



REPORT OVERVIEW



Digital Marketing to Life Scientists: Building Digital Loyalty

MARCH 2016

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■ STUDY SCOPE

This report will help you to:

- Understand how scientific customer use digital content to find, decide, buy and use products for their laboratories.
- Identify the digital channels scientists find most useful in their search for product information.
- Allocate marketing resources across the breadth of digital marketing tools, including:
 - Search Engine Optimization
 - Social Media
 - Email Marketing
 - Mobile Marketing
 - Video Marketing
 - Webinars
 - Websites
 - Content Marketing
- Identify the characteristics of supplier websites that drive traffic and improve their usefulness.
- Highlight the forms of content that scientists are most receptive to receiving through each digital channel.

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■ REPORT HIGHLIGHTS

Time Spent Online

- Hours spent by scientists reading/viewing Web content related to their research.
- Percentage of time spent each week looking for information about laboratory products and services.
- Percentage of the time spent reading/viewing online content that is focused on lab products and services by type of device (desktop, laptop, tablet, mobile phone).

Search Engine Optimization

- Top three online sources of information searched when you beginning to learn about lab products and services.
- Use of natural search links versus sponsored links.
- Proportion of general searches that result in clicking on sponsored links
- Perceptions of accuracy and usefulness of sponsored links.
- Combination of search criteria used when looking for lab products and services

Social Media

- Most frequently used social media platforms.
- Most frequently used science-oriented social media sites used to support research.

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■ Report highlights (continued)

Email Marketing

- Receptivity to various types of email content and preferences of frequency of contact.
- Elements of emails from suppliers that scientists find most interesting.
- Incentives that encourage scientists to join a supplier's opt-in email list.

Mobile Marketing

- Prevalence of text message from life science suppliers.
- Willingness to accept push notifications on a mobile device mob from a life science supplier app.
- Types of general information from life science suppliers that scientists would you like to receive via a mobile device. Other (please specify)
- Types of personalized communications scientists would be willing to receive from a life science supplier on a mobile device via a text message.

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■ Report highlights (continued)

Video Marketing

- Percent of scientists who have watched an online video promoting a life science supplier's product or service.
- Reasons for watching a life science supplier's online video.
- Average number of supplier videos watched in the past six months?
- Percentage of life science videos watched that prompt a scientist to search for additional information about the product or service viewed.

Webinars

- Percent of scientists who have participated in a live webinar sponsored by a life science vendor.
- Average number of live supplier webinars attended in the last six months.
- Percentage of live supplier webinars that prompted a scientist to search for more information about the product or service.

Websites

- Supplier websites visited most often.
- Most popular vendor websites.
- Characteristics of the most popular websites.
- Most helpful features of a supplier website.

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■ Report highlights (continued)

Content Marketing

- Types of online content produced by other scientists and/or independent publishers utilized to learn about lab products and services.
- Types of online content from life science vendors utilized to learn about lab products and services.
- Ranked value of personalized content designed to help a scientist find products relevant to his/her work.
- Ranked value of personalized content designed to help a scientist decide products relevant to his/her work.
- Ranked value of personalized content designed to help a scientist buy products relevant to his/her work.
- Ranked value of personalized content designed to help a scientist use products relevant to his/her work.

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■ OVERVIEW

Scientists were among the first to use the Internet to publish and share information and to communicate with each other. The suppliers of lab instruments and consumables were among the first to identify their customer's digital behavior and respond with email marketing to direct them to the earliest online catalogs and e-commerce systems. This evolution continues today with suppliers and scientists alike. As scientists take advantage of new digital media their suppliers respond with new ways to inform and influence their customers online.

Digital marketing is the art and science of promoting products and services using a variety of digital channels to target prospects at the right time through their preferred channel. Scientists access these different channels via desktops, laptops, tablets, and smartphones. When executed properly, a digital marketing program will deliver highly personalized content and promotions rendered appropriately for the device on which it was accessed.

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■ Overview (continued)

For laboratory product suppliers who want to develop a thoughtful digital marketing strategy, this report provides a tactical guide for harnessing the full range of digital marketing techniques to reach out to customers in a meaningful way and build loyalty online.

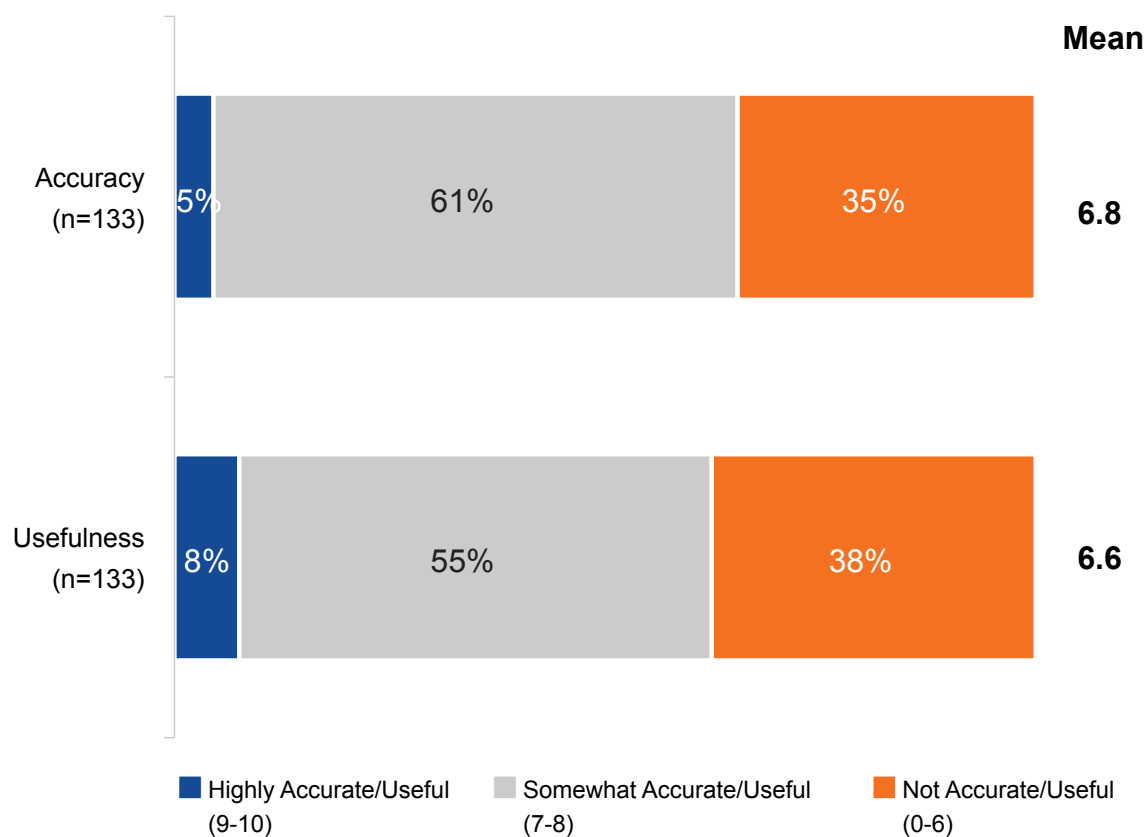
The report identifies where (and how) scientists spend their time online to *Find*, *Decide*, *Buy* and *Use* products for their labs. Rather than trial and error (and hoping for the best), suppliers can use this primary research to structure their digital marketing strategy in a way that enables scientific customers to identify products relevant to their work, choose your brand over the others, and engage with your company in a way that builds enduring loyalty.

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SAMPLE DATA

ACCURACY AND USEFULNESS OF SPONSORED LINKS PRESENTED WITH GENERAL SEARCH RESULTS

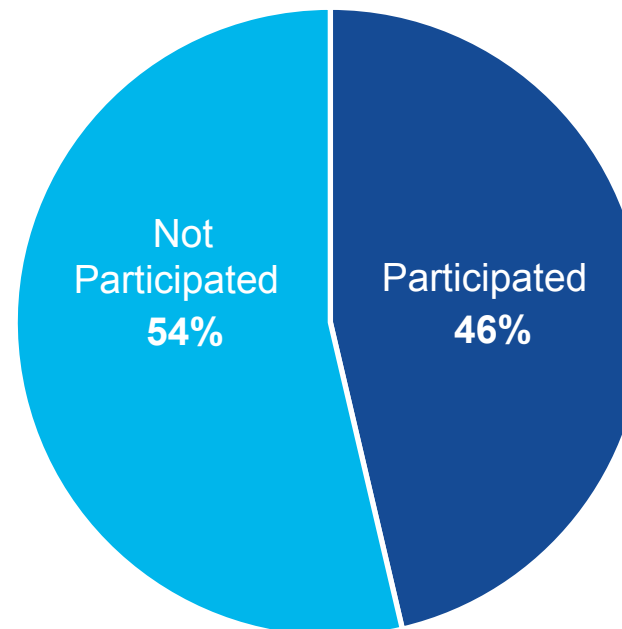


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■ Sample Data (continued)

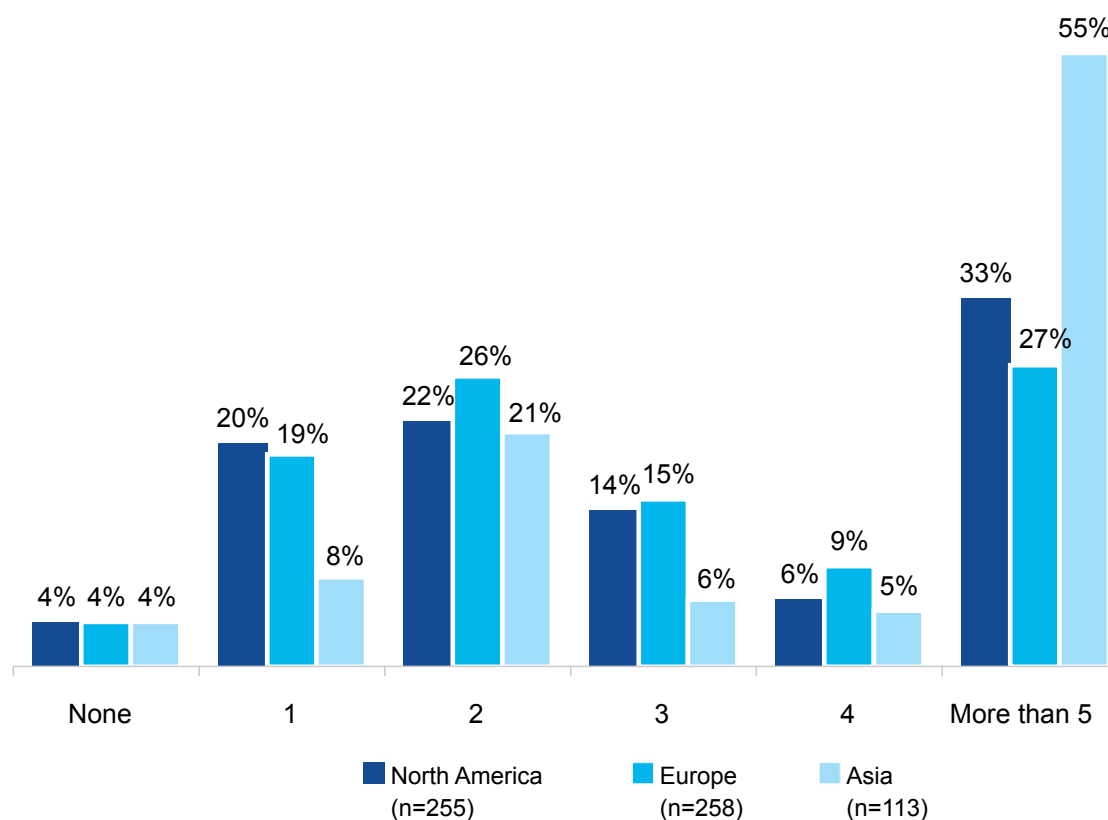
PARTICIPATED IN LIVE WEBINAR SPONSORED BY A LIFE SCIENCE VENDOR*



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■ Sample Data (continued)

NUMBER OF VIDEOS PROMOTING A SUPPLIER AND/OR THEIR PRODUCT SERVICE
WATCHED IN THE PAST 6 MONTHS

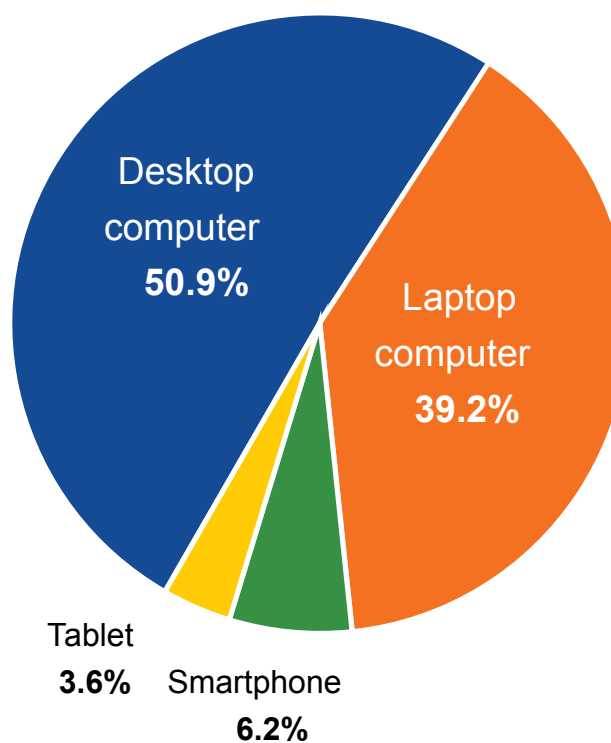


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■ Sample Data (continued)

DEVICES USED TO SEARCH FOR LAB PRODUCT INFORMATION



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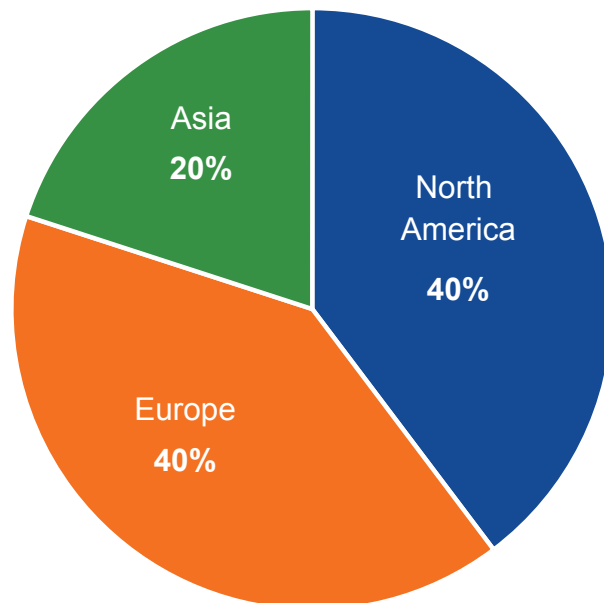
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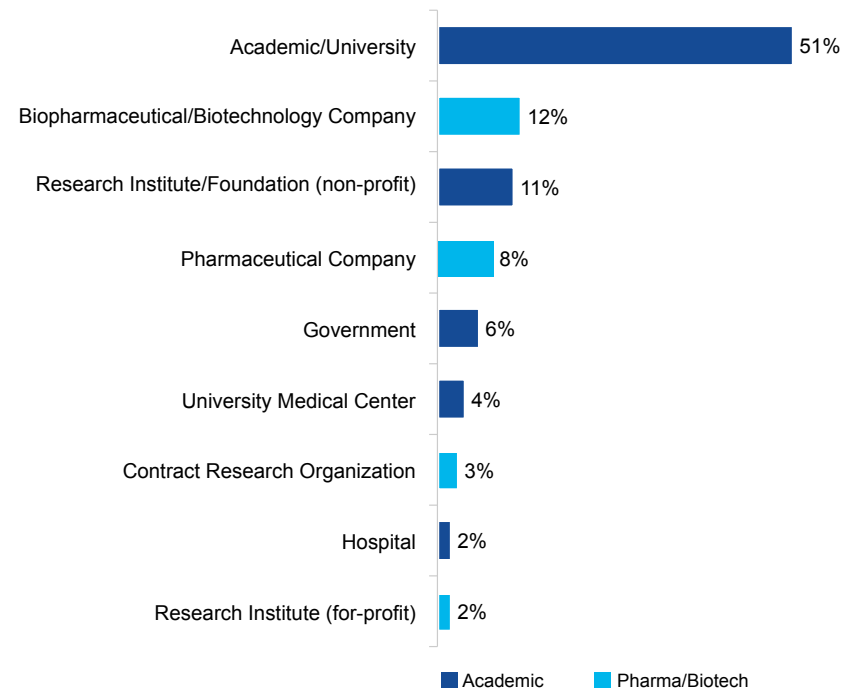
METHODOLOGY

This report, **Digital Marketing to Life Scientists: Building Digital Loyalty**, is based on responses to a 41-question online survey conducted by BioInformatics LLC (Arlington, Virginia, USA). 1,053 scientists from North America, Europe and Asia participated in the online survey between January 15 and February 12, 2016.

REGION



MARKET SEGMENT



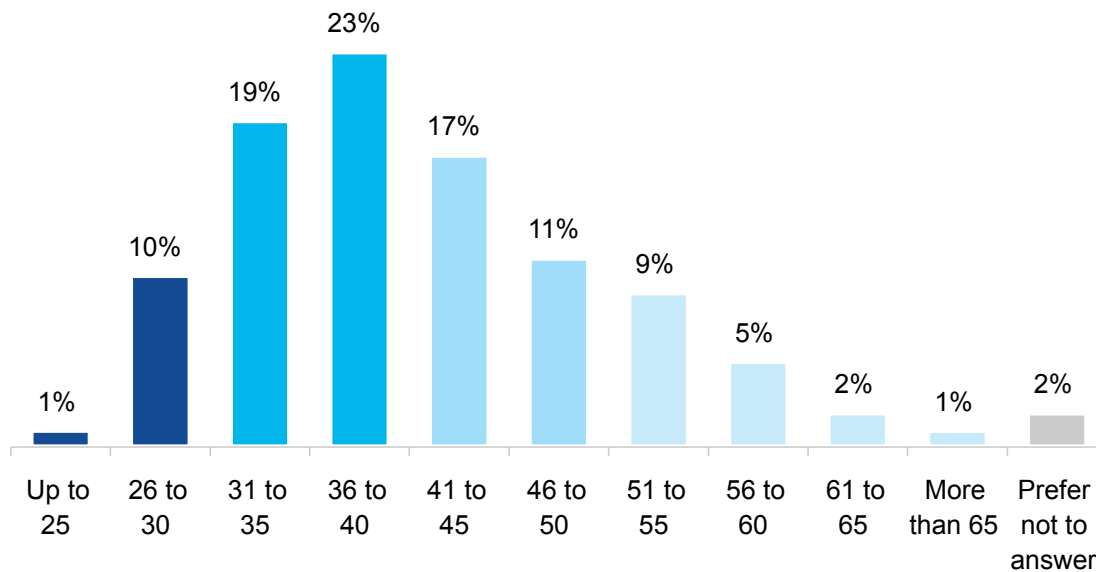
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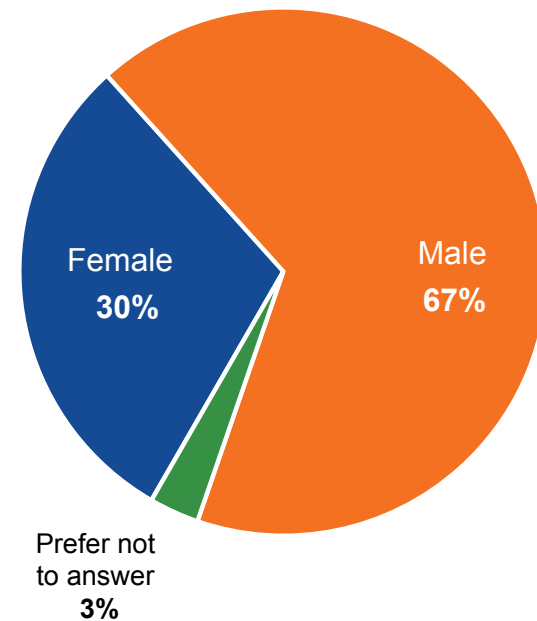


Methodology (continued)

AGE



GENDER

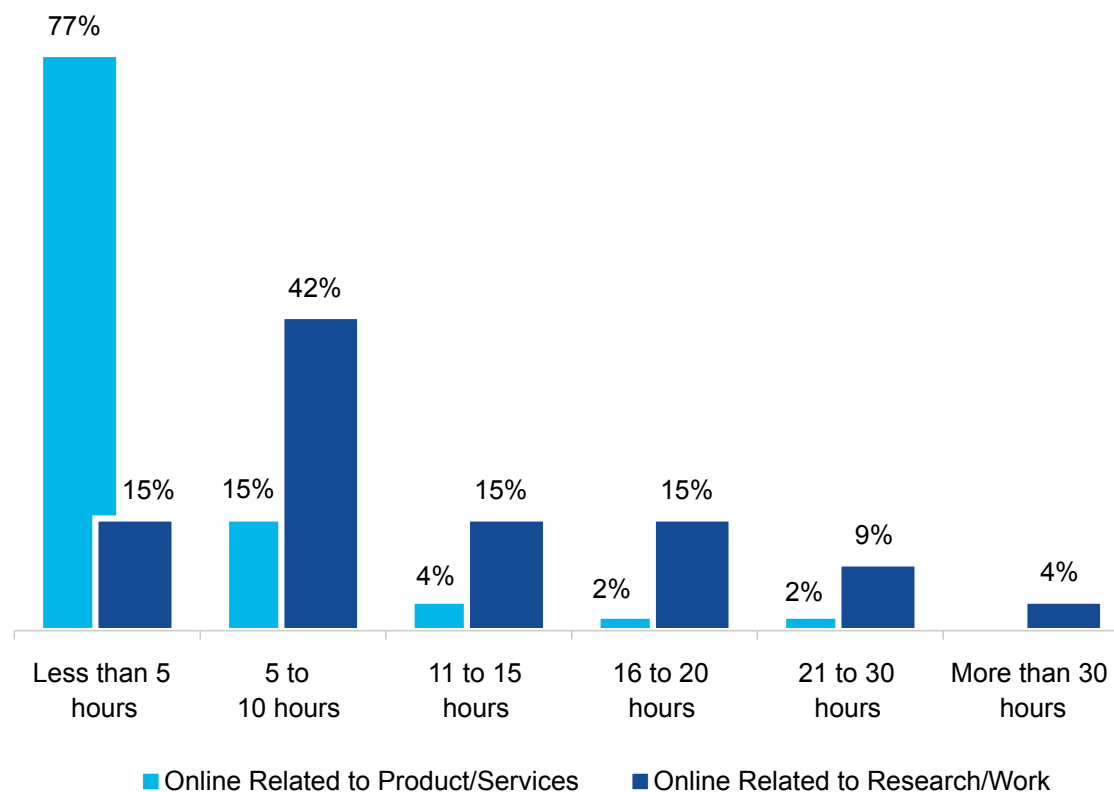


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■ Methodology (continued)

TIME SPENT ONLINE FOR RESEARCH/WORK AND FINDING INFORMATION ON PRODUCTS/SERVICES



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■ Pricing (continued)

Carefully Selected Survey Participants

When others promote results from their online surveys, they fail to mention the uncontrolled nature of their broadcast email invitations. To provide you with the most valid and accurate results possible, the respondents to our surveys are members of our unique online panel—The Science Advisory Board®—which consists of thousands verified life science and biomedical professionals who have agreed to take part in our surveys, focus groups and other market research activities. These respondents are carefully selected based on their professional qualifications, market segments and geographic regions. We can even select them based on the products they use and their preferred suppliers.

Complimentary Consulting Provided

With your purchase, we offer one free hour of consultation with our talented team of scientific and business analysts who created the report. During this consultation, we can answer any questions you may have about the survey results and what we believe to be the significant trends affecting the market.



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With your purchase of this report, we also invite you to set up a meeting with our report team of scientific and business analysts. We can answer any questions you may have about the survey results, and we can also share what we believe to be the significant trends affecting your market.

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■ ABOUT BIOINFORMATICS LLC

BioInformatics LLC, along with our SDi division, is the premier research and advisory firm serving the life science and analytical instrument industry. Since 1994, we have been providing off-the-shelf reports, custom-designed studies and market analysis that enable companies to understand their market and competitors through the eyes of the most important information source of all—*the people who buy their products*.

By leveraging our online professional network of tens of thousands of biomedical researchers, we have supported more than 500 companies and provided insights that lead to better business decisions. Our expertise includes assessing the size and attractiveness of markets, optimizing product configurations and pricing, validating corporate acquisitions, measuring customers' brand loyalty, and evaluating brand strength and positioning.

For more information about BioInformatics' product and service offerings, please visit our website at www.gene2drug.com, call **703.778.3080 x15**, or email reports@gene2drug.com

