

Report 19-014 | Report Overview



Digital Marketing to Life Scientists 2019

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Digital Marketing to Life Scientists 2019

■ OVERVIEW

In order to effectively market your products, you have to know your audience. In order to understand the ways that life scientists are consuming information, communicating with each other, and evaluating your communication with them, we provide extensive analysis and explanation of survey results, which will allow you to deliver consistent brand messaging, product information, and other relevant information to scientists through the appropriate channels.

Consistently overlooked, particularly among marketers looking to target the life science market, are the generational differences which shape their expectations and influence their buying behavior. Knowing media channels, expectations, and differences between generations can greatly assist in your marketing efforts. This is especially true as younger scientists become a larger and more influential part of the pool of potential buyers. This report also provides insight into regional differences among life scientists, where different preferences for social media, digital content, and interactions with suppliers exist.

With this report and basic demographic data about your target consumers, you will be able to craft an effective marketing strategy around different digital marketing touchpoints, no matter where they work, where they live or how old they are.

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■ TABLE OF CONTENTS

| | |
|-------------------------------------|----|
| ■ Report Contents | 4 |
| ■ Methodologies | 6 |
| ■ Sample Data | 7 |
| ■ Why Buy Our Reports | 9 |
| ■ Pricing | 11 |
| ■ About BioInformatics | 12 |

■ REPORT CONTENTS

Introduction and Executive Summary

Analysis and Presentation of Results

- Social Media Sites Scientists Use Each Week
- Response to Life Science Suppliers Advertising in Social Media Feeds
- Science-Oriented Social Media Sites Used for Research/Work

Influencer Marketing

- Following Scientist Via Social Media and Types of Social Media Used
- Levels of Interest in Content Posted by Scientists Followed on Social Media
- Credibility of Different Sources of Product Marketing
- Ethical to Publicly Endorse Life Science Products or Services Used?
- Level of Interest in Posting Paid Reviews/Endorsements
- Interest in Posting Reviews/Endorsements by Whether Consider Ethical to Publicly Endorse Life Science Products/Services Used
- Fair Payment (USD) to Post Reviews and Product Endorsements

Visual Content

- Watching an Online Video that Promotes and Features a Life Science Supplier/Brand Used in the Lab
- Watching Livestream Video
- Device(s) Used to Watch Livestream Video
- Advantages Associated with Livestream Video Over Standard Video
- Level of Interest in Various Types of Livestream Video
- Percent Highly Interested in Various Types of Livestream Video

Experiential Marketing

- Participation in and Most Positive Supplier-Sponsored Activities in Last 12 Months
- Customer Sharing of their Experience at Vendor-Sponsored Activities
- How Customers Share their Experience at Vendor-Sponsored Activities

Table of Contents continues

■ TABLE OF CONTENTS

Sponsored Content

- Usefulness and Believability of Supplier-Generated White Papers/Case Studies
- Usefulness of Supplier-Generated White Papers/Case Studies by Believability
- Sources Used to Verify Claims Made by Suppliers in White Papers/Case Studies
- Customer Sentiments Regarding Online Content

Executive Branding

- Greatest Credibility When Speaking About Their Company's Products
- Information of Interest from Senior Executives
- Engagement with Senior Executives
- Purchase of Stock in Life Science Companies
- Awareness of Life Science Executives and Their Companies

Customer Engagement

- Helpful Website Features When Searching for New Products

Mobile Marketing

- Receipt of Text Message from a Supplier
- Willingness to Accept Push Notifications from Supplier App

Smart Instrumentation

- Usefulness of Smart Instrumentation Features
- Comfort with Levels of Sharing Made Possible by Smart Instrumentation

Methodology and Study Demographics

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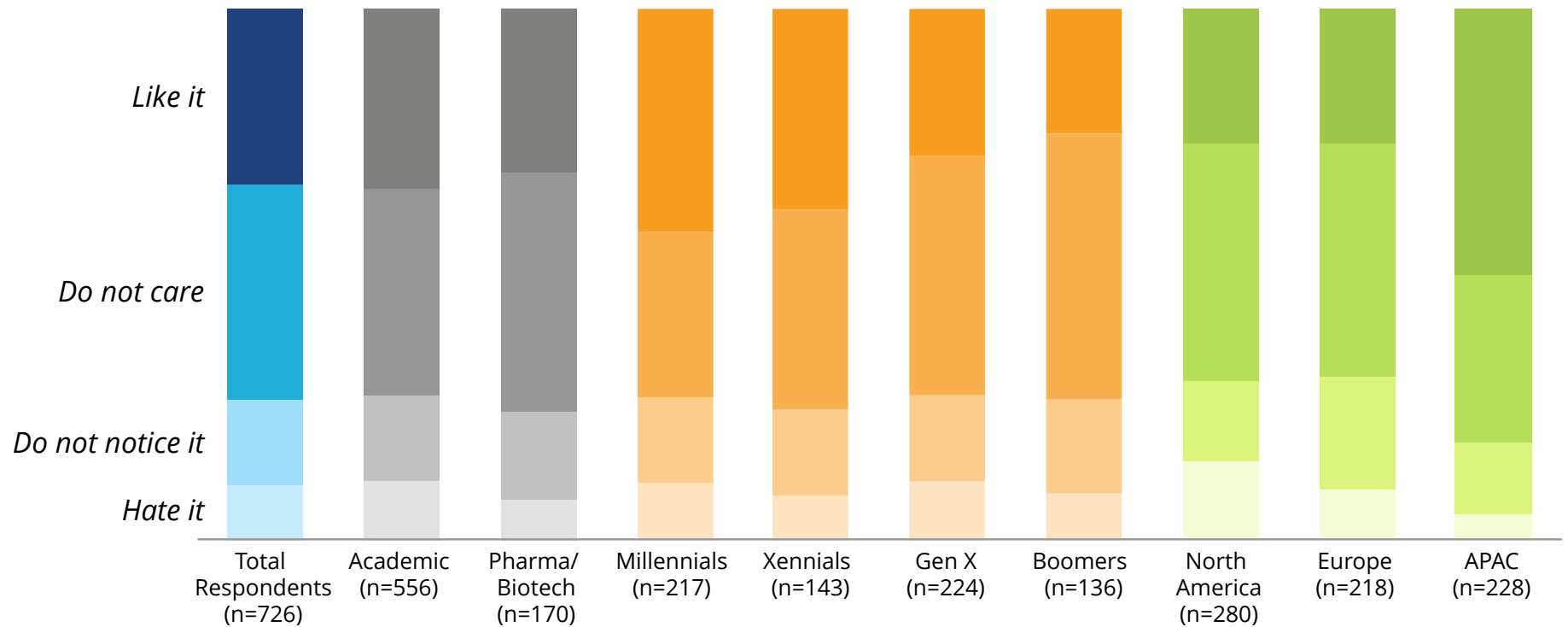
METHODOLOGIES

BioInformatics provides detailed information on scientists' social media usage, and their engagement with digital marketing through a variety of sources. The results of a 42- question online survey of more than 800 Life Scientists from around the world is included, which provides substantive information on how scientists use social media, both personally and professionally, how they learn about life science products, and their engagement with both suppliers and other scientists through digital platforms. The survey also sheds some light on scientists' attitudes on influencers and digital content. In addition, there is an in-depth analysis of how different generations (Boomers, Gen X, Xennials, Millennials etc) interact with social and digital media and marketing materials. An analysis of changing attitudes and perspectives over the last two years on this topic is also presented, to provide additional insight and perspective on the topic. This report is the most accurate, detailed and concise market research document covering digital marketing to life scientists.

Digital Marketing to Life Scientists 2019

SAMPLE DATA

RESPONSE TO LIFE SCIENCE SUPPLIERS ADVERTISING IN SOCIAL MEDIA FEEDS BY MARKET SEGMENT, AGE AND REGION



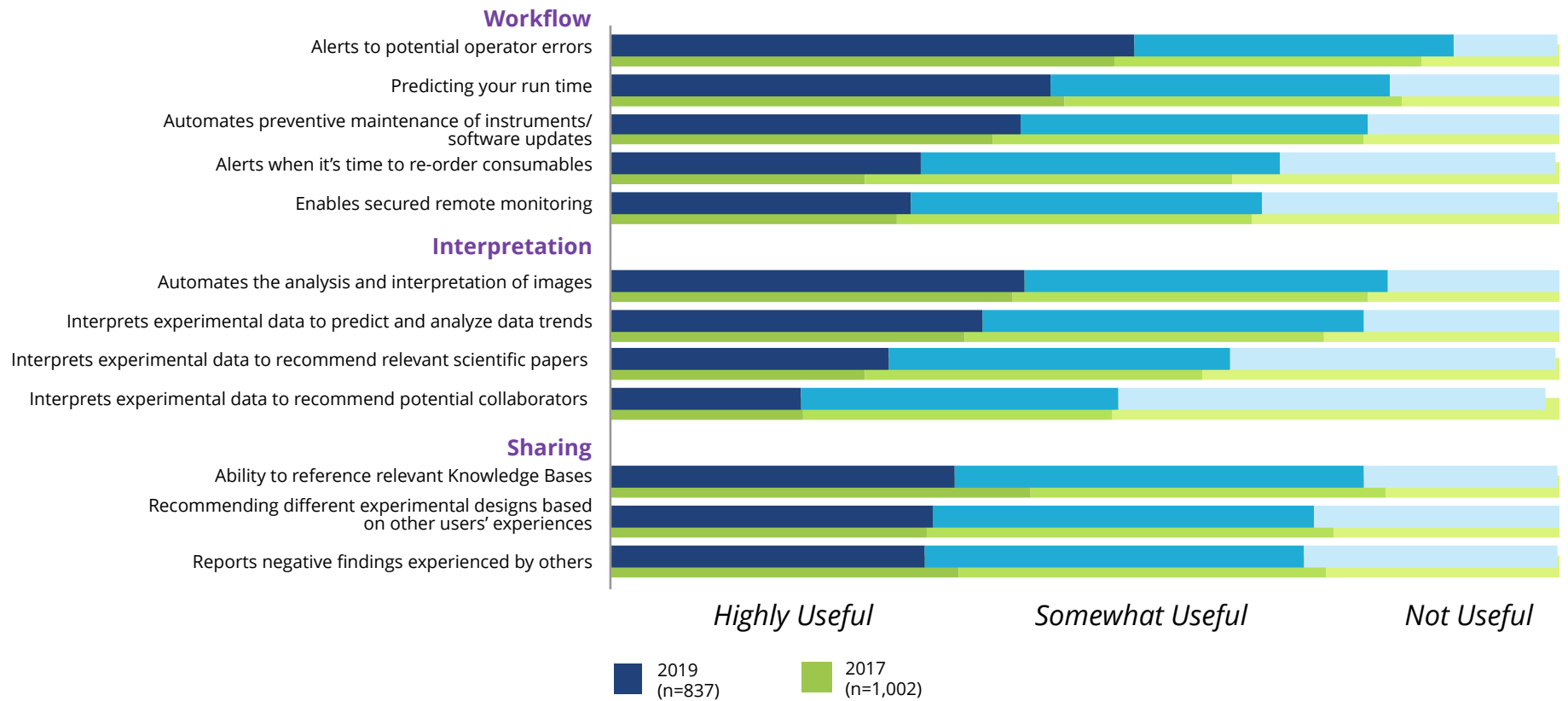
SAMPLE DATA (continued)

INFORMATION OF INTEREST FROM SENIOR EXECUTIVES (TRENDED)



SAMPLE DATA (continued)

USEFULNESS OF SMART INSTRUMENTATION FEATURES (TRENDED)



■ WHY BUY OUR REPORTS?

Source of Independent, Unbiased Research

Unlike reports from other firms that are based on analyst's subjective summaries of information from publicly available sources, our reports are based on the results of detailed surveys of hundreds – even thousands – of scientific and medical professionals who buy your products.

Developed by a Team of Experts

Our questionnaires are developed by a multidisciplinary team of scientists, industry veterans and market research experts with years of experience. These professionals understand that survey questions need to be asked in a way that ensures the answers will directly address the business challenges you face. Once the surveyed data is collected, this same team creates a unique report that presents the reader with a thorough understanding of the topic, and the scientific and business implications of the results based on sophisticated statistical analytics.

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 of 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.

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PRICING

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Sale prices through April 15, 2019: \$6,750

Prices after April 15, 2019: \$7,500



■ ABOUT BIOINFORMATICS INC.

BioInformatics Inc., part of Science and Medicine Group, is the premier research and advisory firm serving the life science industry. Since 1994, we have been providing off -the-shelf reports, custom-designed studies, and market analysis that enables 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 scientific customers, we have supported more than 500 companies and provided insights that lead to better business decisions. Our actionable insights support assessing the size and attractiveness of markets, optimizing product configurations and pricing, validating corporate acquisitions, measuring of customers' brand loyalty, and evaluating of your brand strength and positioning. We help you grow, adapt, and change in a rapidly evolving market.

For more information about BioInformatics report and service offerings, please visit our website at www.bioinfoinc.com, call **703.778.3080 x19**, or email reports@bioinfoinc.com. For more information on the Science and Medicine Group, please visit our website at www.scienceandmedicinegroup.com.

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