar with but could be taught their value relative to what you're trying to achieve.





Deep-Dive Exercise: Outlining Your Commercial Insights

ANALYZE YOUR PRODUCTS & SOLUTIONS



Analyze how your products and solutions address your buyers' problems in a way that your competitors can't. Ensure that your offerings genuinely resolve their pain points and address the right issues – problems that are essential for your buyers to solve.



Determine how to gain buyer acceptance of a concept that a proposed future state that is better than their current state. In other words, the pain of staying the same is greater than the pain of change. Remember to provide data points that challenge their existing way of thinking.



Empower your buyers with a clear understanding of the benefits a change can bring to their business, without relying solely on showcasing your product's potential ROI. Highlight the positive impact the change can have, encouraging their proactive interest in achieving an ideal state. When the time is right, present a best-case scenario that incorporates your products or services to help them attain their goals.



Ensure scale by equipping your team with only the most important details. Limit the powerful insights you arm your team with to only those with the most value and that are applicable to the broadest audience. Identifying the common needs your product/service can help with and build your strategy around them.

