Scrappy Marketing

for Life Science Start-ups

THE MARKETING BASICS EVERY LIFE SCIENCE START-UP NEEDS

> ## Few things are more exciting than starting a life science company. But there's a lot to do.

We've compiled this guide to help life science professionals with no marketing background get started with the bare essentials. In this updated version for 2024 and beyond, we also discuss the buzz around AI and how start-ups can harness AI tools in the marketing efforts. And as in our previous guide, we have a handy checklist to make implementing these marketing basics a breeze.

This isn't an exhaustive guide, but we hope it will break down key marketing concepts into practical, manageable chunks so start-ups can incorporate marketing into their business operations as early as possible.

Good luck!

MAARIA GINAI

Founder of Mowbi, the Life Science Content Creation Agency

CHRIS CONNER

Owner and Host of Life Science Marketing Radio

DAN SODERGREN

Director and Lead Trainer for Great Marketing Works

Contents

# Where does marketing sit in a life science start-up?

Let's be honest, it's unlikely that you'll prioritise marketing as you start up your life science business. After analysing your competitors and establishing your unique selling proposition (USP), your focus will be developing your innovation and getting it to market. Things like:

- Developing a business plan
- Finding funding
- Communicating with investors
- Protecting IP

- Growing lab space
- Establishing a route to market
- Dealing with big pharma
- Building a board

- Engaging with regulators
- Hiring key people
- Marketing *probably not*

But what if we told you that everyone should be a marketer?

Why is marketing important early on?

Marketing isn't just promoting your product or service when it's ready. It's understanding your customer, building and priming an audience for your message, and establishing your company as a trusted voice in your field. Successful marketing generates awareness and goodwill in your community, so when you're ready to launch your product or service, your potential customers aren't going to say, "never heard of them".
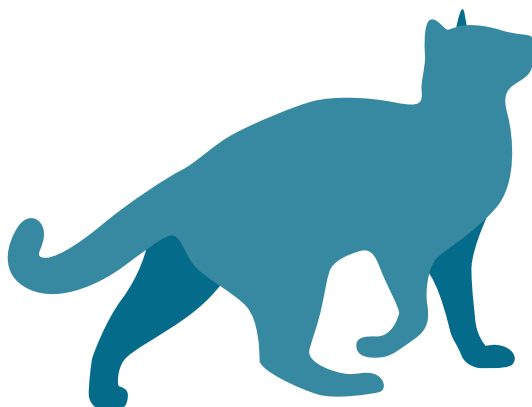
The essence of marketing is 3 things:

Customer
Talk (and more importantly listen) to as many customers as you can to find out their wants, needs and purchasing preferences without pushing your product or service. Make "Why?" your new favourite question.

Audience
Relate to potential customers and peers in your network by sharing the challenges and successes you and other people in your field are experiencing.

Trust
Build relationships, not connections. Engage with people beyond your potential customers to build familiarity with your company and the faces behind it.

4

Establish your core offering

As a start-up, your core offering is more than the product you're developing or the service you're offering. It's your mission, vision, and values as a company. Having a thorough understanding of these three things will help build your brand and start establishing your company long before showcasing your offering. Writing these things down in their most concise form serves as a useful reference when telling your company's story to different audiences.

Mission	Vision	Values
What is your company's purpose right now?	What does your company aspire to in the long-term?	What are your company's core principles and ethos?
WHY DO IT?		
To communicate the problem your company is solving, and guide your day-to-day operations	To map out where your company is heading and inspire your team to work towards what your company ultimately hopes to achieve	To shape the culture and codes of conduct that your company values
IN ONE SENTENCE		
What does your company do? Who does your company serve? What's your goal? What impact do you want to have?	What goals do you want to achieve in the long-term? What kind of future society do you envision?	What does your company stand for? What does your company value in the people that it works with? What codes of conduct does your company follow?

Trying to serve too many people ends up diluting the effectiveness of your offering. Instead, focus on one type of customer to serve with one solution. Word of mouth will allow you to expand later on, and you'll have a good strategy in place to reach out to other customers.

Write a press release as a vision of what your product will do. Even before you're ready to launch, this can help you think about the story you want to tell and keep everyone on track during development. (Find a guide to writing press releases here)

- What are the most important things about your product/service for the customer?

- What aspects of your product/service would the press want to write about? (It's OK to ask them! - find the relevant journalist/editor at the publication you're targeting online and send them an email)

Determine your target audience

To communicate your core offering you need to know who you're talking to. Generally, a competitor analysis is a good place to start to find out what types of audience your competitors are targeting and how those audiences respond to their messaging. But as a life science start-up, you'll also be building the awareness of your company and bringing in funding through targeting specific audiences.

TARGET AUDIENCE	WHAT QUESTIONS DO THEY HAVE?
Investors	• What problem does your offering solve? • What is the market opportunity? • How are you going to persuade customers to buy your offering? • What's the expected return on investment? • What is the experience of your leadership team? • What will the market look like in 5-10 years and how will your company adapt to any changes?
Collaborators	• What is the science and data behind your offering? • How ready is your offering to launch? • How well do you understand the field and the market your offering serves? • How will they benefit by collaborating with you? • Will they be able to access top talent through the collaboration? • Will the culture at your company be compatible with theirs?
Potential Customers	• How well does the offering address their needs? • How credible is your company? • How is your offering different from your competitors'? • What data do you have to backup your claims? • Will your offering save time, money, or effort?
Promoters (e.g. Journalists)	• Will your offering address a problem that is important to readers? • Does your company's vision address a problem that many people have? • Is your announcement topical/aligned with wider issues? • Does your announcement involve emotional human stories, impressive benefits, counter-intuitive findings, well known people, or controversial issues?

Segmenting your audience further will help you decide who to target. You can segment your audience using various categories including company size, region, and job title. Once you've decided on your ideal segment, take your research to the next level. Find out what types of things they respond to online and offline (LinkedIn is a great tool for this). Tailor your messaging to speak to those people and make it more likely that they will take notice. Once you're successful with your ideal segment, you'll have success stories to share with other segments. Market to few. Sell to many.

Effectively tell your story

People remember stories over facts and figures in all areas of business including science (if you've ever wondered why so much money is spent on advertising, that's why).

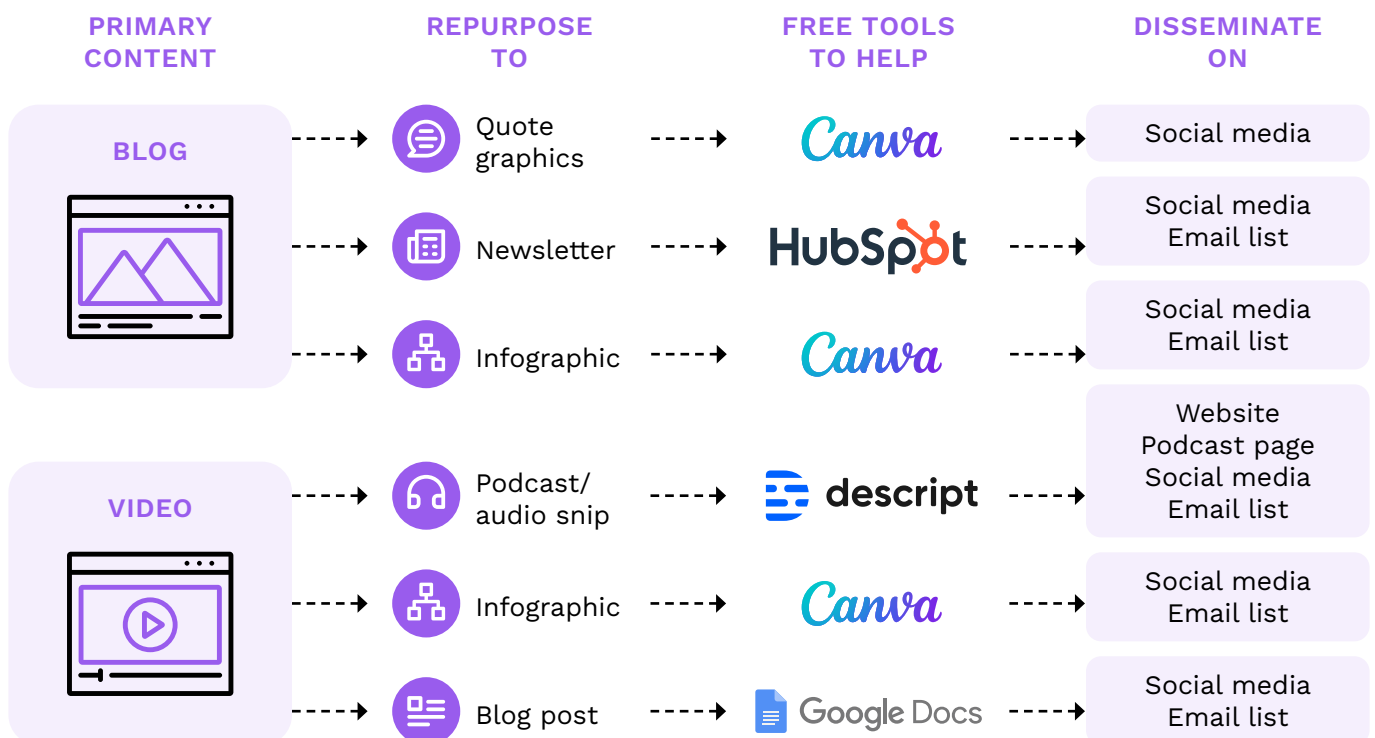**As a start-up, there are two stories you need to focus on:**

Your story

People trust people more than brands. Balance the professionalism that you want your company to portray with human elements that allow your customers to get to know you and your motivations, as well as the company's mission, vision, and values.

Your customer's story

Each one of your customers is on a journey, whether that's developing a new therapy or providing services to improve the supply chain. Your company is there to help your customer on their journey by removing the obstacles that they face, primarily through your offering, but also through knowledge and information. Providing your expertise for free can help establish your company as a knowledgeable voice in the field and build trust with your potential customers for when you're ready to launch.

Creating content is one of the best ways of getting your stories out there. Craft pieces that add value to cut through the noise and bring the attention of your potential customers to you. An effective content marketing strategy helps you make the most out of your content by repurposing what you have and finding the best channels for dissemination. This may sound like a lot of work but taking the time to create a content bucket (basically all of your primary and repurposed content) means you'll have it on hand and ready to go.

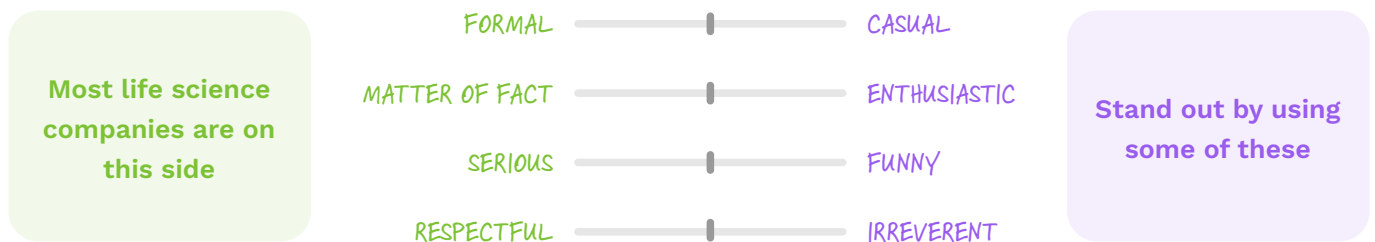| PRIMARY CONTENT	REPURPOSE TO	FREE TOOLS TO HELP	DISSEMINATE ON
BLOG	Quote graphics	Canva	Social media
	Newsletter	HubSpot	Social media Email list
	Infographic	Canva	Social media Email list
VIDEO	Podcast/ audio snip	descript	Website Podcast page Social media Email list
	Infographic	Canva	Social media Email list
	Blog post	Google Docs	Social media Email list

Branding and Tone

Branding creates your company's persona using assets (like logos, colours, fonts, and taglines) and tones that are synonymous with your company. A strong brand will be instantly recognisable to your target audience and associated with your core message.

A logo is an important asset to visually distinguish your company (it's also really exciting to have one because it's a tangible symbol of what you're trying to achieve with your start-up), so you should put some time and thought into its development. **BUT** it's not the make or break of your brand. You can always update your logo (and even your company name) in a rebrand once you have more resources to put towards it. So don't spend too much time and money at the start. Instead, make sure your logo and other brand assets are consistent.

Another powerful (yet often overlooked) differentiator is tone of voice. How do you want your language to come across online and face-to-face? This may seem like an intangible concept, but thanks to the [Nielson/Norman group](#) there are now various spectra that can be used to classify tone of voice.

Most life science companies are on this side	FORMAL — CASUAL	Stand out by using some of these
	MATTER OF FACT — ENTHUSIASTIC	
	SERIOUS — FUNNY	
	RESPECTFUL — IRREVERENT	

Having a clear tone of voice that utilises attributes on the right side of the spectra can help your stand out. Across different platforms your copy should reflect the audience you're targeting (e.g., a more formal sentence structure for your website and LinkedIn and more colloquial terms on Twitter/X). But your core tone of voice, like your brand assets, should be consistent throughout your messaging.

Create a list of words (or use the ones below) and write a piece of copy incorporating those attributes. Now ask a few people to pick out the words on your list that come to mind when they read your copy and see if it aligns with the attributes you picked out. If it doesn't, repeat the exercise until you nail it. Not every word on this list is desirable, but might provide important feedback.

Accessible, Annoying, Appealing, Boring, Business-like, Busy, Calm, Clear, Compelling, Complex, Comprehensive, Concise, Confident, Confusing, Connected, Consistent, Creative, Dated, Desirable, Difficult, Disruptive, Distracting, Dull, Effective, Empowering, Engaging, Entertaining, Enthusiastic, Essential, Exceptional, Exciting, Expected, Familiar, Fresh, Friendly, Frustrating, Fun, Helpful, High quality, Impersonal, Impressive, Incomprehensible, Inconsistent, Ineffective, Innovative, Inspiring, Intimidating, Inviting, Irrelevant, Meaningful, Motivating, Not valuable, Optimistic, Ordinary, Organised, Overbearing, Overwhelming, Patronising, Personal, Poor quality, Powerful, Predictable, Professional, Relevant, Satisfying, Simplistic, Slow, Sterile, Stimulating, Straightforward, Stressful, Time-consuming, Time-Saving, Too technical, Trustworthy, Unapproachable, Unattractive, Unconventional, Understandable, Unpredictable, Unrefined, Useful, Valuable.

Personally promote your company

Your employees and their network are a valuable resource. While you should certainly set some basic guidelines, you've ideally hired people you would be happy to have representing your company. Let them share their experience and enthusiasm for your mission on social media. You and your team are putting in the legwork to grow your audience, and the best place to start is your network.

Connections in your personal networks (online and offline) are people who already know you, will be interested in what you have to say, and might even be potential customers. These people are more likely to share your content to their network and engage in conversations that can help spread awareness of you and/or your company online or through word of mouth.
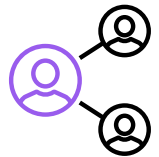
01 Brush up your socials – LinkedIn is a must.
Make sure your personal profiles are as complete as possible.
If you're using other platforms like Twitter/X, make sure your content doesn't contradict your company values

02 Get everyone in the team to share your company's content with their networks and include a personalised message in the post

03 Reply to every comment on your posts and look for other conversations online where you can showcase expertise in your field or express your opinion
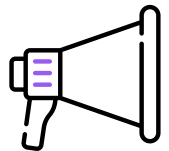
04 Add value online through personal articles and opinion pieces on developments in your field

05 Actively find opportunities to speak about your company, offering, or opinions on things in your field (e.g., podcasts, webinars, panel discussions)

06 Don't be afraid to repeat yourself. There will always be someone who hasn't heard your story, and the more you talk about it the more practiced you'll get at discussing your key talking points

Website and email

> **The most important marketing asset you'll have is your email opt-in list to reach the people who are interested in what you're doing and turn them into promising leads for your offering. The easiest way to build it? Through your website.**
>
> **– Chris Conner**

A good website is essential when you start up. As well as being your 'shop window' online, a well-presented website also gives your company credibility. The good news is you don't need to spend vast sums of money on an over complicated website - an easy-to-navigate, good-looking one-pager is all you need. You can build these through all-purpose sites like Wix and Squarespace (although the extent of customisation can be limited) or buy your domain name and build it through platforms like WordPress. If you're using a website builder, make sure you pay for a premium membership to remove the host branding.

What makes a good website?

The right domain name

Ideally your domain name should be your company name accompanied by a .com or a generic/ locational top-level domain (e.g., .net or .co.uk). If your company name is unavailable, try an acronym of your company name and make sure you use that acronym in your branding.

Optimised for mobile

Most people use their mobiles to browse outside of work. If your site is slow and difficult to read or navigate on a mobile device, you'll quickly lose visitors. It may also affect your search engine rankings as the Google algorithm takes mobile optimisation into account when deciding where you'll rank in the search results.

Website and email

Easy navigation

The fewer buttons people have to click, the better. A one-pager with the right content and a navigation menu is all you need when you start out. Make sure your footer (the bit at the bottom of your website) has your company information (registration number and address) and your privacy/cookie policy.

Fast loading

Few things are more frustrating than waiting for more than a second for a web page to load, so keep an eye on your loading speeds and contact your web host if they're becoming slow.

Effective content

Your website needs to tell people who you are, what you're doing, and why you're doing it in the most concise, engaging way. The basic sections you need for your site are:

- ✓ About the company (make this about your story)
- ✓ Your offering (use this section to tell your story)
- ✓ Your team
- ✓ Your contact information
- ✓ A way people can keep up to date with what your doing (an email list or newsletter sign up)

Ways to contact you

Publishing your email address is an invitation for spam. Having a contact form and/or a monitored chat box is essential. Adding links to your socials in the header/footer makes it easy for visitors to keep up with what you are doing and return to your site when something sparks their interest.

Privacy and data protection

The rules around privacy and data protection vary between locations so it can be hard to keep up to date with requirements. Iubenda is a company that can generate the policies you need depending on what data your website is collecting.

Calls to Action

You want people to take some action when they come to your website, whether that's signing up for an email list, downloading a document, or making an enquiry. Make sure these things are easy to do. You can even distribute prompts throughout the page or as visitors are leaving your page. Calendly is a great tool for visitors to schedule a short call.

Social Media

> ## Used effectively, social media is a great tool to stay on people's radar and give potential customers and employees insight into your company.
>
> **– Maaria Ginai**

Linkedin

Most people in business are here so having your company on LinkedIn is a must. Make sure your company profile is populated with information and brand assets specific to the platform.

Inject a bit of personality by adjusting the tone of your copy, but keep in mind that the platform is for professionals and your aim is to build relationships with other businesspeople. Post content that has a purpose - whether that's an educational piece, an update to the team's activity, or a targeted piece about your offering. Think about what value this will bring to the viewer.

The more people that engage the better. That means getting your team to share the content with their personal views, comment, and engage with people on company posts (and their own).

COMPANY LOGO SIZE
300 x 300 pixels

COVER PHOTO SIZE
1128 x 191 pixels

Twitter/X

Twitter/X has a 280 character limit so less formal language, terms, and even emojis are useful.

Use hashtags effectively - keep it to 2 or 3 and build them into your copy. On most occasions, it's better to use hashtags that don't have much activity to increase the chance that the people who will benefit the most from your tweet will come across it.

Twitter/X needs to be actively monitored and used to be an effective tool. If there is someone in your company who loves interacting on the Twittersphere, set up an account. Otherwise, focus on building a following on LinkedIn and other suitable platforms.

PROFILE PHOTO
400 x 400 pixels

HEADER PHOTO
1500 x 500 pixels

Social Media

Facebook

Facebook is a great platform for paid ads because of its affordability and extent of targeting. But for creating a following and building interest around your company, it's probably better to focus on the platforms above.

Instagram

If your company is heavily image-based (say microscopy or modelling) Instagram can be a useful asset to showcase your offering and add some personality through creative reels and stories. You can't use links in posts, but you can set up a Linktree in your bio to overcome this.

YouTube

YouTube is one of the most well-known video platforms and search engines. As a start-up you'll most likely be using it to host long- and short-form video content. Writing an effective description for your videos with links to your website where relevant can help direct traffic to your website and boost your search rankings (keep reading to find out more about SEO).

Short Form Video
(TikTok, Reels, YouTube Shorts)

Platforms like TikTok and YouTube Shorts host bite-sized video content that grabs people's attention for between 15 and 180 seconds. These platforms are not often utilised in B2B life science marketing due to their consumer-centric nature. But for start-ups that have an interest in talking directly to patients or end-users, educational videos breaking down specific scientific concepts or highlighting specific pain points in an area in 60 seconds or less could help boost brand awareness and engagement.

What is AI?

> ❝
>
> **AI is the new electricity, igniting the potential within businesses to innovate at an unprecedented pace. Just as electricity transformed industries over a century ago, AI is now reshaping the marketing landscape, enabling personalised customer experiences that were once unimaginable.**
>
> **By leveraging AI, companies can forecast market demands with precision, tailor their strategies in real-time, and connect with customers on a deeper level. This isn't just about keeping up with trends — it's about setting them.**
>
> **– Dan Sodergren**
>
> ❞

If you're a fan of films the term "artificial intelligence" might conjure up images of humanised robots, giant computer brains running the world, or machines bringing about the apocalypse. But if you look back at 2023, large language models like ChatGPT and Midjourney have demonstrated the potential of artificial intelligence (AI) tools in real life. So, what is AI and what does it mean in the context of life science marketing?

AI refers to technology that can make judgements and decisions similar to humans, and generate insights and predictions based on large amounts of data. The term encompasses machine learning – algorithms that can learn from data and produce other algorithms with decision-making capabilities, and deep learning – a subset of machine learning that processes data in a way that is inspired by the human brain.

In the context of marketing, AI can be used to identify patterns and trends that inform marketing strategies, automate decisions to streamline critical marketing choices, and create more effective, targeted messaging. It can generally be split into 2 approaches: Predictive AI and Generative AI.

What is AI?
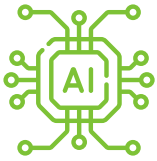
Predictive AI

Focuses on analysing existing data patterns, making informed decisions, refining analytics, classifying information, and detecting fraudulent activities. It relies on neural networks and reinforcement learning to analyse and predict outcomes based on existing data. Predictive AI algorithms process new data and generate straightforward results based on learned patterns.

Generative AI

Designed to produce new and original content in the form of text, image, audio or video. Generative AI often starts with a prompt or input provided by a user or data source, which serves as a guide for content generation. It can be an iterative process where variations of content are explored based on the given input.

Currently, AI tools require a significant degree of input from marketers. For example, a human still needs to input a well-constructed prompt into ChatGPT to generate an effective response, and then review the output for tone, structure, and accuracy. To get to a point where a machine can deliver a desired outcome independent of human controls will need a significant investment of time, resources, and infrastructure to build and train these systems and the operators who use them.

> **We've run multiple ads [at Neil Patel Digital] and the findings are always the same. AI is great in combination with human effort, but not so much on its own. For example, we tested human vs. AI-generated ad creatives, and then a combination of both. The winner by far: human ads that were optimised by AI.**
>
> **– Neil Patel, Neil Patel Digital**

The benefits of AI in life science marketing for start-ups

Predictive analytics

Analytics tools harnessing machine learning and big data offer companies the ability to:

- Forecast trends e.g., anticipating shifts in market demand

- Identify potential opportunities and threats so they can adapt their marketing strategies

- Gain insights into customer behaviour and preferences to provide more targeted messaging

These tools are most effective when they have large, good quality data sets to analyse, allowing them to pull out patterns that would be virtually impossible for humans to identify. This means life science companies who have data on things like customer preferences, prospects, website traffic etc, are the most likely to benefit from AI powered analytics tools.

Amgen has embraced predictive analytics across its commercial and medical organisations. Through developing and deploying high-performance algorithms and predictive models they are able to analyse vast amounts of data, including customer interactions, market trends, and sales figures. This enables Amgen to make informed decisions about product positioning, pricing, investment, and promotional campaigns.

As a start-up you won't have this type of data to hand. But it's useful to think about what you'll need in the short-term and beyond so you can build in the tools and systems needed to capture data for future analysis.

Examples of activities that could leverage AI tools:

TERM	ACTIVITY	PURPOSE
Short-term	Competitive Intelligence	Gather and analyse information about competitors, target audience, and market.
		AI tools can scrape data from competitor websites and extract useful data at scale to help you build competitor and customer profiles.
Mid-term	Website traffic	Track, measure, and report who is coming to your website, what pages they're visiting, and what they're clicking on.
		Many website analytics tools will already incorporate some form of AI into their functionalities e.g., using algorithms to segment users based on whether they might exhibit specific behaviours.
Mid/ Long-term	Customer experience	Assess audience reactions to your product/service and marketing efforts through surveys, social media monitoring, and journey maps.
		AI powered surveys and chatbots can gather audience feedback and provide information instantly at any time of the day, enhancing the customer experience. AI tools can also track activity related to your business and the performance of your campaigns on social media.

The benefits of AI in life science marketing for start-ups

Content creation

While creating value-adding content is an effective strategy for building an audience, it can be time-consuming. This is time you could spend on the million other things you have on your list. That's why generative AI has made such an impact on content creation and optimisation over the past year and is so valuable for start-ups.

The advent of natural language generation models like ChatGPT and Claude doesn't negate the need for human input, which is especially important in life science where complex topics need to be communicated accurately and effectively. Instead, they can be used as a starting point for creating content, and a more efficient way of repurposing content for your content bucket.

You can use generative AI to:

- Develop concepts through generating ideas and conducting research

- Create and edit content

- Repurpose content for different platforms e.g., converting a research report into a series of social media posts using specific information

- Optimise existing content for effectiveness e.g., rewriting an old email campaign with updated messaging

Crucial to the output of any generative AI systems is the quality of the prompt that is fed to the tool. When creating a prompt try and include as many details as you can along with what you want the output to look like.

This includes things like:

- Structure e.g., a list or table

- Tone e.g., informative or conversational

- Context for the response (if you want to include specific web pages or reference text)

- Writing style (if you want to draw from a specific writer or company)

- Length

- Target audience e.g., academics or senior biotech professionals

17

The benefits of AI in life science marketing for start-ups

> ❝
> ## The more detail you include and the more precise and clear your prompt is the better the result will be. Prompt Engineering is a skill in itself, and a skill you can and should learn as soon as possible.
>
> **– Dan Sodergren**
> ❞

SO INSTEAD OF THIS:

❌ Write a blog post on 3D printing in biotech

TRY THIS:

✅ Create an informative, 500-word blog post on how 3D printing is used for biotech applications aimed at researchers.

You can take this even further, as Dan Sodergren's prompt engineering course shows, adding to your prompts to make them more effective.

✅ Craft a detailed, 500-word blog post on how 3D printing technology is revolutionising biotechnology, focusing on specific applications like tissue engineering and drug delivery. Include recent advances and case studies to illustrate its impact on research methodologies, cost reduction, and personalised medicine. The content should be tailored to engage and inform researchers in the biotech field about the potential and future of 3D printing applications.

📝 Ask ChatGPT or Claude to summarise your website and social media into 3 key points to help you understand whether your digital platforms are communicating your key messages. If they're not, you can search for keywords related to your company on ChatGPT/Claude or AI SEO tools and incorporate into your copy moving forward.

The drawbacks of AI

Despite its enormous potential, predictive and generative AI has limitations and drawbacks which should be kept in mind. As the technology develops, so will the social and legal frameworks surrounding their use.

✕ Privacy

Creating highly targeted messaging by identifying patterns and predicting customer behaviour requires vast amounts of customer data. This may raise concerns with customers around how their data is collected, used, and shared.

✕ Data security

More and more AI powered tools are being released every day. But how secure are they? When using predictive or generative AI that handles sensitive data, companies must prioritise protecting that data from unauthorised access, theft, or accidental disclosure.

✕ Transparency

AI models can run as "black boxes" where their decision-making processes are not disclosed to the operator. This can limit trust in the system, affect trust between companies and customers, and restrict use in critical applications where transparency is essential.

✕ Accuracy

If the data the AI system is trained on is inaccurate, the output will be too. It's important to check the outputs from AI tools to validate the information is accurate and from reliable sources.

✕ Plagiarism and IP

Generative AI raises concerns about the unauthorised use and reproduction of copyrighted material. Outputs from generative AI tools may infringe on the rights of original content creators and artists, leading to potential legal issues.

✕ Bias

AI systems inherit biases based on the data they are trained on. For example, AI image generators tend to produce images of white males unless specified in the prompt. It's important to monitor AI to stop the perpetuation of bias or discriminatory practices.

✕ Resourcing

The computational power and energy needed to train and run AI models can be extensive depending on the scale and complexity of the tasks. Then operators may need to be trained on how to use and maintain these tools effectively. This could limit the benefit of developing or running AI tools versus the cost and environmental impact.

When using any AI technology, it's best practice to be transparent about how it has been used, verify the accuracy of the output through checking primary sources and cross-validation, address bias and fairness, and consider the ethical implications of using AI in your activities.

A summary of AI for life science marketing

Predictive analytics

Pulling out key trends, insights, and predictions from large data sets

- Competitive intelligence: Crayon ($), Browse AI

Content marketing

Creating and optimising content based on relevant data and insights

- Copywriting: ChatGPT, Claude AI, Gemini
- Copy editing: Grammarly
- Image generation: DALL-E, Lexica Art
- Image editing: Photoroom
- Content repurposing: Opus clip

Email marketing

Tracking, segmenting, and targeting an audience to generate personalised communications

- Personalised newsletter tool: Rasa.io ($), Hubspot

Social media marketing

Identifying key topics and trends across platforms and tracking the performance of social media campaigns

- Lately ($)

SEO

conducting predictive keyword research at scale and optimising existing content

- Surfer SEO, Marketmuse

If you would like a more comprehensive list of over 111 tried and tested tools – you can find Dan Sodergren's book on AI Marketing here.

Analytics

Analytics generate data that indicate whether your marketing efforts are effective and identify opportunities for improvement. Analytics can be overwhelming, so be selective about the data (metrics) you collect and analyse based on your most important goals or key performance indicators (KPIs). These can change over time.

Metrics	KPIs
Measure certain events to monitor the performance of a campaign/piece of content	Measure progress towards specific business goals using metrics

An example of how you can use metrics and KPIs:

Metrics

Website visits	Website engagement	Newsletter sign ups	LinkedIn page follows	LinkedIn unique visitors

KPI
Create awareness of your company across Europe, North America, and Asia in the next year

Most web and email platforms will offer some kind of analytics to help you monitor performance. You won't need to delve into those tools too much, but it's useful to align the metrics with specific KPIs to help you monitor the performance of your website and content.

Google Analytics
This is the most powerful (free) tool to measure the performance of your website and campaigns. The data on website performance includes the number of users, where they are in the world, how they found your site, how long they spent on your site, and their journey across your site. You can also view data in real time! Although it can be complex to set up, there are lots of free guides and tutorials to help.

LinkedIn
You can get some valuable insights from LinkedIn's analytics for your company page including how many followers you have, what device they used to view your page, where they are in the world, and other visitor demographics. Shield is a good app for analysing LinkedIn metrics over time.

Analytics

Social media management apps

Buffer

Hootsuite

Juggling multiple social media accounts can be inconvenient for any start-up. Social media management software streamlines the process, letting you schedule posts, track engagement, and analyse results from a single platform. This frees up precious time and resources to focus on growing your business. There are many standalone social media management tools like Buffer and Hootsuite, which offer limited access to accounts, analytics, and the amount of posts per month on a free plan.

HubSpot

But if you're paying for more extensive marketing software like Hubspot, this feature may be included in your plan.

Finally, don't ignore qualitative feedback (e.g., comments on podcasts or blog posts, feedback from customer service). Just because you can't put a number on it doesn't mean it's not valuable. In fact, direct interactions may be the most valuable!

SEO (Search Engine Optimisation)

The aim of Search Engine Optimisation (SEO) is to increase the quality and quantity of traffic to your website by improving its visibility when people search for related information on the internet.

Search engines rank sites based on how well they answer a given query and other factors such as the perceived authority of your site. As a start-up, focus on the structure of your site to make it easy for search engines to understand. Over time, adding relevant content that focuses on the right keywords will help your ranking.

01   A site is published

02   Search engines crawl the website and index the pages

03   Algorithms analyse the pages in the index and determine the order they should appear in response to given queries based on hundreds of ranking factors

04   When a user submits a query that matches the content on the web page, the site will show up in the search engine results

As a start-up with a new website, you don't need to worry too much about SEO. After all, you need to have the data before you start to optimise. But there are steps you can take to ensure that search engines understand what your website is about and how it's perceived in terms of visitor experience.

If you want to explore SEO further, Google Search Central is loaded with information to help you understand the basics and get started.

SEO (Search Engine Optimisation)

Site structure

(sitemap, titles, meta descriptions, mobile-friendliness, etc)

A well-structured site doesn't just help users navigate your site, it also helps search engines understand what your site is about, determine the relationship between the various pages on your site, and stop pages competing with each other in the search engine rankings.

Because search engine bots use links to navigate a website, your single page website can utilise the internal links from your menu to different parts of the page to help improve your search engine rankings.

Authority

In its essence, authority is the importance of a web page in relation to a specific search query. A web page with higher authority will rank higher in the search results, and search engines look at many factors like age and trust, quality and quantity of links from other sites to your site, and how frequent a page has been updated.

Keeping your single page website up to date can influence your rankings. If you're speaking at events, being a guest on a podcast, or posting on a YouTube channel, having those sites link back to your site also helps build your page authority.

Keywords

These are the words and phrases that make up a search query (they can be whole sentences not just words). Having keywords on a page match the search query will influence its ranking.

Keywords aren't that important when starting up, but it can be useful to look at the searches related to your field and organically integrate the most relevant keywords into your website copy if possible (pages stuffed with keywords won't fool the search engines and users will hate them). AnswerThePublic lets you find out what people are searching for in the fields related to your product/service for free.

Natural language is also becoming more important for search engines as more people use voice assistants to navigate the web.

SEO (Search Engine Optimisation)
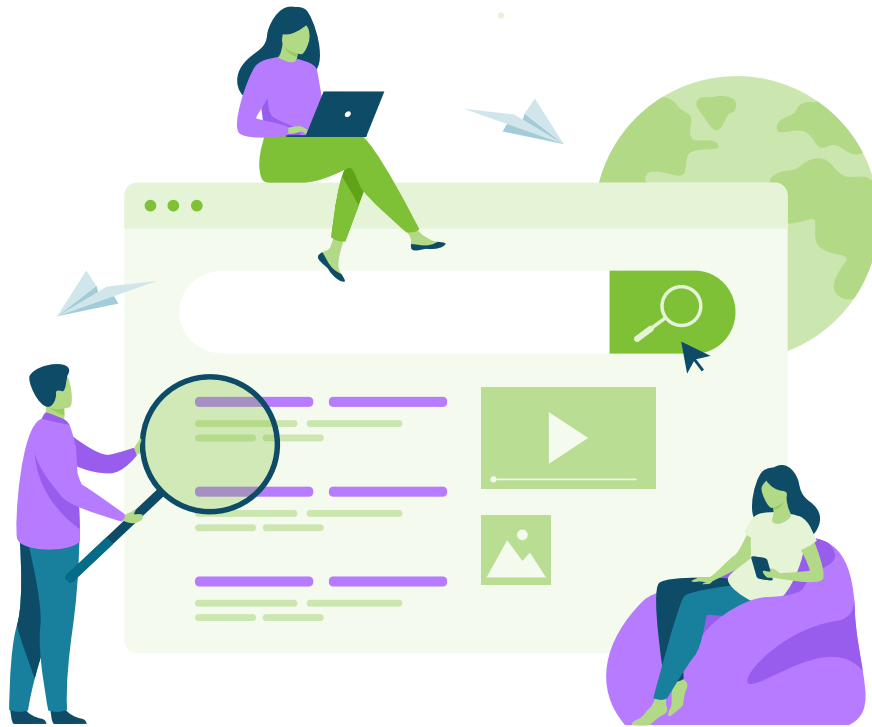
SEO for

Google

When it comes to ranking high in search results, Google prioritises websites that show Expertise, Experience, Authoritativeness, and Trustworthiness (E-E-A-T). This principle reflects Google's desire to surface content from credible sources that users can rely on. By demonstrating E-E-A-T, you can increase your website's trust signal and potentially climb the search engine rankings ladder.

Expertise

Authority

Experience

Trustworthiness

SEO for

Microsoft Bing

When most people think about SEO, their mind turns to Google. But Bing is the second most used search engine, and has lower competition and bounce rate, and more transparent ranking factors compared to Google. Bing primarily focusses on the quality of backlinks to a website, natural but exact use of keywords on a page and in meta data, organic shares on social media, and quality of the content in its rankings.

Links

Social Media

Keywords

Quality

Productivity tools

Start-up life can be tough so here are some free tools to help with your marketing activities and beyond.

DAY-TO-DAY

asana — Workflow tool to keep track of the assignment and status of tasks

Calendly — Online calendar tool to arrange calls without going back and forth

slack — Messaging tool to communicate with team members

WEBSITE, EMAIL, AND SOCIAL MEDIA

SUMO — Email capture tool to build an email list

HubSpot — Newsletter builder that also allows you to embed sign up forms into your website

Hootsuite **Buffer** — Social media management tools to manage all your accounts in one place

CONTENT CREATION

Canva — Online graphic design tool to create social media posts, presentations and more

coolors — Colour palette generator

Audacity® — Audio editing software

Anchor by Spotify — Podcast distribution

zencastr **descript** — Online platform for audio and video podcast recording and editing

sonix — AI-powered audio transcription

Scrappy Marketing Checklist

- ☐ Write your mission, vision, and value statements

- ☐ Conduct competitive intelligence using AI tools to build your competitor and target audience profiles

- ☐ Create your brand assets and decide on your tone of voice

- ☐ Build your website and optimise for mobile

- ☐ Set up Google Analytics for your website

- ☐ Set up an opt-in email list

- ☐ Create your primary and repurposed content repository (your content bucket) using AI tools to help plan, develop, and repurpose content

- ☐ Set up your company social media and invite your connections to follow

- ☐ Tidy up your personal social media accounts and start sharing company content

- ☐ Set KPIs and decide which metrics will help you measure them

- ☐ Regularly review your metrics and look for ways to improve them

- ☐ Update your website to keep it relevant to your progress

| About Mowbi   🌐 in

The life science content creation agency

Mowbi is a content creation agency specifically for the life science sector. We blend scientific expertise, creativity, and marketing to communicate complex scientific concepts in engaging and impactful ways.

Through the Mowbi Collective, we bring together highly qualified freelancers with expertise in scientific niches and creative skillsets to deliver a range of digital content to our clients. Everything from medical education materials to websites. Because we harness such a rich pool of talent, we're able deliver expertly crafted content without the time and knowledge lag from less specialist agencies.

Looking for a creative way to showcase your science? Mowbi is your expert life science content partner.

Mowbi was founded by Maaria Ginai. Her unique life science career has spanned academia, marketing, and technology transfer, with her passion for communication across different mediums ultimately inspiring the creation of Mowbi. Maaria has a PhD in Regenerative Medicine and Bioengineering and currently hosts Mowbi's Pros and Comms podcast.

| About Life Science Marketing Radio   🌐 in

Conversations into content

Life Science Marketing Radio is a podcast, sure. It's also a custom content studio for video, audio, and text.

Chris Conner creates custom content for companies and events in the life sciences that want to attract, grow, and educate an engaged audience of potential customers. A podcast is not the end product. It's the raw material.

Want to be the smartest person in the room at your next marketing meeting? Chris gives you access to the brightest minds and best thinking from around the industry on the LSMR podcast. It is the go-to resource for marketing information in the life sciences.

Prior to LSMR, Chris led global marketing communications programs at Varian, Inc., Agilent Technologies and Thermo Fisher Scientific. He has a BA in Molecular Biology and Biochemistry from The University of Colorado and an MS in Genetics from The University of Utah. He is an author on 6 peer-reviewed publications in the area of infectious disease.

About Dan Sodergren

Keynote speaker, professional speaker, Ted X talker, serial tech start-up founder, ex marketing agency owner, digital trainer, and now author and media spokesperson Dan Sodergren's main area of interest is the future of work, technology, data and AI.

In his spare time, as well as being a dad, which comes first, Dan is a digital marketing and technology (and now AI) expert for TV shows and the BBC and countless radio shows.

Occasionally donning the cape of consumer champion on shows like BBC WatchDog, the One Show and RipOffBritain and being a marketing tech specialist for SuperShoppers and RealFakeAndUnknown and BBC Breakfast.

He is also a host and guest on podcasts and webinars speaking as a tech futurist. And a remote reporter/content creator for tech companies at tech events and shows. His main interest is in the future. Be that the future of marketing, or the future or work or how AI and technology will change the world for the better as part of the #FifthIndustrialRevolution