



9th Annual

2021 SURVEY REPORT:
Marketing Trends
in the Life Sciences



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OBJECTIVE

SCORR Marketing (SCORR) recently conducted our ninth annual survey assessing marketing trends in the health sciences industry. The survey is conducted to gain a better understanding of how and where companies spend their marketing budgets, which tactics perform best, and how their agencies or internal marketing teams are performing.

These insights can be a valuable resource to health science marketing professionals, benchmarking their spending and performance in comparison to other companies in the industry.

METHODOLOGY

SCORR developed the questions, administered the survey using a web-based tool, and recruited participants by email, using SCORR's own database as well as industry databases, direct messages to marketing professionals via LinkedIn, and e-blasts to subscribers of industry trade publications. The survey was fielded from July 22, 2021, through September 17, 2021. More than two-thirds (68%) of the respondents were CEOs, presidents, vice presidents, or directors. Additionally, 71% of respondents have more than 10 years experience in the industry, and 83% have more than 6 years.

PRESENTATION OF DATA

In addition to presenting topline results for each survey question, SCORR also analyzes and, at times, presents cross tabulations and includes observations based on our analysis of comparative data in the following ways:

Year-over-Year (YoY) Change – There are times when we observe a noticeable YoY change among drug development services (DDS) companies (e.g., 2020 vs. 2021) and present this data.

Company Type Variation – This report will at times present survey results by company type – CROs vs. CDMOs/CMOs vs. software/tech companies vs. sponsors.

- Sponsors are companies that develop and hold patents for drugs.
- Sponsors sometimes outsource discovery, preclinical, and clinical research functions to contract research organizations (CROs).
- Sponsors sometimes outsource the development and manufacture of drug products to contract manufacturing organizations (CMOs) or contract development manufacturing organizations (CDMOs).
- Sponsors sometimes enlist software/tech companies to help process the huge amounts of data that are generated and collected during the drug development process.

Budget Size Variation – This report reflects varied marketing budgets. As a proportion of revenue, about one-third (31%) of respondent companies allocate 1% or less of their annual revenue to marketing spend while another one-third (33%) invest 5% or more. This report will also present survey results by proportional marketing spend to illustrate differences between those companies that invest more and those that do not.

Agency Utilization Variation – More than three-fourths (76%) of respondent companies utilize an external marketing agency. This report, where appropriate, will also present survey results to demonstrate differences between those companies that use an agency from those that do not.



Introduction

The marketing world is where “[trends, technology, and tactics are never stagnant](#).”¹ In this, our ninth annual Marketing Trends Survey Report, SCORR aims to provide information to help you better understand and assess strategic, general, technological, and tactical marketing trends in the health sciences industry. Among other things, the survey results provide insights into marketing investment and priorities, agency utilization, and digital marketing.



Marketing Activity Trends

Percentage of Drug Development Services (DDS) Companies That Perform Particular Marketing Activities by Year				
Activity (% Yes)	2019 DDS	2020 DDS	2021 DDS	Change
Develop an annual marketing plan	69%	75%	87%	+12%
Regularly analyze your competitors	73%	71%	75%	+4%

Marketing Plan – In 2021, 87% of respondent companies developed an annual marketing plan. This is good news! There’s no better time to start a marketing plan than [now](#),² and developing an [annual marketing plan](#)³ can improve a company’s chances of achieving its goals.

Competitor Analysis – When companies perform a [competitive analysis](#), they can “learn the ins and outs of how [their] competition works and identify potential opportunities where [they] can outperform them.”⁴ While three-fourths (75%) of survey respondent companies regularly analyze their competitors, a sizable group still does not. This is a clear opportunity for companies to improve.





Marketing Spend Trends

Marketing Spend Change From 2020 to 2021 by Selected Areas			
Area	Companies That Increased	Companies That Decreased	*Increase/Decrease +/-
Social media	49%	6%	43%
Website/apps/interactive development	48%	6%	42%
Content creation	43%	8%	35%
Trade shows/events/booth	24%	48%	-24%

*This column shows the difference (or plus/minus, or "+/-") between the percentage of respondent companies that increased spend and the percentage of respondent companies that decreased spend.

Social Media – Almost one-half (49%) of respondent companies increased their marketing spend on social media from 2020 to 2021. As stated in a [Barrels Ahead](#) blog post, “Providing value-filled, educational, and engaging social media content is an ideal way to reach out to fellow businesses and build engagement.”⁵ And related to social media marketing, “[digital marketing](#) has become more vital for the success of brands.”⁶

Websites – Almost one-half (48%) of respondent companies increased their website development spend from 2020 to 2021. More than three-fourths (81%) of respondent companies updated their website content in the past year. Sixty percent of respondent companies updated their website’s design or layout in the past year. [Website optimization](#) is an ongoing process.⁷

Content Creation – There was also increased investment in content creation. “[Content](#) is king.”⁸ Or, as noted on a [HubSpot](#) blog post, “Creating content helps your business build a relationship with your audience.”⁹ Creating [engaging content](#) is always worthwhile.¹⁰

Trade Shows – Though companies continue to devote a significant portion of their marketing budget to trade shows, the decrease in investment in this area that started in 2020 during the start of the COVID-19 pandemic continued in 2021. It remains to be seen whether investment in trade shows will continue to trend downward in 2022; some forecasts are [optimistic](#)¹¹ while others are [not](#).¹² Either way, companies should take care in [navigating the trade show landscape](#).¹³





Agency vs. No Agency

Percentage of DDS Companies That Contract Work Through an External Marketing Agency by Year			
2019 DDS	2020 DDS	2021 DDS	Change
55%	58%	80%	+22%

Agency Utilization – Over the nine years of the survey, reported outsourcing of work to external marketing agencies has fluctuated from a low of 37% to a high of 80% in 2021. Though the rate has stayed above 50% for the past eight surveys, 2021 was certainly a relatively high point.

Satisfaction Level by Agency Utilization		
Level of Satisfaction	Agency	No Agency
Completely satisfied	22%	18%
Mostly satisfied	55%	55%
A little dissatisfied	10%	14%
Very dissatisfied	6%	14%
Unsure	6%	0%

Agency Satisfaction vs. Satisfaction With In-House Marketing – Companies that outsource their marketing to agencies are slightly more satisfied with their marketing efforts than are companies that keep marketing functions in-house. They are more likely to be completely satisfied and mostly satisfied and less likely to be a little dissatisfied or very dissatisfied.

Selected Performance Area Ratings by Agency Utilization		
Performance Area	Agency	No Agency
Graphic design	3.86	3.10
Social media	3.71	2.78
Website development	3.61	2.90
Media planning/placement	3.46	2.67

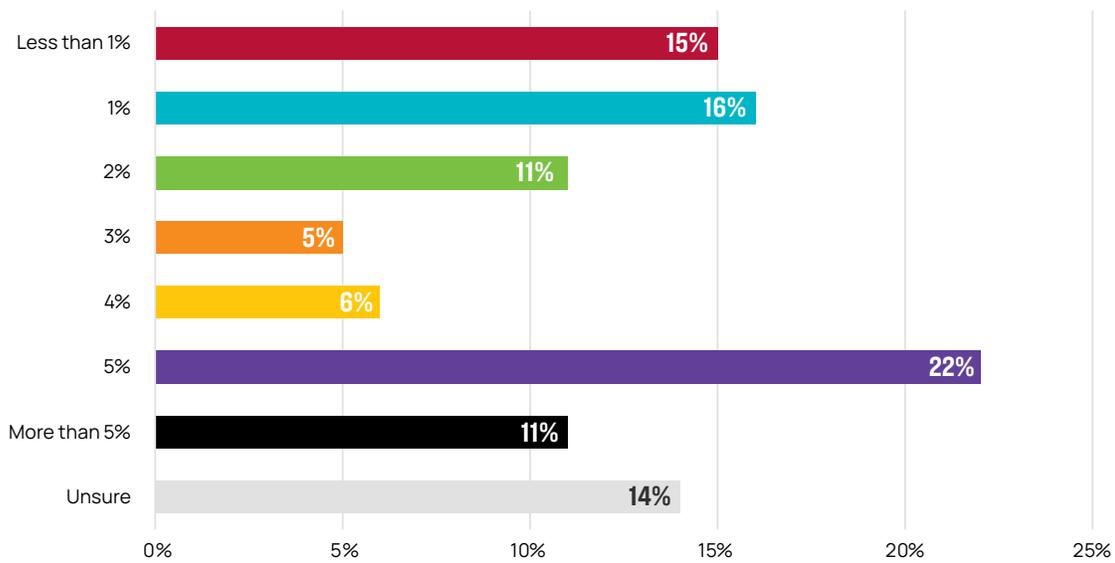
Though companies that keep marketing functions in-house are slightly less satisfied with their marketing efforts than are companies that utilize external marketing agencies, they are much less satisfied with performance in certain areas. For example, the average performance rating for graphic design is much lower for those that do not use an agency (3.10) than for those that do use an agency (3.86).



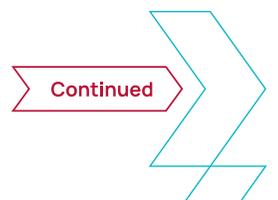
Approximately what percentage of your company's annual revenue is your annual marketing budget?

As a proportion of total revenue:

- > 31% have an annual marketing budget of 1% or less of annual revenue.
- > 22% have an annual marketing budget of between 2-4% of annual revenue.
- > 33% have an annual marketing spend of 5% or more of annual revenue.



Marketing Budget as a Percentage of Revenue by Company Type				
Marketing Budget as a Percentage of Revenue	CROs	CMOs/CDMOs	Software/Tech	Sponsors
1% or less	46%	62%	6%	10%
2-4%	8%	18%	39%	33%
5% or more	30%	13%	34%	50%





How would you best characterize your 2021 marketing spend in each of the following areas?

Despite the impact of COVID-19, **trade shows** are still the largest item in many life science company market budgets. **Brand/identity development** is the second-largest item.

Characterized Marketing Spend by Area					
Area	Did not spend anything	Small budget item	Medium budget item	Big budget item	N/A
Advertising	13%	33%	31%	20%	2%
Brand/identity development	5%	33%	41%	18%	2%
Collateral	17%	44%	27%	5%	6%
Content creation	3%	43%	34%	17%	2%
Market research	25%	41%	18%	12%	4%
Marketing automation	24%	39%	18%	12%	8%
Public relations	19%	44%	23%	10%	4%
Social media	11%	49%	27%	12%	1%
Strategic planning	18%	39%	29%	12%	2%
Trade shows/events/booth	12%	23%	30%	32%	3%
Webinars/podcasts	23%	29%	28%	16%	4%
Website/apps/interactive development	16%	33%	29%	20%	1%

Among DDS companies, software/tech companies invest the most in public relations. CROs allocate the most in trade shows and social media.

Big or Medium Marketing Spend by Area by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Public relations	29%	6%	56%	27%
Social media	58%	13%	44%	41%
Trade shows/events/booth	79%	56%	67%	55%

Big or Medium Marketing Spend by Area by Agency Utilization		
Area	Agency	No Agency
Brand/identity development	68%	32%
Trade shows/events/booth	70%	36%

Companies that outsource some or all of their marketing to agencies are about twice as likely to characterize marketing spend for brand/identity development and trade shows as big or medium budget items.





How did your marketing spend change from 2020 to 2021 in each of these categories?

While **trade shows** are still the largest item in many life science company marketing budgets, they are a smaller item than they used to be. Almost one-half (48%) of respondents say their marketing spend for trade shows declined from 2020 to 2021. The areas with the largest increases (social media, web development) and the largest decreases (trade shows, collateral) were continuations of increases/decreases from 2019 to 2020 that were attributed in part to COVID-19.

Marketing Spend Change From 2020 to 2021 by Area							
Area	Increased a lot	Increased a little	Stayed the same	Decreased a little	Decreased a lot	N/A	*Increase/Decrease
Advertising	10%	28%	44%	10%	2%	6%	26%
Brand/identity development	15%	24%	46%	8%	2%	5%	29%
Collateral	0%	16%	47%	16%	9%	12%	-9%
Content creation	6%	37%	46%	5%	2%	3%	35%
Market research	5%	22%	47%	10%	6%	10%	11%
Marketing automation	8%	18%	53%	5%	1%	15%	19%
Public relations	2%	25%	57%	3%	2%	11%	22%
Social media	11%	38%	43%	5%	0%	3%	43%
Strategic planning	8%	20%	59%	3%	2%	8%	23%
Trade shows/events/booth	6%	18%	20%	20%	28%	6%	-24%
Webinars/podcasts	19%	23%	37%	6%	1%	14%	34%
Website/apps/interactive development	17%	31%	37%	4%	2%	9%	42%

*This column shows the difference (or plus/minus, or "+/-") between the percentage of respondent companies that increased spend and the percentage of respondent companies that decreased spend.

Among DDS companies, CMOs/CDMOs increased their allocation for content creation the most and for advertising the least.

Marketing Spend Change [Increase/Decrease] From 2020 to 2021 by Area by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Advertising	50%	6%	50%	5%
Content creation	13%	56%	39%	41%

MARKETING DEPARTMENT INVESTMENT, GOALS, & ACTIVITIES



Companies that invest a higher proportion of their revenue to marketing are also more inclined to increase their allocation to advertising. Companies that have relatively smaller marketing budgets are more inclined to increase their spend on brand/identity development.

Marketing Spend Change [Increase/Decrease] From 2020 to 2021 by Area by Marketing Budget as a Proportion of Revenue

Area	1% or Less	2-4%	5% or More
Advertising	7%	29%	33%
Brand/identity development	38%	24%	17%



Companies that outsource to marketing agencies are more likely to up their spend on content creation and social media than are companies that do not outsource.

Marketing Spend Change [Increase/Decrease] From 2020 to 2021 by Area by Agency Utilization

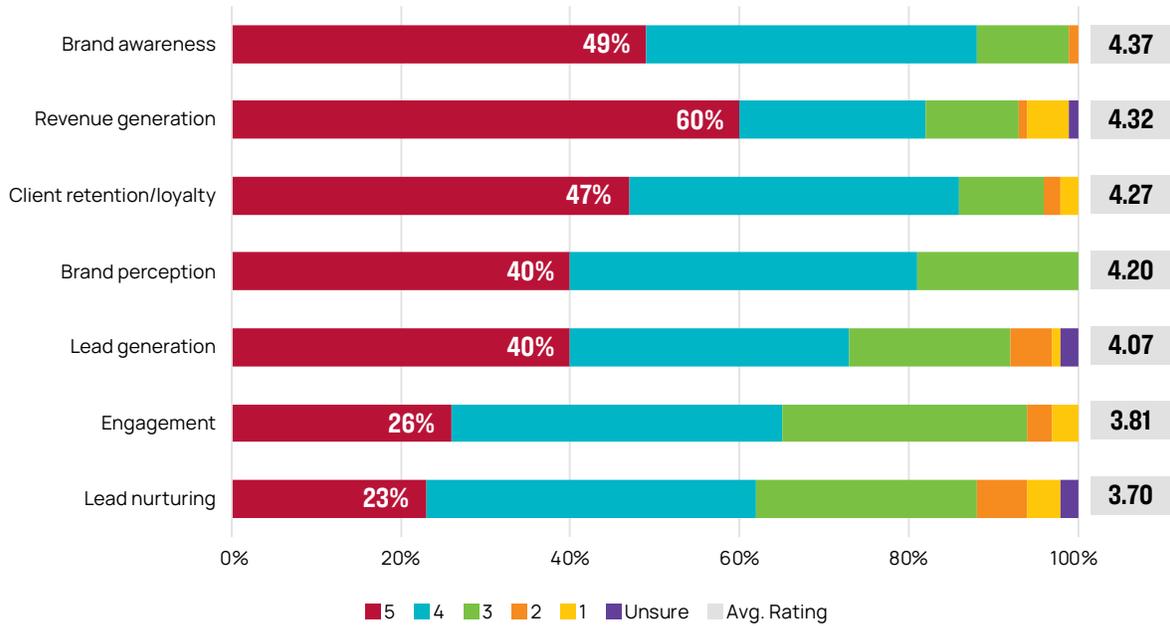
Area	Agency	No Agency
Content creation	46%	0%
Social media	52%	14%





How important are each of the following marketing goals to your company? (on a 1-5 scale, 5 being most important)

While **brand awareness** was the most important marketing goal, on average **revenue generation** was the goal most often rated a “5” for importance.



Average Ratings of DDS Companies for Goals by Year				
Goal	2019 DDS	2020 DDS	2021 DDS	Change
Brand awareness	4.28	3.97	4.34	+0.37
Revenue generation	4.49	4.62	4.33	-0.29

From 2020 to 2021, DDS companies reprioritized the importance of brand awareness and revenue generation.

 Companies that dedicate more of their annual revenue to marketing place greater importance on client retention/loyalty than do companies that dedicate less.

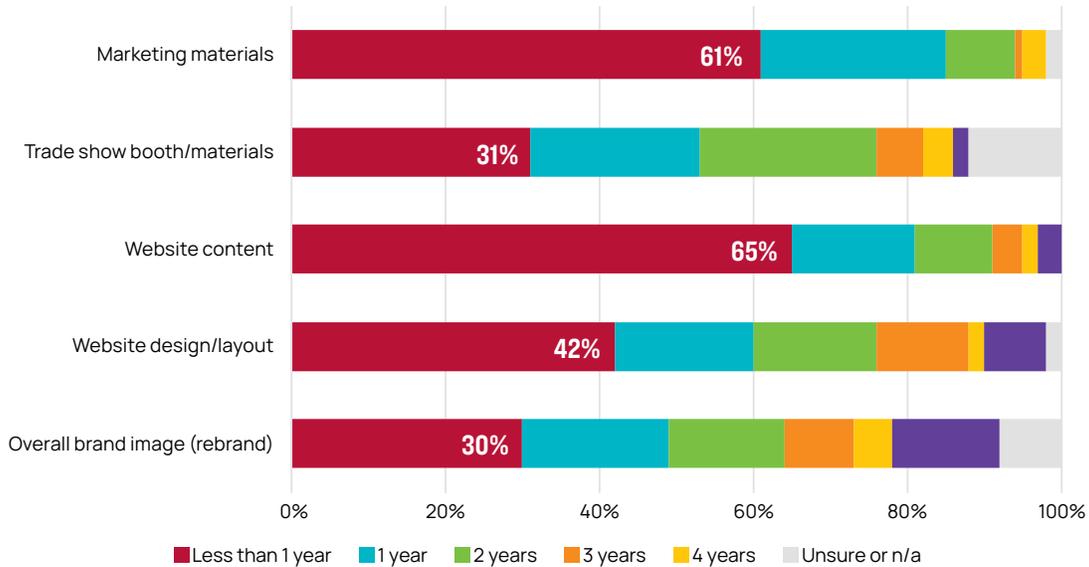
Average Rating for Importance of Client Retention/Loyalty by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
4.03	4.24	4.57





How long has it been since your company last updated the following?

Eighty-five percent of respondent companies updated their **marketing materials** in the past year, while 81% updated their **website content** in the same time frame. About one-half updated their **trade show booth/materials** (53%) or **overall brand image** (49%).



Among DDS companies, CROs are the least likely to have updated their overall brand image in the past two years.

Percentage Overall Brand Image Updated in Past 2 Years by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
58%	63%	72%	64%

Percentage Overall Brand Image Updated in Past 2 Years by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
45%	67%	77%

Companies that allocate a greater proportion of their revenue to marketing are much more likely to have rebranded their overall brand image than are companies that devote just a small part of it.





Which of the following activities does your company engage in?

Most respondents said their companies **develop an annual marketing plan (87%)** or **regularly analyze their competitors (80%)**.

Activity	Yes	No	Unsure
Develop an annual marketing plan	87%	11%	2%
Develop an annual public relations/communications plan	56%	38%	6%
Regularly analyze your competitors	80%	17%	3%
Regularly seek feedback from your clients on ways to improve	75%	22%	3%
Use analytics to make marketing decisions	76%	17%	6%

Percentage of DDS Companies That Perform a Marketing Activity by Year

Activity (% Yes)	2019 DDS	2020 DDS	2021 DDS	Change
Develop an annual marketing plan	69%	75%	87%	+12%
Develop an annual public relations/communications plan	42%	31%	54%	+23%
Regularly analyze your competitors	73%	71%	75%	+4%

The proportion of respondents whose companies develop an annual plan continues to increase.

Companies that devote a higher proportion of their annual revenue to marketing are also more likely to develop an annual public relations/communications plan.

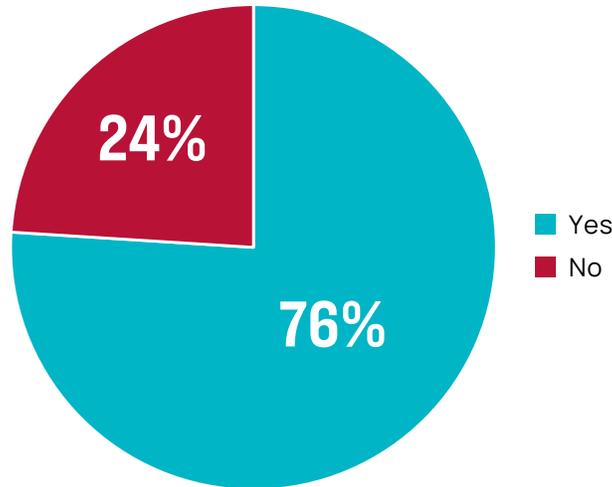
Percentage of Companies That Perform a Marketing Activity by Marketing Budget as a Proportion of Revenue

Activity (% Yes)	1% or Less	2-4%	5% or More
Develop an annual marketing plan	83%	90%	87%
Develop an annual public relations/communications plan	41%	52%	67%
Regularly analyze your competitors	69%	81%	80%



In the last year, have you contracted any work through an external marketing agency?

About three-fourths (76%) of respondent companies outsourced some or all of their work to an external marketing agency.



Percentage of DDS Companies That Contract Work Through an External Marketing Agency by Year			
2019 DDS	2020 DDS	2021 DDS	Change
55%	58%	80%	+22%

The outsource percentage among DDS companies increased by 22 points from 2020 to 2021.

Sponsors were the least likely to outsource any work to a marketing agency. Among DDS companies, CROs were the least likely to use an agency.

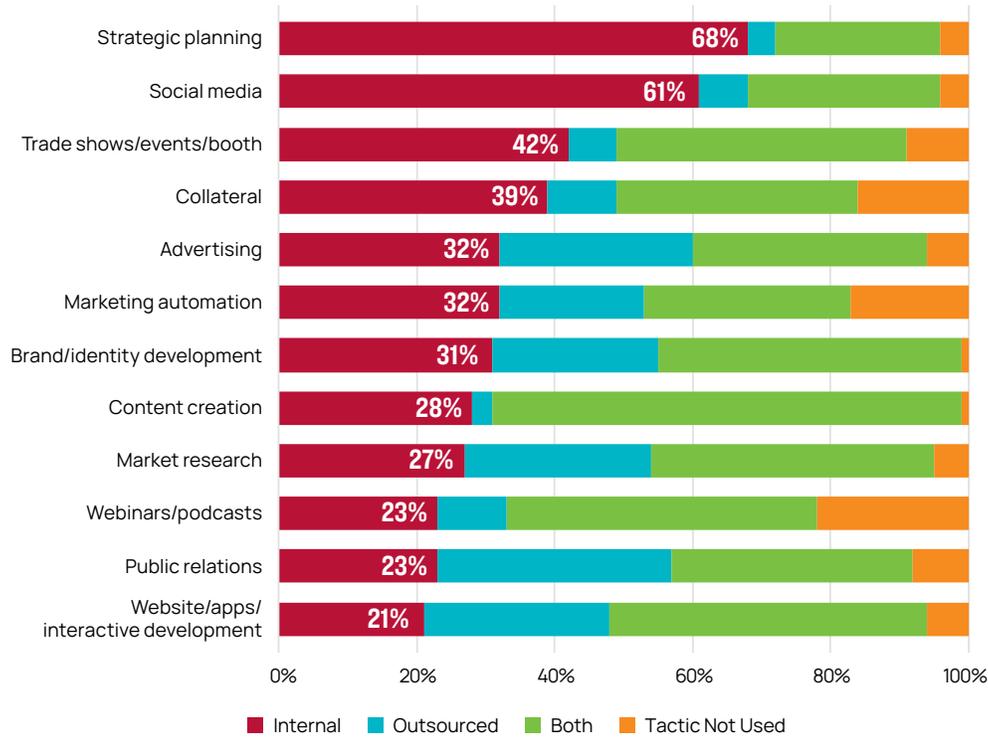
Percentage of Companies That Contract Work Through an External Marketing Agency by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
71%	94%	89%	64%





How do you primarily handle each of the following areas?

Strategic planning (68%) is the area most likely to be handled internally without any outsourcing. **Website development** is the area most likely to be outsourced to an agency.



Percentage of DDS Companies That Outsource a Marketing Activity by Year				
Area Outsourced*	2019 DDS	2020 DDS	2021 DDS	Change
Content creation	44%	39%	70%	+31%
Public relations	35%	32%	65%	+33%

The percentage of DDS companies that outsourced some or all public relations more than doubled from 2020 to 2021. There was also a substantial increase in the outsourcing of content creation.

Companies that invest a higher percentage of their revenue on marketing spend are much more inclined to outsource advertising to a marketing agency.

Percentage of Companies That Outsource a Marketing Activity by Marketing Budget as a Proportion of Revenue			
Area Outsourced*	1% or Less	2-4%	5% or More
Advertising	48%	56%	91%
Webinars/podcasts	43%	56%	68%

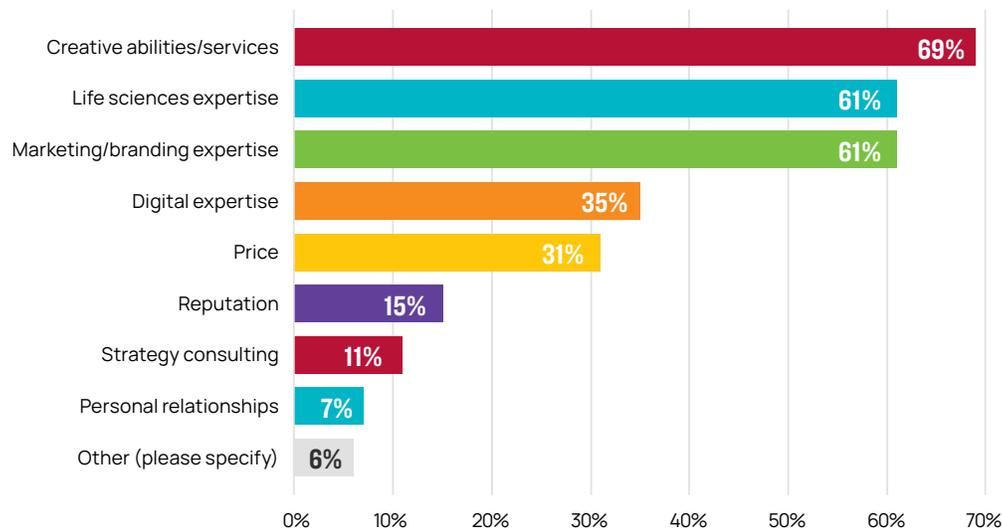
* Percentages include companies that completely and only partially outsource that activity.





What are the top three attributes you look for when selecting a marketing firm? (Select up to three attributes.)

Companies most sought **creative abilities/services**, **life sciences expertise**, and **marketing/branding expertise**.



Attribute	2019 DDS	2020 DDS	2021 DDS	Change
Creative abilities/services	n/a	46%	70%	+24%
Marketing/branding expertise	60%	35%	61%	+26%

Among DDS companies, there were significant increases from 2020 to 2021 in seeking out creative abilities/services and marketing/branding expertise.

CMOs/CDMOs were the most likely type of company to seek creative abilities/services from their marketing agency.

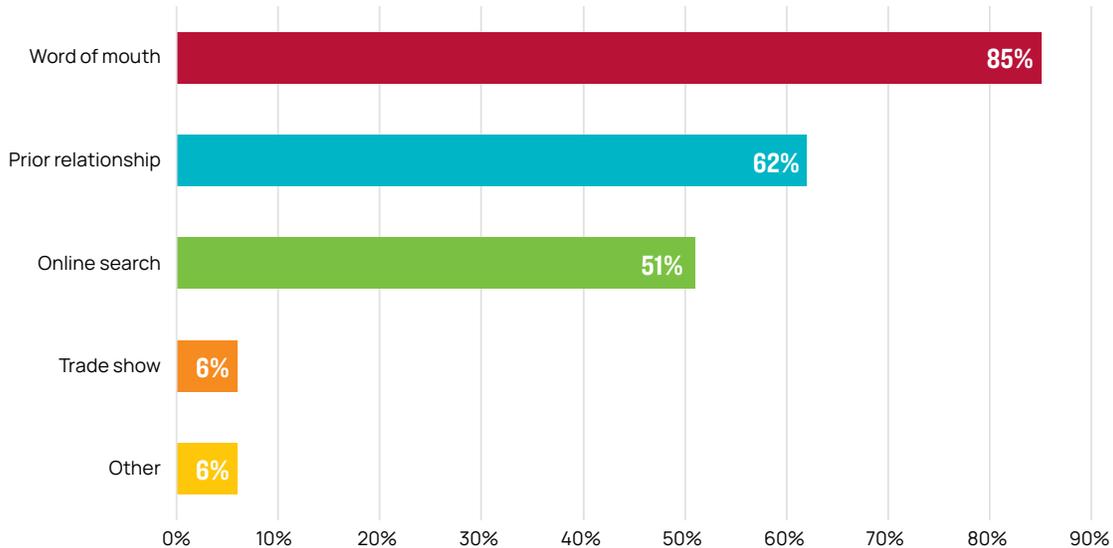
Attribute	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Creative abilities/services	59%	87%	69%	64%
Marketing/branding expertise	47%	73%	69%	57%





How do you look for a new marketing agency? (Select all that apply.)

Respondents get information about marketing agencies from those they know. The top two responses given by survey participants were **word of mouth** (85%) and **prior relationship** (62%).



Among DDS companies, CROs are the most inclined to seek out information about marketing agencies from a prior relationship or by online search.

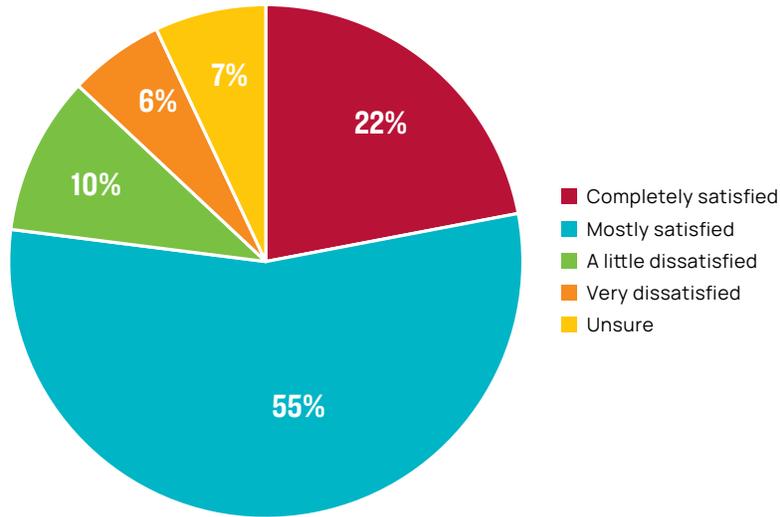
Percentage of Methods of Looking for an Agency by Company Type				
Attribute	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Prior relationship	71%	67%	63%	43%
Online search	65%	47%	31%	71%





Overall, how satisfied are you with your marketing agency?

Companies are generally satisfied with their marketing agencies; 22% are completely satisfied, and 55% are mostly satisfied.



More than two-fifths (42%) of CROs are either dissatisfied with or are unsure of how to rate their level of satisfaction with their marketing agency.

Percentage of Companies That Are Satisfied With Their Marketing Agency by Company Type				
Level of Satisfaction	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Completely/mostly satisfied	59%	86%	87%	85%
A little/very dissatisfied	24%	7%	13%	14%
Unsure	18%	7%	0%	0%

Percentage of Companies That Are Satisfied With Their Marketing Agency by Marketing Budget as a Proportion of Revenue			
Level of Satisfaction	1% or Less	2-4%	5% or More
Completely/mostly satisfied	62%	81%	82%
A little/very dissatisfied	20%	19%	14%
Unsure	19%	0%	5%

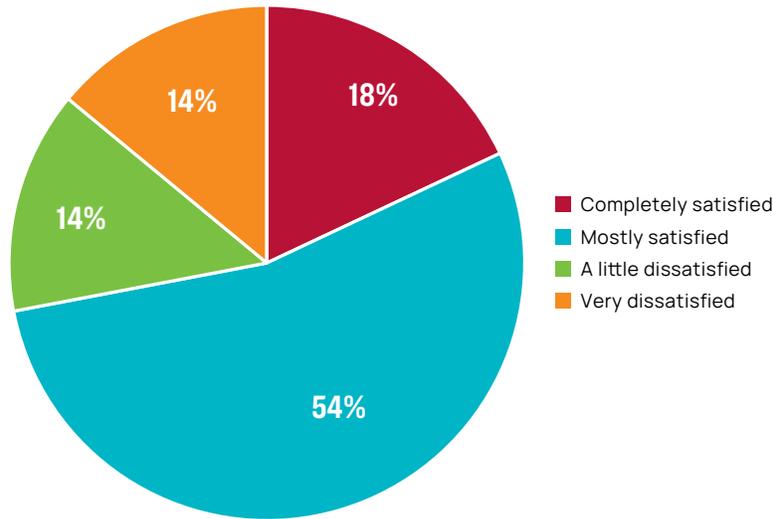
Companies that dedicate a higher proportion of their revenue to marketing are more likely to be satisfied with their marketing agency than are companies that dedicate less of their revenue to marketing.





Overall, how satisfied are you with your internal marketing department?

Companies are somewhat satisfied with their internal marketing departments; 18% are completely satisfied, and 54% are mostly satisfied.



Satisfaction Level by Agency Utilization		
Level of Satisfaction	w/ Their Agency	w/ Their Internal Marketing Department
Completely satisfied	22%	18%
Mostly satisfied	55%	55%
A little dissatisfied	10%	14%
Very dissatisfied	6%	14%
Unsure	6%	0%

 Companies that outsource some or all of their marketing are slightly more satisfied with their agency than are companies that keep all marketing in-house are with their internal marketing department.





On a scale of 1-5 (5 being the highest or best), please rate your marketing agency's/internal marketing department's performance in the following areas.

Marketing strategy is the area with the highest average rating (3.88) and the highest proportion of respondents who assigned a rating of "5" (24%).

Performance Area	5	4	3	2	1	N/A	Avg. Rating
Marketing strategy	24%	41%	23%	4%	1%	7%	3.88
Marketing plans	19%	36%	24%	8%	1%	12%	3.73
Digital marketing	19%	36%	25%	7%	2%	11%	3.70
Social media	12%	36%	26%	10%	3%	12%	3.50
Website development	12%	32%	37%	7%	4%	8%	3.44
Sales enablement/lead generation	10%	32%	30%	11%	3%	14%	3.40
Market research	15%	19%	27%	13%	4%	21%	3.35
Video/animation development	9%	32%	25%	12%	8%	14%	3.26
Client surveys	8%	21%	24%	11%	5%	31%	3.21
Search engine optimization (SEO)	13%	25%	27%	13%	10%	11%	3.21
CRM/marketing automation integrations	9%	15%	31%	14%	9%	22%	3.01

DDS Companies' Performance Area Ratings by Year

Performance Area	2019 DDS	2020 DDS	2021 DDS	Change
Website development	3.66	3.43	3.34	-0.09
Client surveys	3.46	3.48	3.13	-0.35

Of DDS companies, client surveys had the largest year-over-year (YoY) decrease: from 3.48 in 2020 to 3.13 in 2021.

Companies' Performance Area Ratings by Agency Utilization

Performance Area	Agency	No Agency
Social media	3.71	2.78
Website development	3.61	2.90



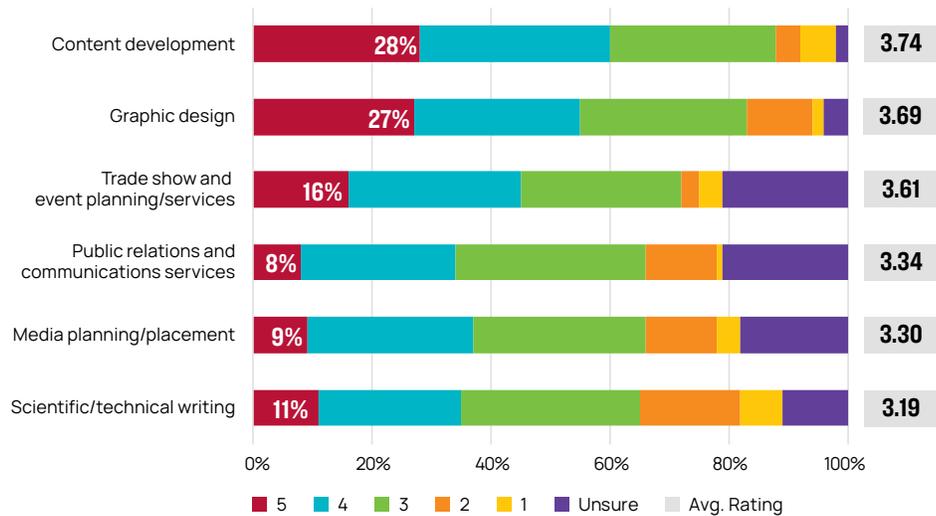
Companies that use an agency rate their social media and website development higher than companies that keep their marketing in-house.





On a scale of 1-5 (5 being the highest or best), please rate your marketing agency's/internal marketing department's performance on the following content/creative development areas.

Among the content/creative development areas, **content development** and **graphic design** are the two areas rated the highest, and **scientific/technical writing** is the area rated the lowest.



Content/Creative Area Ratings by Year

Area	2019 DDS	2020 DDS	2021 DDS	Change
Graphic design	3.68	3.98	3.66	-0.32
Media planning/placement	3.62	3.37	3.22	-0.15

Among DDS companies, ratings for both **graphic design** and **media planning/placement** decreased from 2020 to 2021.

Content/Creative Area Ratings by Agency Utilization

Area	Agency	No Agency
Graphic design	3.86	3.10
Media planning/placement	3.46	2.67



Companies that outsource to agencies are considerably happier with their **graphic design** and **media planning/placement** than are companies that keep everything in-house.





On a scale of 1-5 (5 being the highest or best), please rate how your marketing agency/internal marketing department compares to other agencies in the industry.

Similar to 2020, respondents gave their highest ratings for **flexibility** and their lowest for **performance reports that demonstrate ROI**.

Area	5	4	3	2	1	N/A	Avg. Rating
Flexibility	33%	33%	24%	4%	2%	4%	3.93
Responsiveness	30%	42%	12%	7%	4%	4%	3.91
Timeliness	25%	43%	18%	7%	2%	6%	3.86
Overall client service	19%	43%	21%	7%	1%	9%	3.79
Quality	19%	43%	24%	10%	0%	4%	3.74
Health sciences/life sciences expertise	21%	36%	30%	7%	1%	4%	3.73
Ease of doing business	24%	35%	25%	11%	2%	3%	3.69
Marketing expertise	25%	33%	27%	8%	4%	3%	3.67
Creative	21%	27%	37%	8%	3%	3%	3.57
Communication	11%	42%	29%	11%	1%	6%	3.54
Project management	11%	42%	28%	11%	2%	6%	3.51
Marketing strategy development and consulting	10%	42%	27%	10%	6%	6%	3.43
Value/ROI	12%	30%	36%	10%	6%	6%	3.36
Performance reports demonstrating ROI	7%	27%	28%	13%	13%	11%	3.00

DDS Companies' Ratings for Performance Reports Demonstrating ROI by Year

2019 DDS	2020 DDS	2021 DDS	Change
3.33	3.27	2.98	-0.29

Among DDS companies, the ratings for performance reports have trended downward since 2019. The drop-off was especially pronounced this past year as the average rating fell by 0.29 points.



On a scale of 1-5 (5 being the most effective), please rate how effective the following digital marketing tactics are for your company?

Of all of the digital marketing tactics, **webinars, online presentations, and white papers** are rated the most highly. **Podcasts (2.98)** are the lowest-rated tactic.

Tactic	5	4	3	2	1	N/A	Avg. Rating
Webinars	24%	31%	18%	7%	3%	17%	3.78
Online presentations	17%	30%	24%	3%	3%	22%	3.70
White papers	24%	20%	22%	9%	3%	21%	3.66
Video	12%	33%	29%	3%	3%	19%	3.58
Social media	19%	33%	25%	11%	4%	8%	3.55
Case studies	19%	29%	26%	10%	4%	11%	3.54
Digital advertising	12%	30%	34%	8%	6%	10%	3.40
e-blasts/e-newsletters	9%	27%	33%	15%	3%	13%	3.27
Pay-per-click	16%	12%	27%	15%	7%	24%	3.21
Infographics	7%	21%	30%	15%	3%	24%	3.18
e-books	7%	12%	20%	9%	6%	46%	3.10
Blogs	7%	25%	26%	11%	11%	20%	3.06
Podcasts	8%	7%	16%	10%	7%	53%	2.98

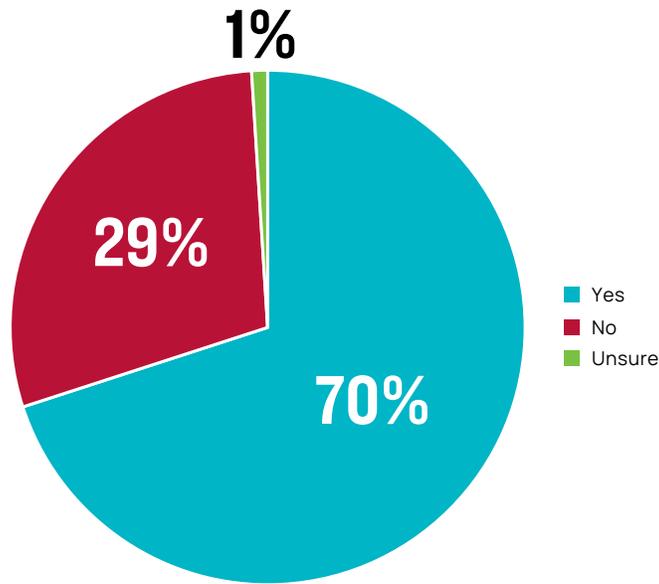
CMOs/CDMOs think highly of white papers and not so highly of podcasts.

Tactic	CROs	CMOs/CDMOs	Software/Tech	Sponsors
White papers	3.69	4.09	4.06	3.18
Podcasts	3.10	2.20	3.86	2.93



Do you use social media advertising for your business (e.g., Sponsored Updates on LinkedIn)?

More than two-thirds (70%) of respondents said their companies use social media advertising for their business.



Percentage of DDS Companies That Use Social Media Advertising by Year

2018 DDS	2019 DDS	2020 DDS	2021 DDS
61%	66%	77%	75%

Utilization of social media advertising had been increasing among DDS companies from 2018 to 2020 before plateauing in 2021.

Sponsors are the least likely company type to use social media advertising. Among DDS company types, software/tech companies are the least likely.

Percentage of Companies That Use Social Media Advertising by Company Type

CROs	CMOs/CDMOs	Software/Tech	Sponsors
90%	81%	71%	55%

Percentage of Companies That Use Social Media Advertising by Agency Utilization

Agency	No Agency
77%	45%

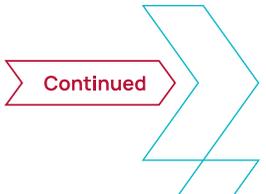
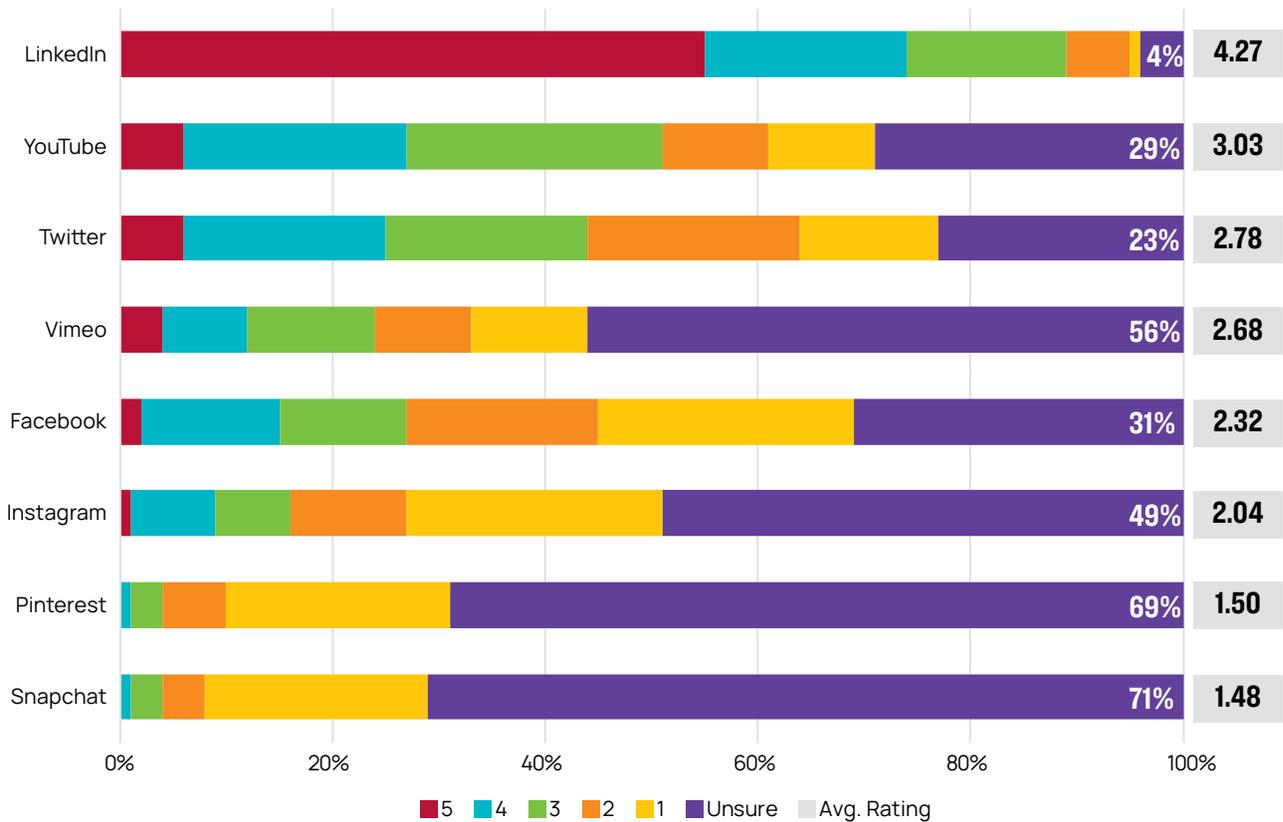


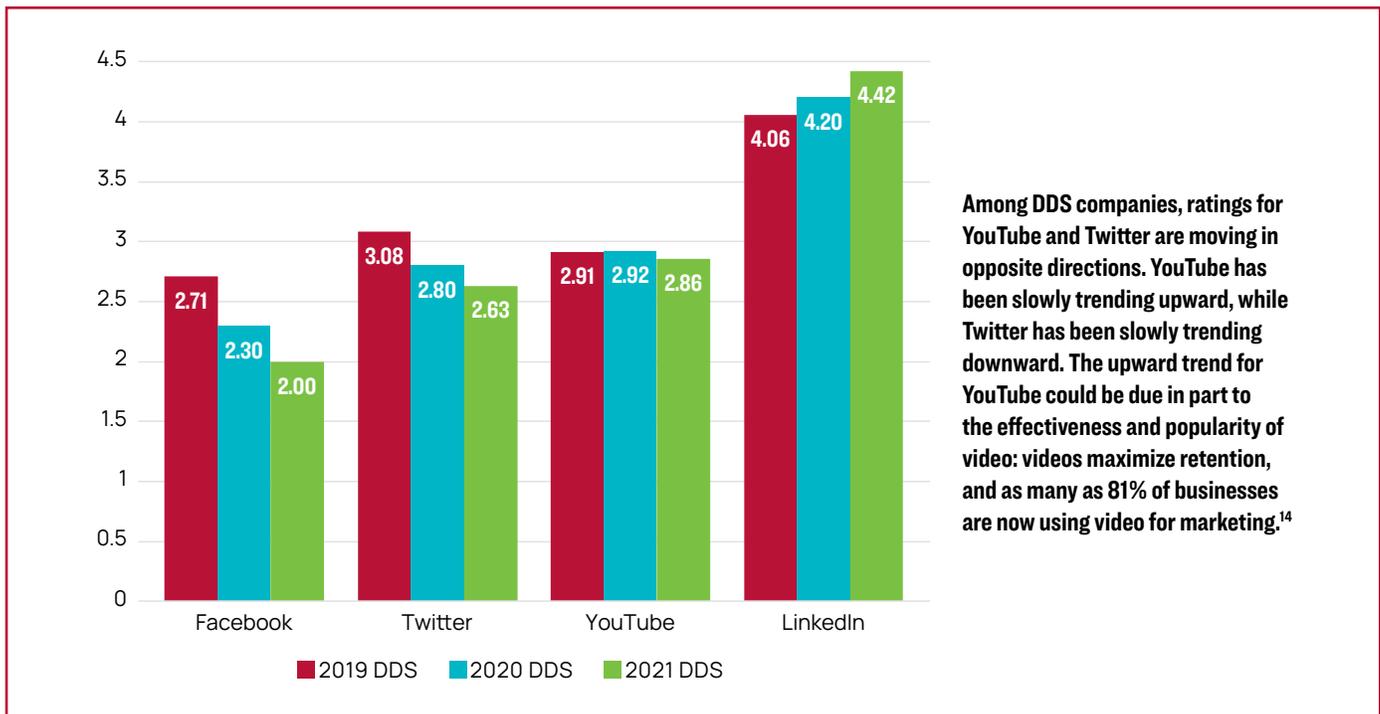
Companies that outsource to marketing agencies are much more likely to use social advertising than are companies that do not.



On a scale of 1-5 (5 being the most effective), please rate how effective the following social media platforms are in getting your messaging to your target audience.

LinkedIn has been and still is by far the most effective social media platform for life science companies.



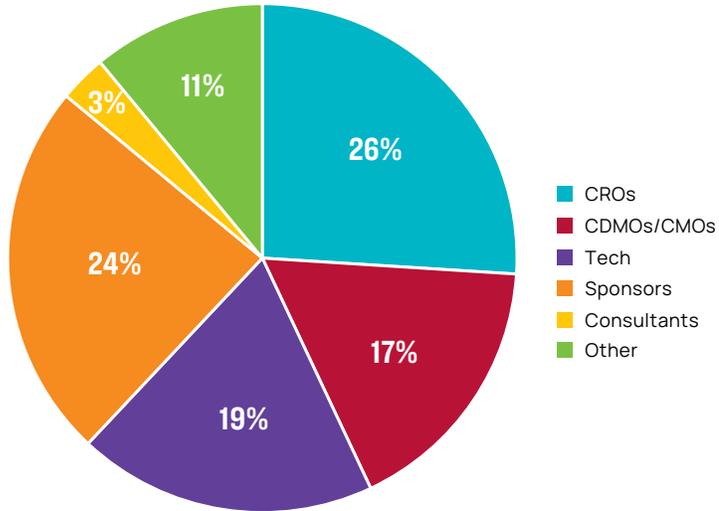


For sponsors, the ratings for each of these four social media platforms — LinkedIn, YouTube, Twitter, and Facebook — narrowly range from 3.18 to 3.74. For each of the DDS company types, the rating for LinkedIn is well above 4.00, but the ratings for the other platforms are well below that.

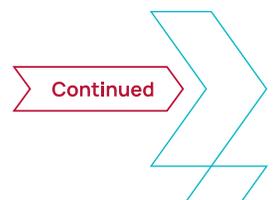
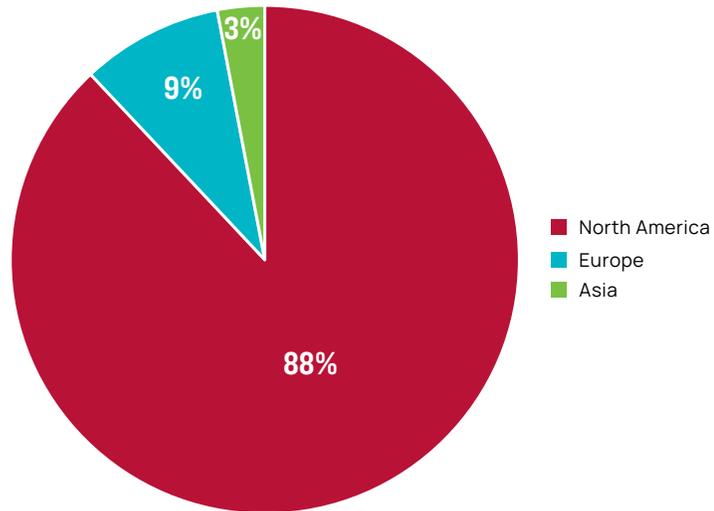
Platform	CROs	CDMOs/CMOs	Software/Tech	Sponsors
LinkedIn	4.50	4.31	4.65	3.74
YouTube	2.86	2.22	3.15	3.42
Twitter	2.53	2.00	3.00	3.24
Facebook	2.41	1.33	1.75	3.18



Company type

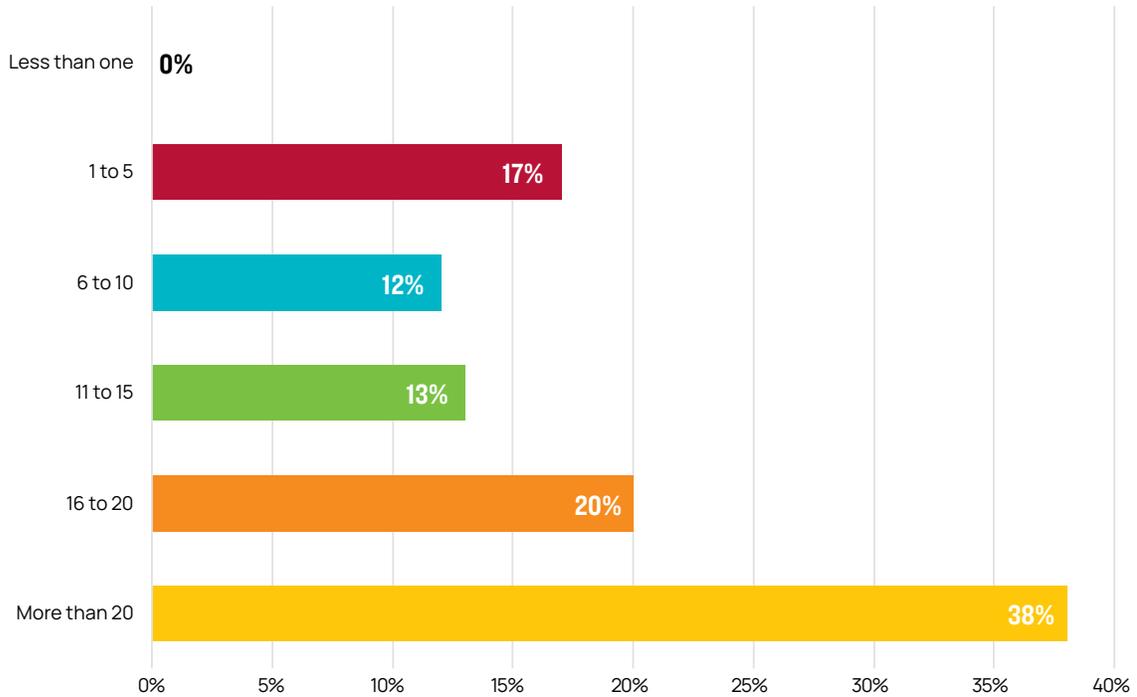


Office location

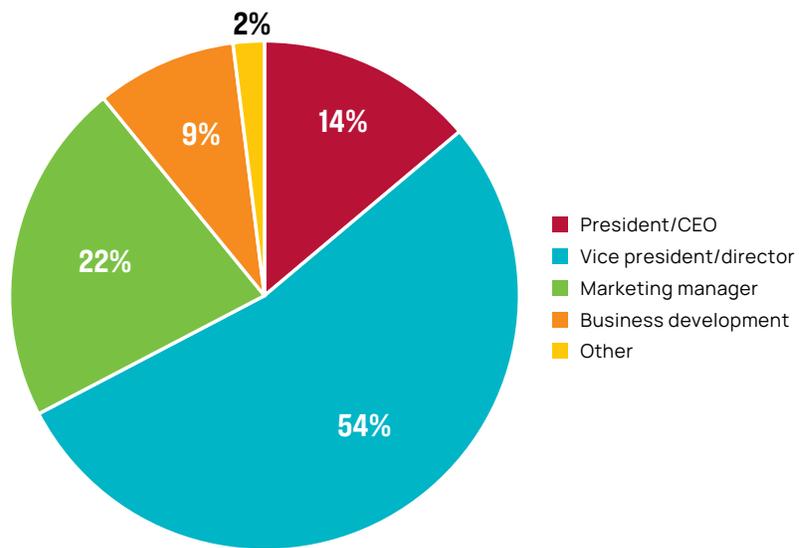




Years worked in the life sciences industry



Job function





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About SCORR Marketing

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