



12th Annual

2024 SURVEY REPORT: **Life Sciences Marketing Trends**



Objective	3
Methodology	3
Presentation of Data	4
Summary	5
Marketing Department Investment, Goals, & Activities	10
Agency Utilization & Satisfaction	19
Digital Marketing Trends	30
Trade Show Trends	34
Artificial Intelligence Usage Trends	38
Respondent Demographics	41
Glossary	43
References	45



OBJECTIVE

SCORR Marketing (SCORR) recently conducted our twelfth annual survey assessing marketing trends in the life sciences industry. The survey is conducted to gain a greater understanding of:

- The extent to which companies engage in marketing activity (e.g., developing an annual marketing plan)
- How and where companies spend their marketing budgets
- How their agencies or internal marketing teams are performing across a variety of functions (e.g., social media, trade shows, website development)
- Which tactics work best

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

METHODOLOGY

SCORR developed the questions and administered the survey using a web-based tool. SCORR recruited participants by email, using SCORR's own database as well as industry databases, along with direct messages to marketing communication professionals via LinkedIn:

- The survey was fielded from August 8, 2024, through October 3, 2024
- 98 respondents completed the survey
- More than one-half (59%) of the respondents were CEOs, presidents, vice presidents, or directors
- 85% either make the final decision or are part of the team that makes marketing decisions
- 85% have worked in the industry for six or more years
- Respondent demographics by company type, office location, years worked in the health/life sciences industry, and job function can be viewed on pages 41-42



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 — Occasionally, we see a YoY change (e.g., 2023 vs. 2024) that stands out and will present this data in the form of an observation and/or chart.

Company Type Variation — This report will sometimes present survey results by company type — CROs vs. CDMOs/CMOs vs. software/tech companies vs. sponsors:

- Sponsors are companies that develop drugs and hold patents for approved drugs
- Sponsors are either biopharmaceutical (biopharma) or medical technology (medtech) companies
- 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
- Sponsors at times will hire consultants to fill knowledge gaps and/or help address operational gaps

Budget Size Variation — At times, this report presents differences in perceptions and performance across companies with varied marketing budgets. As a proportion of revenue, about:

- One-sixth (16%) of respondent companies allocate 1% or less of their annual revenue to marketing
- One-fifth (21%) devote between 2-4%
- Two-fifths (43%) invest 5% or more

This report, where appropriate, will present survey results by proportional marketing budget to demonstrate differences between those companies that invest more and those that do not.

Agency Utilization Variation — About two-thirds (64%) of respondent companies outsource some or all their marketing to an external agency. This report will also present survey results to illustrate differences between those companies that use an agency from those that do not.



Introduction

“As the [life sciences](#) and [marketing](#) industries change, [trends](#) in life science marketing change, as well.”^{1,2,3} Here, in our twelfth annual Life Sciences Marketing Trends Survey Report, we review the marketing goals and tactics utilized within the life sciences in the past year. Our goal is to provide a benchmark life science marketers can refer to regarding marketing investment, priorities, and activity, agency utilization, digital marketing, trade show marketing, and utilization of artificial intelligence in marketing tasks.

Marketing Activity Trends

Percentage of DDS* Companies That Perform Particular Marketing Activities by Year			
Activity (% Yes)	2023 DDS	2024 DDS	Change
Develop an annual marketing plan	77%	81%	+4%
Have a clearly defined value proposition that is articulated in marketing collateral	77%	81%	+4%
Track return on investment	66%	63%	-3%
Develop an annual public relations/communications plan	36%	40%	+4%

* DDS refers to Drug Development Services companies here. They are all respondent companies other than sponsors (biopharma or medtech) or consultants

Marketing Plan — A majority (81%) of respondent companies developed an annual marketing plan. This continues a positive and recent trend of more companies developing annual marketing plans. [Building a strategic marketing plan](#) is foundational to achieving marketing goals, and developing an [annual marketing plan](#) will help a company achieve them.^{4,5}

Value Proposition — A majority (81%) of respondent companies also clearly defined its [value proposition](#) as reflected in its marketing materials. This percentage is up 4% from 2023. Another positive trend, this is important as a “well-defined B2B value proposition is essential for differentiating [a] business in a competitive marketplace.”⁶

Tracking ROI — The percentage of respondent companies that track return on investment (ROI) decreased from 66% in 2023 to 63% in 2024. As a slightly negative trend, this is disappointing. In not [tracking ROI](#), only a little over one-third of respondent companies “justify how [their] marketing programs and campaigns generate revenue for the business.”⁷

PC/Communications Plan — Fewer than one-half (40%) of respondents said their companies developed an annual [public relations/communications plan](#). Though this is up from the 36% reported in 2023, there is still ample opportunity for a majority of surveyed companies to develop “a roadmap for how [their] company communicates with their stakeholders, employees, customers, the media, and regulators.”⁸



Marketing Spend Trends

Marketing Spend Change From 2023 to 2024 by Selected Areas			
Area	Companies That Increased	Companies That Decreased	Increase/Decrease +/-
Trade shows/events/booth	50%	12%	+38%
Content creation	37%	9%	+28%
Brand/identity development	37%	13%	+24%
Website/apps/interactive development	35%	12%	+23%

* 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.

Trade Shows — Trade show investment dropped precipitously in 2020 and 2021 due to COVID before increasing in 2022 and 2023. Trade show spend continued to increase in 2024 as one-half (50%) of respondents said their companies increased trade show investment. With trade show investment approaching or exceeding pre-COVID levels, it is essential for companies to define their [trade show strategy](#) and consider ways to boost their [trade show ROI](#).^{9,10}

Content Creation — More than one-third (37%) of respondents said their companies increased their content creation spend from 2023 to 2024. More than one-half (55%) of respondent companies consider content creation to be either a big or medium budget item within their marketing budget. This prioritization of content creation is understandable as a good [content strategy](#) can support business-wide initiatives as well as drive both meaningful results and [sales](#).^{11,12}

Brand/Identity Development — More than one-third (37%) of respondent companies said their companies increased their investment in brand/identity development. The benefits of successful brand/identity development are clear; [establishing a brand](#) "helps people identify a company and form opinions about it," and [brand positioning](#) can "define who you are in the minds of customers."^{13,14}

Websites — The percentage of respondent companies who increased their investment in websites exceeded one-third (35%). Nearly one-half (49%) of respondent companies characterized website/apps/interactive development to be either a big or medium budget item. As [B2B websites](#) are "one of the most effective ways to communicate a company's value proposition," it is essential to [regularly update](#) them and make sure they are [in compliance](#).^{15,16,17}





Agency Utilization/Satisfaction Trends

Percentage of DDS* Companies That Contract Work Through an External Marketing Agency by Year						
2019 DDS	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
55%	58%	80%	65%	70%	61%	-9%

* DDS refers to Drug Development Services companies here. They are all respondent companies other than sponsors (biopharma or medtech) or consultants

Agency Utilization – The percentage of companies that have utilized an external marketing agency has fluctuated over the years. While the trend from 2019 to 2023 was of generally increased utilization of outsourcing to marketing agencies, 2024 was a step back. To outsource or not to outsource is a big decision. Companies need to consider the [benefits](#) of outsourcing versus building an in-house team, including the reasons to [hire an agency](#).^{18,19}

Satisfaction Level by Agency Utilization					
Satisfaction Level	2021	2022	2023	2024	Change
Completely satisfied	22%	19%	15%	14%	-1%
Mostly satisfied	55%	43%	60%	56%	-4%
A little dissatisfied	10%	20%	15%	13%	-2%
Very dissatisfied	6%	2%	3%	3%	0%
Unsure	7%	16%	8%	14%	+6%

Agency Satisfaction – The percentage of respondent companies who are completely satisfied with their agency has been trending downward since 2021 (from 22% in 2021 to 14% in 2024). [Client satisfaction](#) is important as “satisfied clients are more likely to continue to work with the agency ... and positive word-of-mouth from satisfied customers also helps attract new clients.”²⁰ Additionally, more companies are considering [building in-house agencies](#).²¹





Digital Trends

Average DDS* Company Ratings for Social Media Platforms by Year							
Platform	2019 DDS	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
LinkedIn	4.06	4.20	4.42	4.33	4.47	4.47	0.00
YouTube	2.91	2.92	2.86	3.03	2.91	3.24	+0.33
X (Twitter)	3.08	2.80	2.63	2.98	2.07	2.24	+0.17

* DDS refers to Drug Development Services companies here. They are all respondent companies other than sponsors (biopharma or medtech) or consultants

Digital Trends — LinkedIn continues to be the highest-rated social media platform among DDS companies. As such, it's necessary to maximize its usage and not be boring.²² YouTube has consistently been the second-highest rated platform; its ratings are on an upward trajectory. And though X's (Twitter's) ratings improved in 2024, the longer-term trends are negative. These life science marketing-specific observations are consistent with overall marketing industry evaluations: YouTube has gained in popularity and X (Twitter) has declined significantly.²³



Trade Show Trends

Change From 2019 to 2024 for Companies That Use "Number of Leads Generated" as a Metric When Determining the Success of a Trade Show*				
2019	2022	2023	2024	Change
82%	80%	82%	93%	+11%

* Table excludes 2020 and 2021 because trade show questions were paused in 2020 and 2021 due to the COVID-19 pandemic.

Trade Show Trends — 93% of respondent companies look at number of leads generated as a key metric when determining whether a trade show was successful. Trade show lead generation must be optimized as filling the BD pipeline is necessary for a company's continued growth and because many companies consider trade shows to be their top lead generator.^{24,25}





Artificial Intelligence Usage Trends

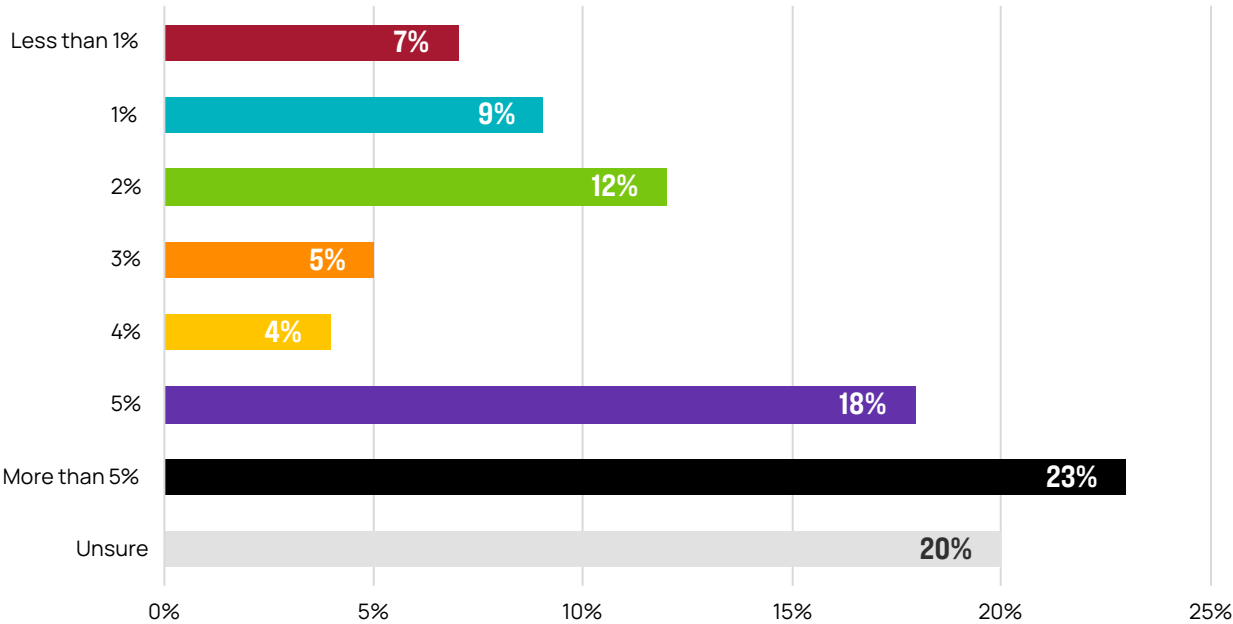
Current Usage of AI for Marketing Tasks	
Yes	52%
No — but have used before	6%
No — but have considered using	28%
No — have never used or considered using	11%
Unsure	3%

AI Usage — More than one-half (52%) of respondent life science companies currently use AI to perform marketing tasks, while another 34% have previously used AI or have not but are considering it. This is consistent with the percentages among [overall marketing agencies](#) (61% currently using, 30% considering).²⁶ With the potential of [streamlining processes and workflows](#), it is easy to see why companies would explore how and where AI could be applied to [marketing tasks](#).^{27,28} So far, it appears companies that use AI are most commonly doing so for content creation.



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

This survey includes respondents from companies that have relatively aggressive ad budgets (5% or more of their company’s annual revenue) as well as from companies with relatively low ad budgets (1% or less of their company’s annual revenue). As a proportion of total revenue, 41% have an annual marketing expenditure of 5% or more of annual revenue. 16% have an annual marketing budget of 1% or less of annual revenue.



Previously, sponsors tended to allocate a greater proportion of annual revenue to marketing. In 2024, DDS companies were more likely to invest a greater proportion of their revenue to marketing. Software/technology companies devoted the most to marketing; about three-fourths of them allocate at least 2% of their annual revenue to marketing.

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	24%	28%	6%	18%
2-4%	36%	7%	19%	25%
5% or more	29%	43%	56%	36%





How would you best characterize your 2024 marketing spend in each of the following areas?

Trade shows have been and continue to be the largest item in many life science company marketing budgets; 60% of them identify trade shows as a “big budget item.” **Advertising** (e.g., paid media: digital or print) is the next-largest item.

Characterized Marketing Spend by Area					
Area	Did not spend anything	Small budget item	Medium budget item	Big budget item	N/A
Advertising (paid media: digital and print)	13%	38%	28%	19%	2%
Brand/identity development	8%	49%	29%	14%	0%
Collateral	12%	53%	29%	4%	2%
Content creation	3%	40%	41%	14%	2%
Market research	31%	45%	17%	6%	1%
Marketing automation/email marketing	15%	38%	38%	9%	0%
Public relations	33%	44%	13%	6%	4%
Social media	16%	49%	26%	8%	1%
Strategic planning	27%	41%	23%	7%	2%
Trade shows/events/booth	5%	13%	20%	60%	1%
Webinars/podcasts	30%	35%	31%	4%	1%
Website/apps/interactive development	13%	37%	34%	15%	1%

Big or Medium Marketing Spend by Area by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Brand/identity development	41%	64%	38%	46%
Content creation	29%	50%	81%	61%

Among DDS companies, CDMOs invest the most in brand/identity development, while software/ technology companies devote the most to content creation.

Companies that outsource some or all their marketing to agencies are almost three times more likely to categorize their marketing spend for market research as big or medium budget items. Those companies that do not utilize an agency are more than twice as likely to consider strategic planning as a big or medium budget item.

Big or Medium Marketing Spend by Area by Agency Utilization		
Area	Agency	No Agency
Market research	30%	11%
Strategic planning	22%	46%





How did your marketing spend change from 2023 to 2024 in each of these categories?

Each area evaluated saw marketing spend increase from 2023 to 2024. This is a continuation of a trend we reported in 2022 and 2023. The areas with the largest increases were **trade shows, content creation, and brand/identity development**.

Marketing Spend Change From 2023 to 2024 by Area							
Area	Increased a lot	Increased a little	Stayed the same	Decreased a little	Decreased a lot	N/A	*Increase – Decrease
Advertising (paid media: digital and print)	4%	29%	44%	13%	6%	4%	+13%
Brand/identity development	10%	27%	44%	8%	4%	7%	+24%
Collateral	4%	21%	55%	10%	1%	8%	+14%
Content creation	4%	33%	47%	7%	2%	7%	+28%
Market research	10%	15%	54%	8%	0%	12%	+17%
Marketing automation/email marketing	11%	17%	54%	10%	1%	6%	+17%
Public relations	4%	12%	56%	10%	1%	16%	+5%
Social media	4%	28%	50%	10%	3%	5%	+18%
Strategic planning	5%	22%	55%	6%	0%	11%	+21%
Trade shows/events/booth	17%	33%	34%	9%	3%	4%	+38%
Webinars/podcasts	2%	18%	51%	8%	2%	18%	+10%
Website/apps/interactive development	8%	27%	42%	7%	4%	12%	+23%

* 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, CDMOs had the highest increase in their allocation to social media while software/technology companies upped their allocation for content creation the most.

Marketing Spend Change [Increase – Decrease] From 2023 to 2024 by Area by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Content creation	12%	21%	31%	43%
Social media	6%	43%	19%	14%





Companies that devote a larger proportion of revenue to marketing are most inclined to increase their spend on brand/identity development and trade shows.

Marketing Spend Change [Increase – Decrease] From 2023 to 2024 by Area by Marketing Budget as a Proportion of Revenue

Area	1% or Less	2-4%	5% or More
Brand/identity development	-13%	-5%	+46%
Trade shows/events/booth	+50%	+67%	+27%

Marketing Spend Change [Increase – Decrease] From 2023 to 2024 by Agency Utilization

Area	Agency	No Agency
Brand/identity development	33%	9%
Social media	24%	9%

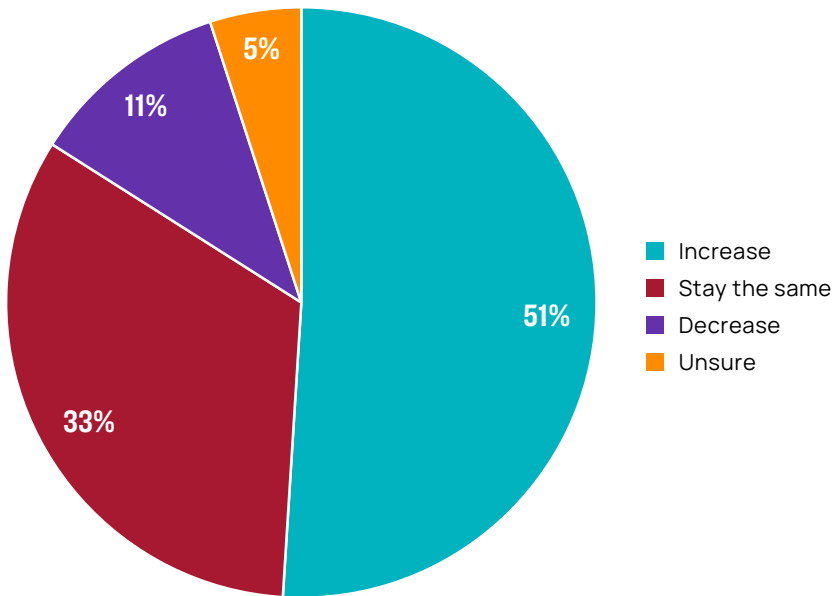


Companies that outsourced any marketing functions were more than three times as likely to increase their marketing spend on brand/identity development and more than twice as likely to increase their marketing spend on social media.



Do you think your marketing budget will increase, stay the same, or decrease next year?

More than one-half (51%) of respondents think their marketing budget will increase next year. About one-third (33%) believe it will stay the same.



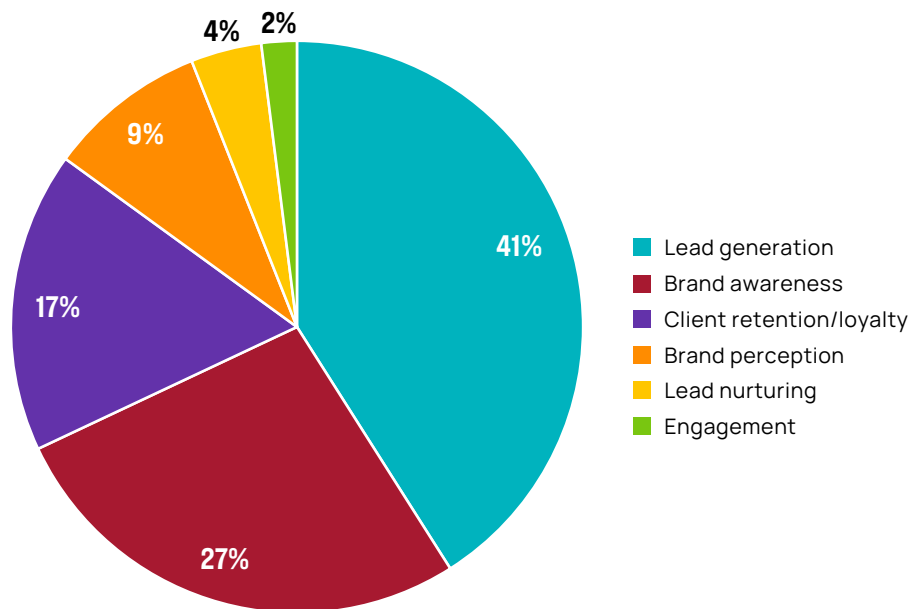
% Who Think Marketing Budget Will Increase by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
53%	64%	44%	46%

CDMOs were most optimistic of the DDS companies. Almost two-thirds (64%) of them believed their marketing budget would increase next year.



Please rank each of the following marketing goals in order of importance to your company. Each ranking can be assigned exactly once (e.g., “6” can be assigned exactly once).

Lead generation was often the most important marketing goal; about two-in-five respondents (41%) identified it as the most important marketing goal. About one-fourth of respondents (27%) identified **brand awareness**.



Percentage of Respondents Who Identified Goal as Most Important (e.g., assigned a “6”) by Goal by Company Type

Goal	CROs	CMOs/CDMOs	Software/ Tech	Sponsors	Consultants
Lead generation	47%	36%	38%	25%	64%
Brand awareness	42%	36%	19%	25%	7%



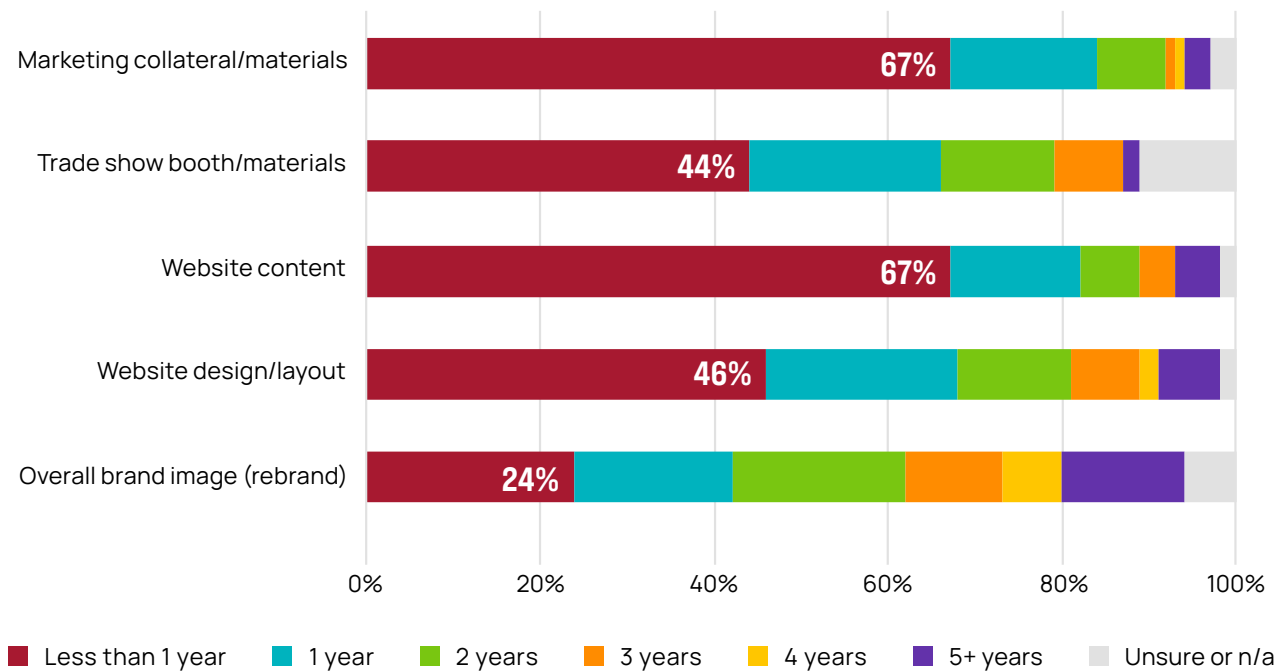
The difference in lead generation and brand awareness as most important goal was due primarily to software/technology company respondents and consultants. Software/tech respondents were twice as likely to say lead generation was the most important goal. Consultants were more than seven times more likely (!!!) to identify lead generation.





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

84% of respondents say their companies have updated their **marketing materials** in the past year, while 82% say they have updated their **website content**. About two in five (42%) updated their **overall brand image**.



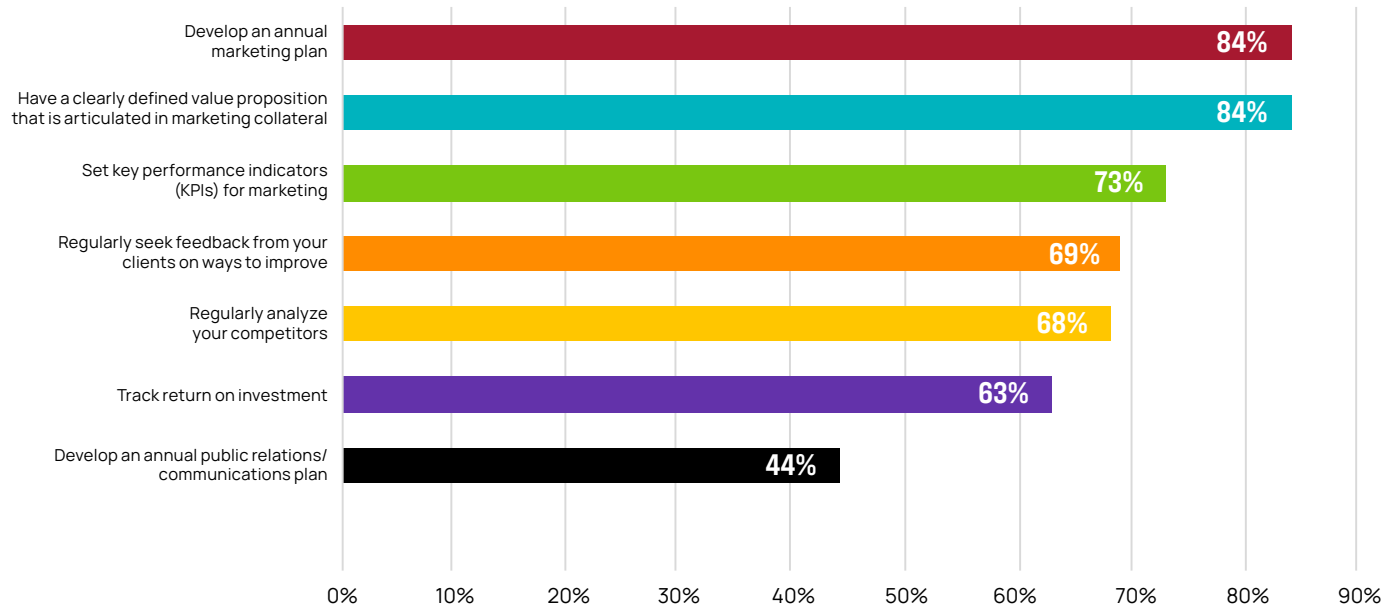
Percentage of Companies That Updated Website Design/Layout in Past 2 Years by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
63%	81%	85%

 Companies that devote a higher proportion of their revenue to marketing are more likely to have updated their website design/layout than companies that allocate a lower proportion of revenue to marketing.

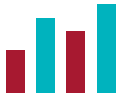


Which of the following activities does your company engage in?

84% of respondent companies develop an annual marketing plan. This is good. However, companies would benefit from devoting more resources to strategy. About one in three companies do not track return on investment.



Percentage of DDS Companies That Perform a Marketing Activity by Year						
Activity (% Yes)	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
Regularly analyze your competitors	71%	75%	75%	70%	70%	0%
Regularly seek feedback from your clients on ways to improve	64%	73%	78%	68%	67%	-1%



Companies could devote more resources to competitive analysis/research. In 2024, about two-thirds of respondent DDS companies regularly analyze their competitors (70%) or seek feedback from clients on ways to improve (67%). These percentages have been stable over the past five years.



Percentage of Companies That Regularly Analyze Their Competitors by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
65%	79%	94%	64%

While most software/technology companies regularly analyze their competitors (94%), just two-thirds (65%) of CROs do.

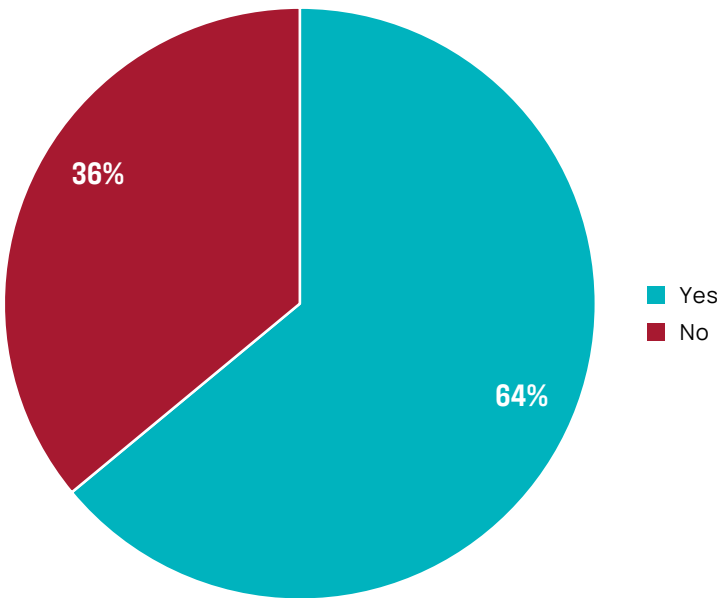
Companies that invest 5% or more of their annual revenue to marketing are much more likely to track ROI than are companies that allocate 1% or less of their annual revenue to marketing.

Percentage of Companies That Track ROI by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
38%	71%	66%



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

About two-thirds (64%) of respondents outsource some or all their marketing work to an external marketing agency.



Percentage of DDS Companies That Contract Work Through an External Marketing Agency by Year					
2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
58%	80%	65%	70%	61%	-9%

The percentage of DDS companies that contract work through an external marketing agency has fluctuated from year to year, peaking in 2021 when agency utilization rates were greatly impacted by COVID. In even-numbered years, the percentage has ranged from 58% to 65%. In odd-numbered years, the percentage has been between 70% and 80%.

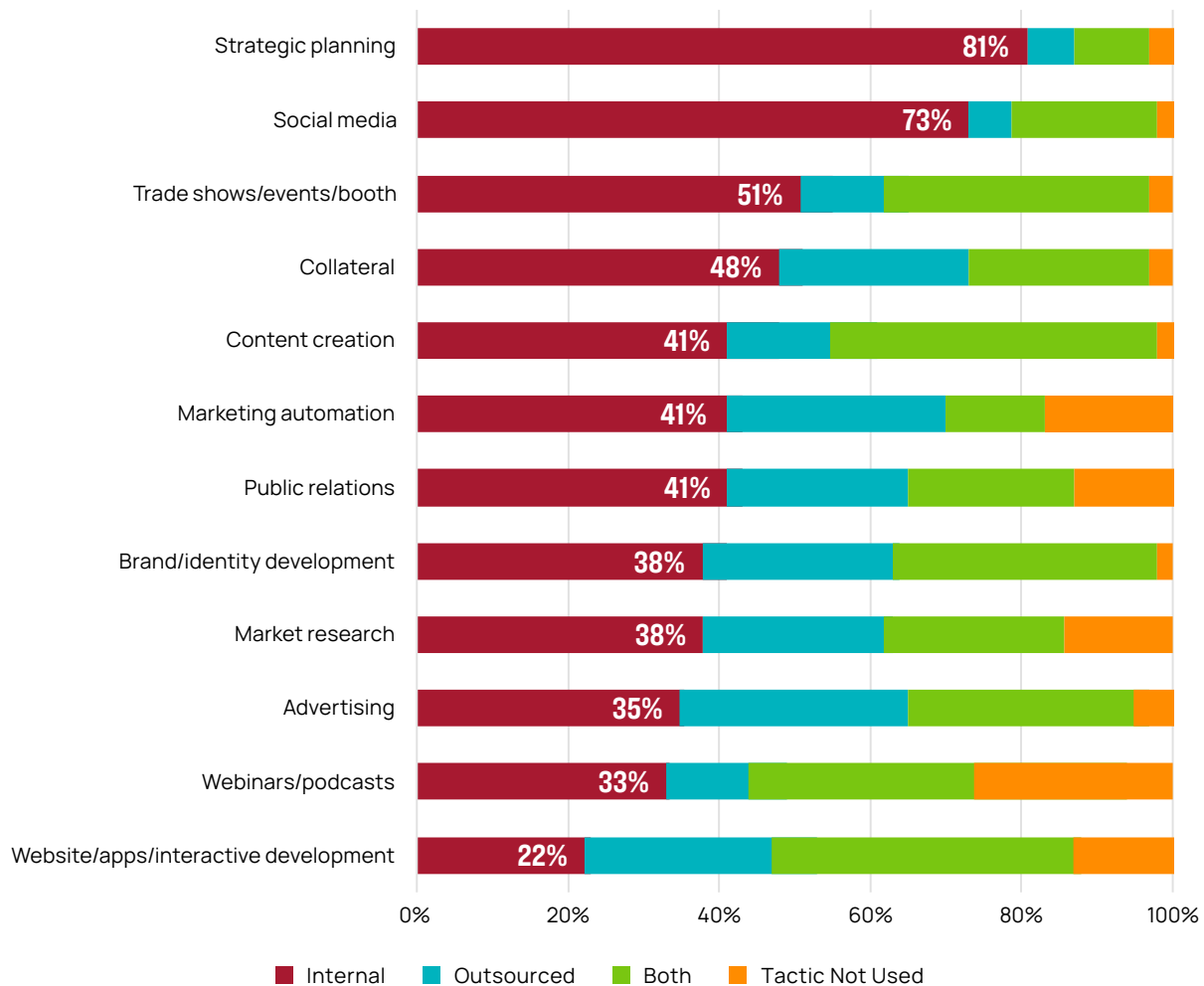
Percentage of Companies That Contract Work Through an External Marketing Agency by Company Type by Year				
Year	CROs	CMOs/CDMOs	Software/Tech	Sponsors
2021	71%	94%	89%	64%
2022	65%	89%	68%	69%
2023	71%	88%	61%	76%
2024	47%	86%	56%	71%

CMOs/CDMOs have been the most likely DDS company type to utilize an external marketing agency. Meanwhile, both software/technology companies and CROs' utilization of marketing agencies has decreased since 2021.



How do you primarily handle each of the following areas?

The areas most likely to be handled internally are **strategic planning** (81%) and **social media** (73%). The area that is least likely to be handled internally is **website/apps/interactive development** (22%).








The percentage of DDS companies that outsourced some or all social media has doubled from 13% in 2020 to 26% in 2024.

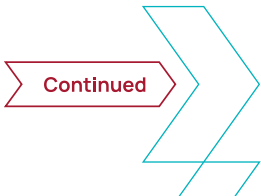
Percentage of DDS Companies That Outsource a Marketing Activity by Year						
Area Outsourced*	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
Social media	13%	28%	20%	23%	26%	+3%
Market research	35%	67%	49%	60%	35%	-25%

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



Of sponsors, medtech companies are twice as likely as biopharma companies to outsource website/apps/interactive development and less likely to outsource social media functions.

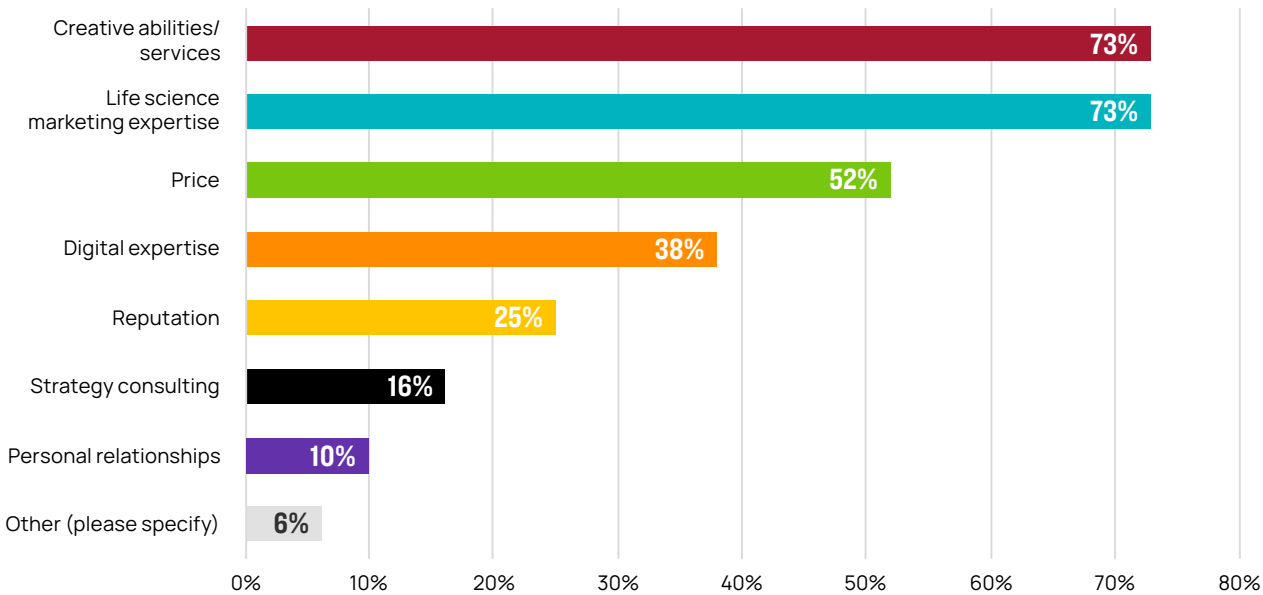
Percentage of Companies That Outsource a Marketing Activity by Area by Company Type			
Area	Sponsors	Biopharma	Medtech
Social media	25%	40%	10%
Website/apps/interactive dev.	60%	40%	80%





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

Companies selecting a marketing agency most seek **creative abilities/services** and **life science marketing expertise**.



Among DDS companies, though respondents most seek creative abilities/services, the largest percentage increase from 2023 to 2024 is for price.

Percentage of DDS Companies That Look for Each Attribute by Year						
Attribute	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
Creative abilities/services	46%	70%	63%	54%	72%	+18%
Price	45%	30%	46%	29%	51%	+22%





Percentage of Companies That Look for Each Attribute by Company Type			
Attribute	Sponsors	Biopharma	Medtech
Creative abilities/services	75%	60%	90%
Reputation	25%	40%	10%



Of sponsors, while most medtech companies look for creative abilities/services, few consider reputation.

Companies that invest 1% or less of their annual revenue to marketing are significantly more likely to look for creative abilities/services than are companies that allocate 5% or more of their annual revenue to marketing.

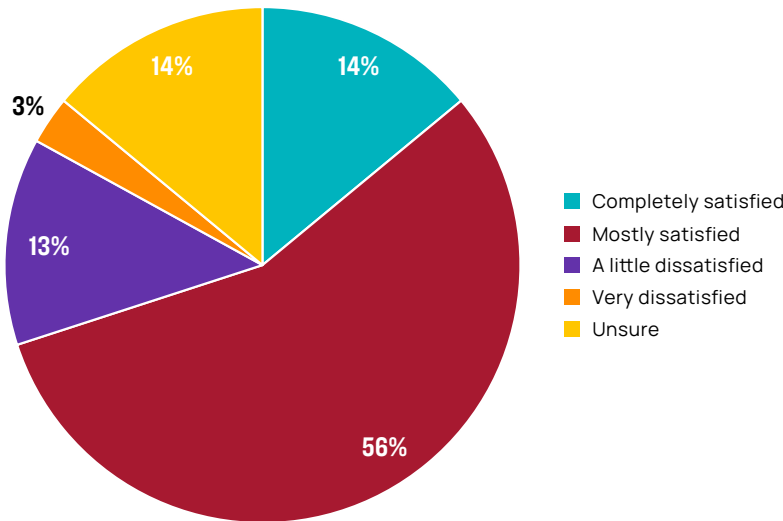
Percentage of Companies That Look for Creative Abilities/Services by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
91%	79%	56%





Overall, how satisfied are you with your marketing agency?

While respondents are generally satisfied with their marketing agencies – with 70% either completely satisfied or mostly satisfied – there is much room for improvement.



 Since 2020, DDS company respondents have become less likely to be completely satisfied with their marketing agency.

Percentage of DDS Companies That Are Completely Satisfied With Their Marketing Agency by Year					
2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
20%	25%	20%	21%	16%	-5%

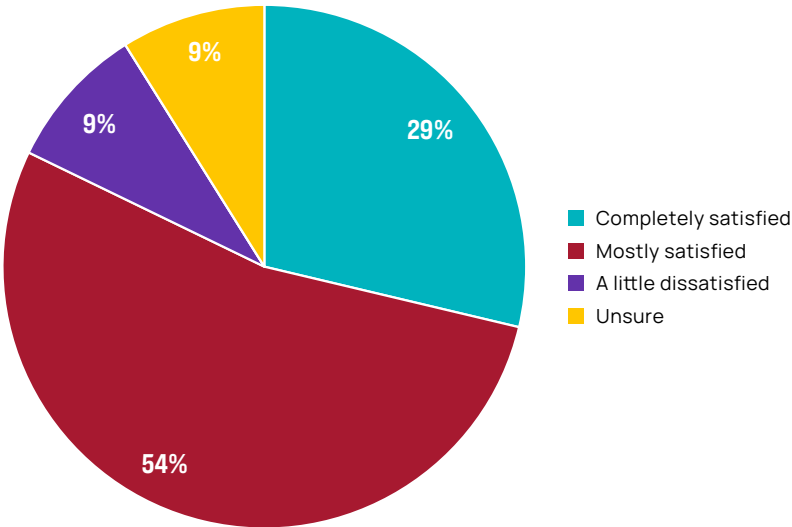
 In 2021, companies that devoted a higher percentage of their annual revenue to marketing were more likely to be satisfied with their marketing agency (82%) than companies that allocate a lower percentage to marketing (62%). In 2024, these percentages have reversed, with those companies with lower budgets becoming more satisfied and those with higher budgets becoming less satisfied.

Percentage of Companies That Are Completely/Mostly Satisfied With Their Marketing Agency by Marketing Budget as a Proportion of Revenue			
Year	1% or Less	2-4%	5% or More
2021	62%	81%	82%
2022	61%	67%	77%
2023	90%	65%	74%
2024	82%	71%	60%



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

Companies are quite satisfied with their internal marketing departments; 29% are completely satisfied while more than one-half (54%) are mostly satisfied.



Satisfaction With Internal Marketing Department by Company Type			
Level of Satisfaction	DDS	Sponsors	Consultants
Completely satisfied	30%	25%	0%
Mostly satisfied	52%	63%	40%
A little dissatisfied	7%	13%	20%
Very dissatisfied	0%	0%	0%
Unsure	11%	0%	40%

Consultants are less likely to be satisfied with their company's internal marketing department than are DDS companies or sponsors; 60% of them are either dissatisfied or unsure.



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 (3.70) has the highest average rating, while **video/animation development (2.86)** has the lowest.

Performance Area	5	4	3	2	1	N/A	Avg. Rating
Marketing strategy	16%	44%	18%	11%	1%	9%	3.70
Website development and support	26%	23%	24%	13%	5%	8%	3.56
Marketing plans	12%	35%	27%	10%	2%	14%	3.52
Client surveys	7%	20%	30%	7%	7%	29%	3.19
Social media	14%	30%	26%	12%	4%	14%	3.44
Sales enablement/lead generation	12%	28%	28%	10%	7%	15%	3.33
Marketing automation	7%	31%	24%	11%	5%	21%	3.30
Market research	11%	21%	24%	13%	5%	24%	3.27
Search engine optimization (SEO)	10%	30%	24%	15%	6%	14%	3.26
Paid search	10%	18%	21%	13%	7%	30%	3.16
Video/animation development	11%	18%	17%	15%	18%	19%	2.86



Software/tech company respondents rate their SEO and paid search tasks more highly than do CROs or CDMOs.

DDS Companies' Performance Area Ratings by Company Type

Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Search engine optimization (SEO)	3.00	3.18	3.79	3.38
Paid search	2.64	3.25	3.33	3.33

Companies' SEO Ratings by Agency Utilization by Year

Year	Agency	No Agency	Difference
2021	3.30	2.88	+0.42
2022	3.52	3.17	+0.35
2023	3.50	3.00	+0.50
2024	3.37	3.09	+0.28



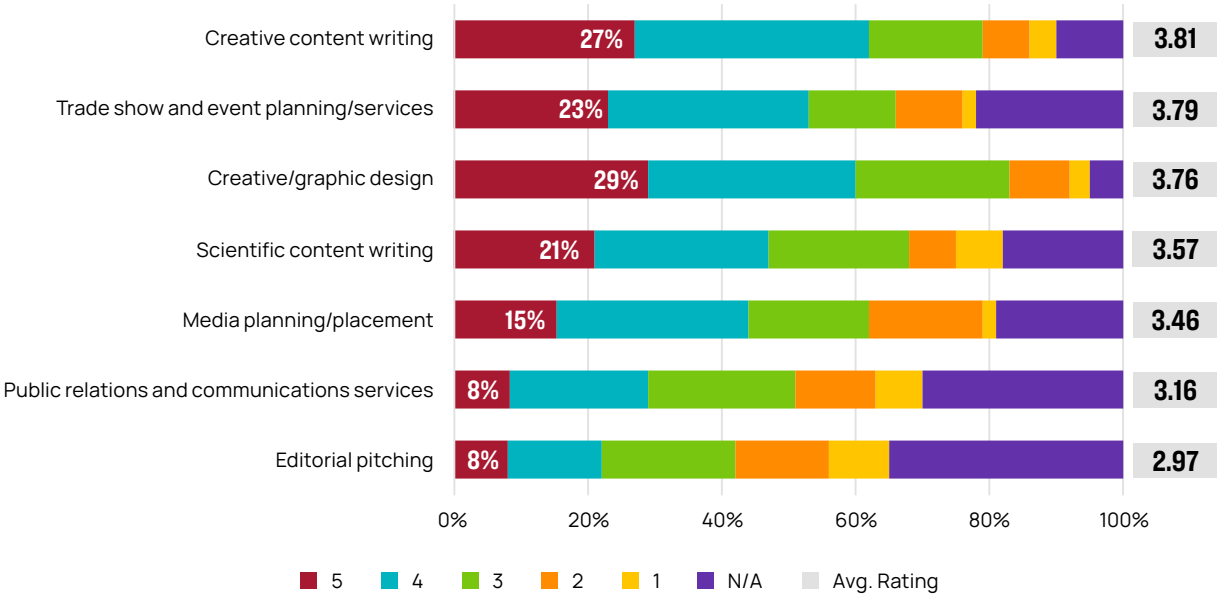
Companies that utilize marketing agencies continue to rate the performance of SEO more highly than do companies that do not use an agency.






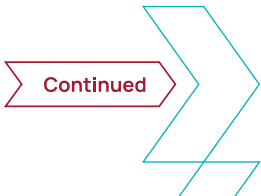
On a scale of 1-5 (5 being the highest or best), please rate your marketing agency’s/internal marketing department’s performance on the following communications/creative development areas.

The highest-rated communications/creative development area is **creative content writing** (3.81). Like in previous years, **editorial pitching** is the lowest-rated area (2.97).



 Among DDS companies, ratings for creative content writing have always been higher than for scientific content writing. Separately, ratings for trade shows have returned to the 3.80+ levels they were pre-pandemic.

Ratings of DDS Companies by Area by Year						
Area	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	Change
Creative content writing	3.90	3.64	3.46	3.58	3.81	+0.23
Scientific content writing	3.33	3.08	3.35	3.55	3.48	-0.07
Trade show and event planning/services	3.82	3.54	3.39	3.81	3.84	+0.03





Content/Creative Area Ratings by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Trade show and event planning/services	3.63	4.23	3.69	3.65
Creative/graphic design	3.73	3.23	3.88	3.81

CDMOs provide the highest ratings for trade shows and the lowest ratings for creative/graphic design.



Similar to last year, companies that exclusively utilize their internal team rate their internal marketing department's creative and scientific content writing efforts more highly than do companies that outsource these functions to a marketing agency. Conversely, companies that outsource to a marketing agency rate PR/comms services and editorial pitching more highly than do companies that keep everything in-house.

Content/Creative Area Ratings by Agency Utilization			
Area	Agency	No Agency	Difference
Creative content writing	3.67	4.03	-0.36
Scientific content writing	3.39	3.84	-0.45
PR and communications services	3.24	3.03	+0.21
Editorial pitching	3.08	2.82	+0.26



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.

In 2022, 2023, and 2024, the highest rating is for **responsiveness**, while the lowest is for **performance reports demonstrating ROI**.

Area	5	4	3	2	1	N/A	Avg. Rating
Responsiveness	36%	37%	13%	5%	4%	5%	4.00
Timeliness	35%	33%	17%	8%	2%	5%	3.95
Quality	23%	43%	18%	5%	3%	7%	3.85
Overall client service	29%	28%	27%	7%	1%	9%	3.83
Ease of doing business	28%	34%	21%	6%	4%	7%	3.80
Flexibility	31%	29%	24%	5%	5%	6%	3.79
Value/ROI	27%	33%	21%	9%	4%	6%	3.73
Communication	26%	32%	24%	4%	6%	8%	3.72
Life science marketing expertise	22%	35%	22%	7%	5%	8%	3.68
Marketing strategy development and consulting	22%	28%	26%	6%	4%	14%	3.68
Account management	19%	30%	21%	7%	6%	16%	3.59
Innovative solutions	20%	28%	23%	16%	5%	7%	3.45
Performance reports demonstrating ROI	13%	22%	29%	10%	11%	14%	3.19

Ratings by Area by Company Type			
Area	Sponsors	Biopharma	Medtech
Innovative solutions	3.37	3.09	3.56
Performance reports demonstrating ROI	3.17	3.36	3.00

Of sponsors, medtech companies rate innovative solutions more highly than biopharma companies. Biopharma companies rate performance reports demonstrating ROI more highly.



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

Case studies, webinars, and white papers are the highest-rated digital marketing tactics. **Podcasts** (2.44) and **e-books** (2.84) are the lowest-rated tactics.

Tactic	5	4	3	2	1	N/A	Avg. Rating
Case studies	27%	33%	23%	4%	2%	11%	3.87
Webinars	20%	28%	17%	6%	7%	21%	3.61
White papers	17%	30%	27%	4%	6%	16%	3.57
Email marketing	18%	29%	23%	17%	3%	9%	3.46
Digital advertising/retargeting	10%	31%	31%	11%	2%	15%	3.42
Social media	19%	18%	37%	17%	3%	5%	3.35
Online presentations	9%	27%	28%	10%	4%	22%	3.34
Video	11%	32%	19%	13%	7%	17%	3.32
Paid search	12%	21%	15%	9%	8%	34%	3.31
Blogs	8%	28%	21%	18%	8%	16%	3.11
Live social media events (e.g., LinkedIn Live)	6%	13%	19%	6%	7%	48%	3.10
Infographics	7%	26%	20%	17%	9%	20%	3.05
E-books	4%	16%	15%	7%	13%	44%	2.84
Podcasts	3%	8%	13%	13%	15%	47%	2.44

Among DDS companies, CROs assign the highest ratings for case studies, CDMOs give the highest ratings for live social media events, and software/tech companies provide the highest ratings for webinars.

Ratings for Digital Marketing Tactics by Company Type

Tactic	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Case studies	4.00	3.75	3.80	3.96
Webinars	3.31	3.46	4.21	3.26
Live social media events	2.80	3.64	3.38	3.06

Ratings of Digital Advertising/Retargeting by Marketing Budget as a Proportion of Revenue

1% or Less	2-4%	5% or More
2.93	3.42	3.49



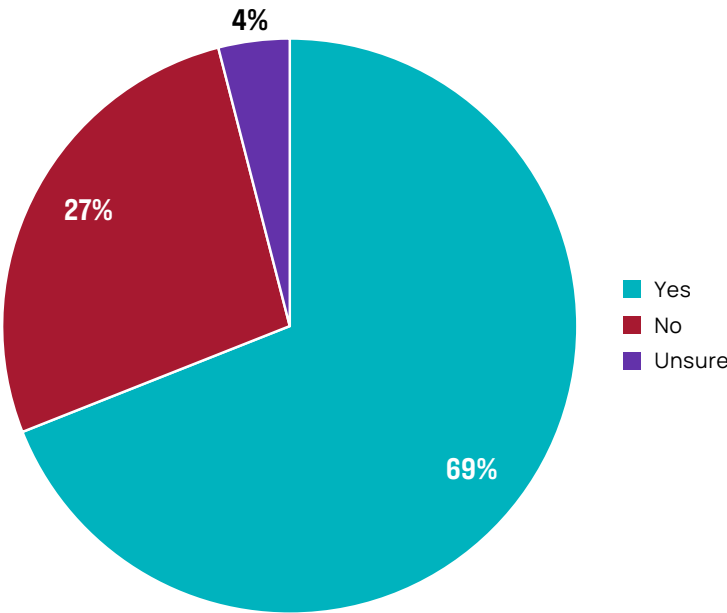
Companies that devote a higher proportion of their annual revenue to their marketing budget rate digital advertising/retargeting more highly than do companies that allocate a lower proportion of their revenue to marketing.





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

Like in 2023, more than two-thirds (69%) of respondent companies use social media advertising for their business.



Since 2019, among DDS companies, rates for utilization of social media advertising have stayed within a narrow range of 66% to 77%.

Percentage of DDS Companies That Use Social Media Advertising by Year					
2019 DDS	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS
66%	77%	75%	74%	68%	73%

Percentage of Companies That Use Social Media Advertising by Agency Utilization and Year			
Year	Agency	No Agency	Difference
2021	77%	45%	-32%
2022	75%	64%	-11%
2023	74%	58%	-16%
2024	75%	60%	-15%

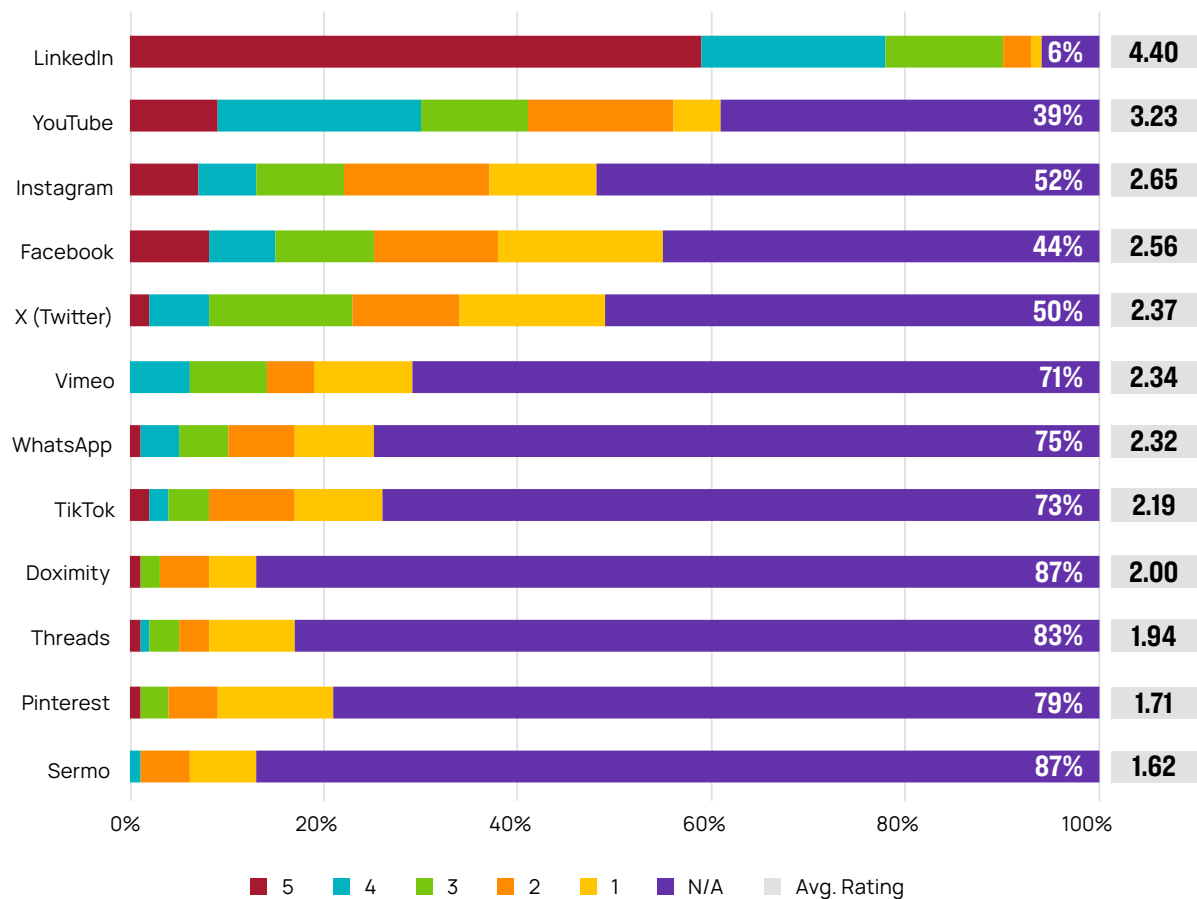
Since 2021, companies that outsource to marketing agencies have been and continue to be more likely to use social media advertising than companies that do not.





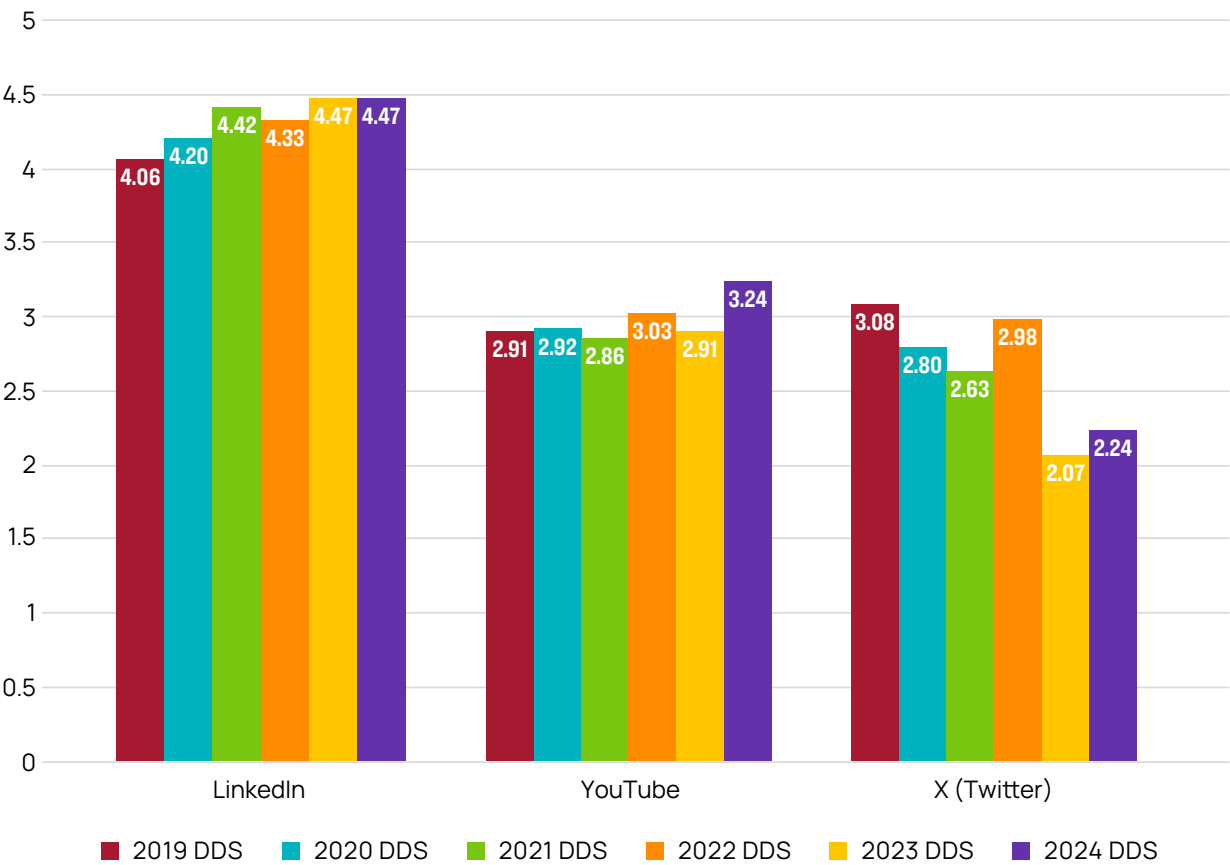
On a scale of 1-5 (5 being the most effective), please rate how effective the following social media platforms are in getting your messaging to your target audience.

The same evergreen statement reported in 2023: **LinkedIn** continues to be the most effective social media platform for life science companies.





Among DDS companies, ratings for LinkedIn have increased from 4.06 in 2019 to 4.47 in 2024. Ratings for YouTube have slowly increased. Ratings for X (Twitter) have been in the low 2s each of the last two years.



LinkedIn has ratings above 3.90 among each company type. YouTube is rated more highly by software/tech companies and sponsors. And X (Twitter), rated below 3.00 among each company type, is especially rated low by CROs (1.75) and CDMOs (2.00).

DDS Companies' Social Media Ratings by Company Type				
Platform	CROs	CDMOs/CMOs	Software/Tech	Sponsors
LinkedIn	3.94	4.64	4.88	4.20
YouTube	2.67	2.91	3.73	3.21
X (Twitter)	1.75	2.00	2.67	2.63



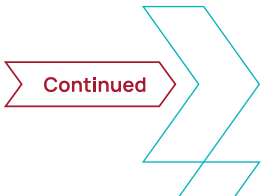
Which of the following metrics do you use to determine if attending a trade show was successful?

Number of leads generated was the trade show metric utilized most often from 2022 to 2024. Brand awareness, as a trade show metric, has been utilized less.

Percentage of Companies That Use Social Media Advertising by Agency Utilization and Year				
Metric	2022	2023	2024	Change
Number of leads generated	80%	82%	93%	+11%
Number of client meetings	67%	66%	70%	+4%
New sales from these leads	73%	56%	70%	+14%
Number of new proposals from these leads	54%	46%	54%	+8%
Brand awareness	41%	43%	39%	-4%
Number of product demonstrations	19%	16%	21%	+5%

Companies that utilize a marketing agency focus more on the number of client meetings. Companies that do not use an agency are more likely to emphasize new sales from these leads.

Trade Show Metrics by Agency Utilization			
Metric	Agency	No Agency	Difference
Number of client meetings	79%	54%	-25%
New sales from these leads	67%	77%	+10%





What are the top three industry events that are most effective for your company to attend or exhibit at?

CPhI (17%), **BIO** (16%), and **SCOPE** (14%) are the three shows identified most often as a top three industry event. CPhI and BIO were also among the top three shows in 2023. **DIA**, one of the top three shows in 2023, tied for 7th in 2024.

Percentage of Respondents Who Identified a Trade Show as One of the Top Three Industry Events			
Trade Show	2023	2024	Change
CPhI	18%	17%	-1%
BIO	19%	16%	-3%
SCOPE	12%	14%	+2%
DCAT	11%	11%	0%
ASCO	9%	10%	+1%
Contract Pharma	3%	9%	+6%
ACRP	2%	5%	+3%
DIA	17%	5%	-12%
ISPE	0%	5%	+5%
AACR	4%	4%	0%
JP Morgan	2%	4%	+2%
SCDM	1%	4%	+3%
CNS	2%	3%	+1%
ESMO	3%	3%	0%
MD&M	1%	3%	+2%
WRIB	2%	3%	+1%





CRO respondents are most likely to identify ASCO (33%) and BIO (also 33%) as a top three industry event. CDMO respondents are most likely to identify CPhI (93%!!!) and DCAT (57%). Software/tech respondents are inclined to identify SCOPE (44%) and ASCO (19%).

Percentage of DDS Companies That Attend These Trade Shows by Company Type				
Trade Show	CROs	CDMOs/CMOs	Software/Tech	Sponsors
CPhI	0%	93%	0%	4%
BIO	33%	36%	0%	12%
SCOPE	27%	0%	44%	4%
DCAT	0%	57%	0%	4%
ASCO	33%	0%	19%	4%
Contract Pharma	0%	36%	0%	4%
ACRP	7%	0%	6%	8%
DIA	20%	0%	0%	4%
ISPE	0%	0%	13%	4%
AACR	13%	0%	0%	8%
JP Morgan	7%	0%	0%	0%
SCDM	7%	0%	13%	0%
CNS	7%	0%	6%	4%
ESMO	7%	0%	13%	0%
MD&M	0%	0%	0%	4%
WRIB	20%	0%	0%	0%





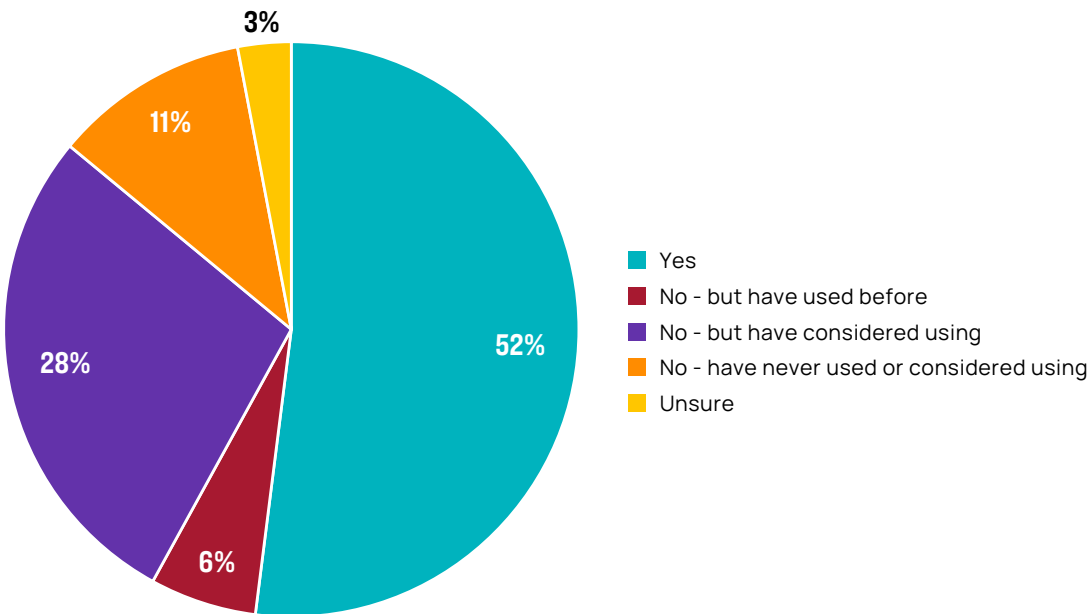
Companies who allocate 1% or less of revenue to marketing are more likely to identify CPhI or BIO as a top three industry event. Companies who devote 5% or more of revenue to marketing are more likely to identify CPhI, BIO, SCOPE, or Contract Pharma.

Percentage of Companies That Attend These Trade Shows by Marketing Budget as a Proportion of Revenue			
Trade Show	1% or L	2-4%	5% or More
CPhI	20%	5%	22%
BIO	20%	10%	15%
SCOPE	7%	15%	15%
DCAT	13%	5%	12%
ASCO	13%	10%	7%
Contract Pharma	0%	5%	15%
ACRP	7%	0%	7%
DIA	0%	5%	7%
ISPE	0%	0%	10%
AACR	13%	10%	0%
JP Morgan	0%	5%	5%
SCDM	0%	10%	2%
CNS	0%	0%	7%
ESMO	0%	10%	2%
MD&M	0%	0%	2%
WRIB	7%	5%	2%



Do you currently use artificial intelligence (AI) for any marketing task?

More than one-half (52%) of respondents say their companies currently use artificial intelligence (AI) for marketing tasks. In addition, about one-fourth (28%) of respondent companies do not currently use AI but have considered it.



DDS companies — CROs, CDMOs, and software/tech companies — are more likely than sponsors to use AI for marketing tasks.

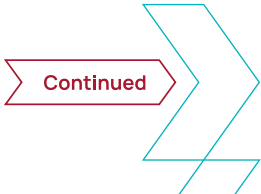
Percentage of Companies That Currently Use AI by Company Type			
CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
53%	50%	56%	39%

Percentage of Companies That Currently Use AI by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
63%	52%	46%

Companies that allocate a lower percentage of revenue to marketing are more likely than companies that dedicate a higher percentage of revenue to marketing to utilize AI for marketing tasks.

Companies that do not utilize a marketing agency are much more likely to use AI for marketing tasks than are companies that outsource to a marketing agency.

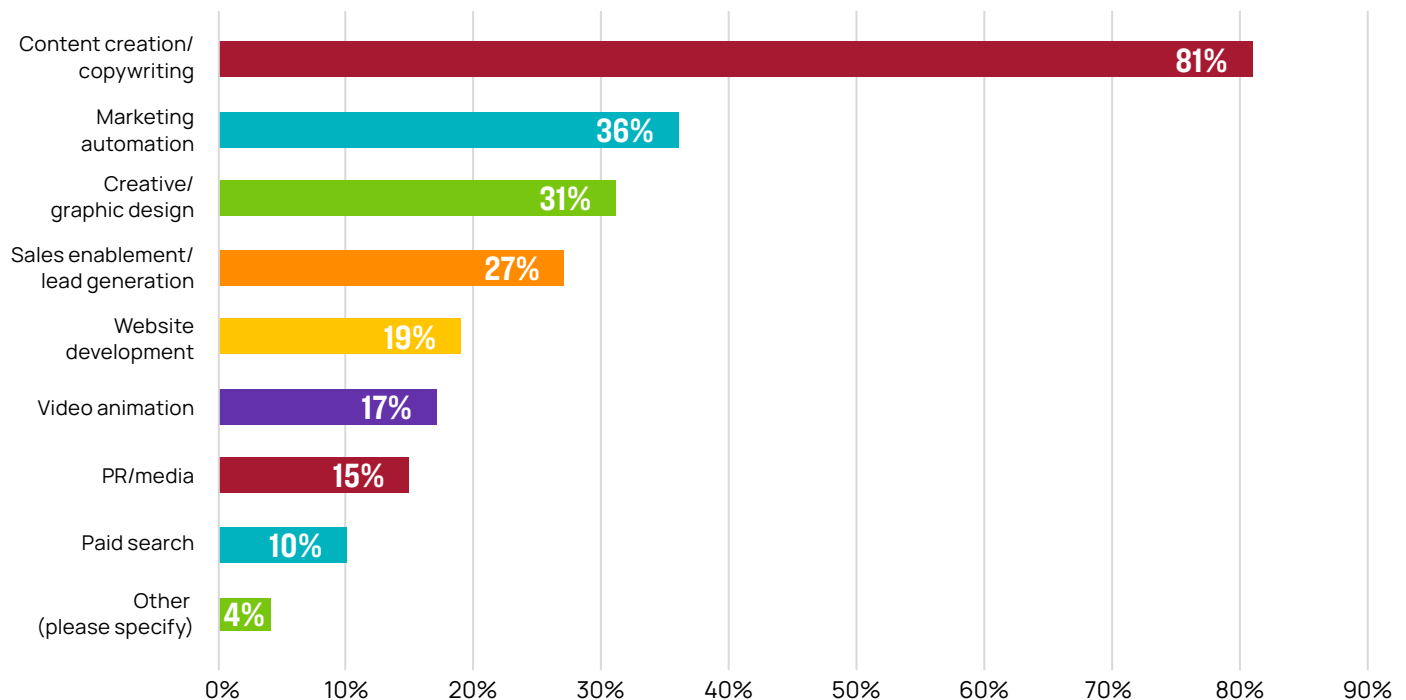
Percentage of Companies That Currently Use AI by Agency Utilization	
Agency	No Agency
44%	66%





For which marketing tasks have you used (or considered using) artificial intelligence? (Select all that apply.)

Content creation/copywriting is – by far – the task companies use AI for the most, with the percentage identifying content creation/copywriting more than double that for marketing automation (the second-most identified task).





Of DDS companies, CDMOs are most apt to utilize AI for website development, video animation, PR/media, and paid search. Software/tech companies hardly utilize AI for any of these tasks.

Utilization of AI by Task by Company Type				
Task	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Website development	20%	31%	7%	19%
Video animation	7%	31%	0%	29%
PR/media	20%	38%	7%	10%
Paid search	0%	23%	7%	14%

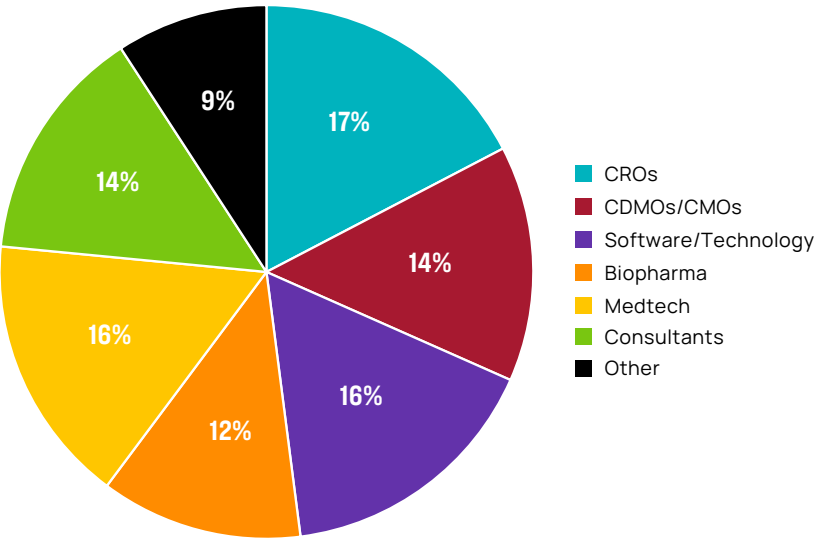


Companies who allocate 1% or less of their company's annual revenue to marketing are more likely to use AI for content creation/copywriting. Companies who dedicate 5% or more of revenue to marketing are more likely to use AI for marketing automation, sales enablement/lead generation, and video animation.

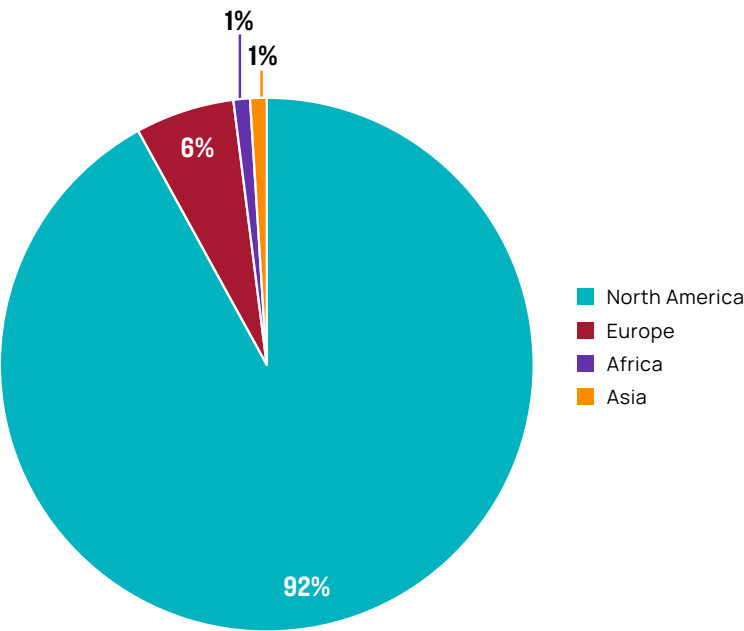
Utilization of AI by Task by Marketing Budget as a Proportion of Revenue			
Task	1% or Less	2-4%	5% or More
Content creation/copywriting	92%	84%	77%
Marketing automation	15%	37%	37%
Sales enablement/lead generation	8%	26%	31%
Video animation	8%	11%	29%



Company type

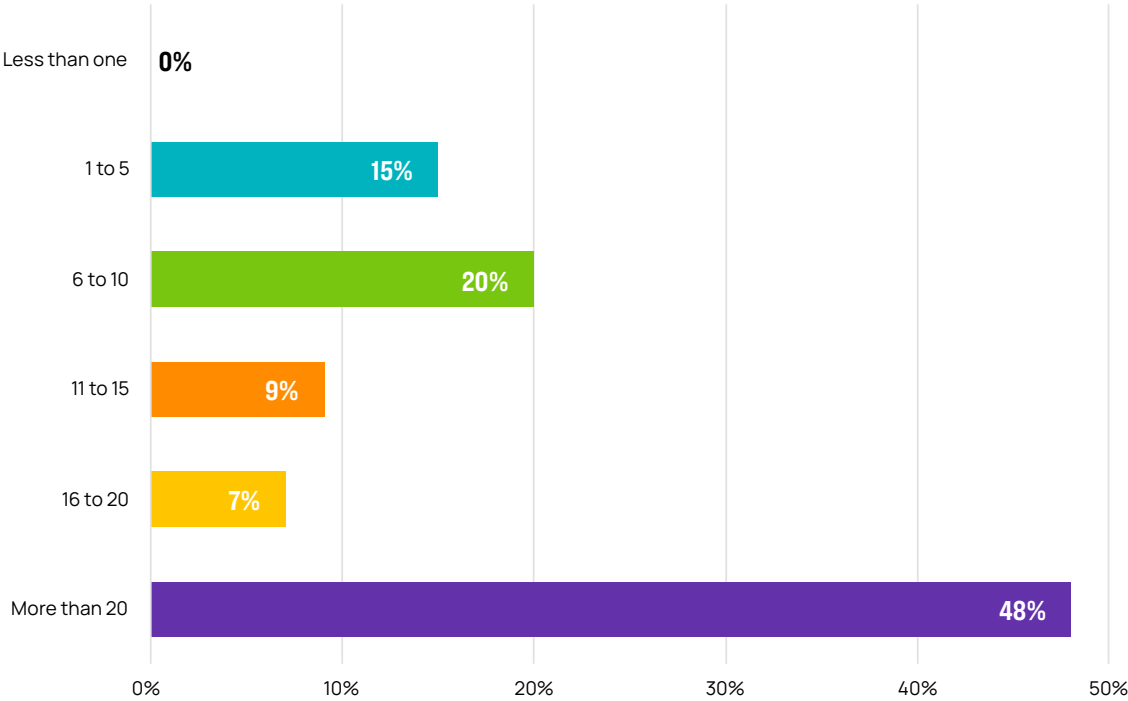


Office location

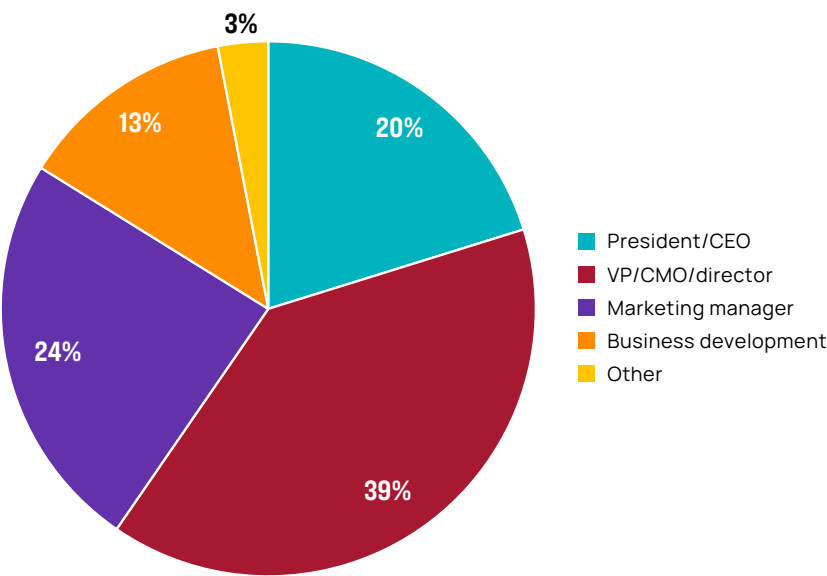


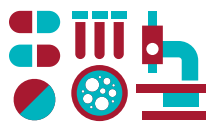


Years worked in the life sciences industry



Job function





Drug Development Services (DDS)

CDMO — Contract development and manufacturing organization. CDMOs can conduct both the development and manufacturing of a drug.

CMO — Contract manufacturing organization. CMOs take pre-formulated drugs and manufacture them.

CRO — Contract research organization. An organization that manages studies or functions within a study on behalf of sponsors.

DDS — Drug development services. Drug development encompasses all steps from the basic research process of finding a suitable molecular target to supporting the commercial launch of a drug.

Software/Tech — A company type that provides a platform to help process the huge amounts of data that are generated and collected during the drug development process.

Sponsor — The biotech, medical device, or pharmaceutical company that develops drugs and holds patents for approved drugs.



Marketing Terms

Brand awareness — The extent to which potential clients are familiar with the distinctive qualities or image of a particular brand of products or services.

Brand identity — The visible elements of a brand — such as color, design, and logo — that identify and distinguish the brand in the minds of viewers (i.e., clients, potential clients, colleagues).

Collateral — Any branded digital or printed assets used to communicate or promote a company's products or services.

Content creation — The process of conducting research, generating strategic ideas, and crafting those ideas into high-value content (i.e., articles, white papers, case studies, blogs, videos) for a targeted purpose (i.e., lead generation, customer education, brand promotion, etc.).

Digital marketing — Promotion using the internet and other forms of digital communication to reach preferred audiences (i.e., clients, potential clients, potential employees, etc.).

Lead — An organization or individual within a company's marketing reach that has the potential to be a future client, partner, or other revenue driver.

Market metrics — A quantifiable way to track overall as well as campaign-specific performance.

Market research — The systematic gathering and analysis of data to better understand industry or other target group needs.

Public relations — The strategic communication process that builds mutually beneficial relationships between individuals or organizations and their public audiences.





Marketing Tactics

Blog — Web-published, owned content used to educate and inform target audiences; ideally contributed to frequently (i.e., on a monthly basis). It may also be used to sell products or services.

Case study — Content featuring an example of a company's products or services in action (i.e., highlighting a client success story).

Digital advertising — Paid marketing through online channels (i.e., social media, paid search, native advertising, and display advertising).

E-blast — The tactic of sending a single email to a targeted distribution list.

Infographic — A representation of information in a graphic format designed to make the data easily understandable at a glance.

PPC — Pay-per-click. A form of digital advertising where the advertiser pays a fee each time one of their ads is clicked.

Social media — A form of digital marketing that focuses on direct social engagement with target audiences through online social media platforms (i.e., LinkedIn, Instagram, X [Twitter]).

Webinar — An online educational event broadcast to a select group of individuals through their computers or smart devices via the internet.

White paper — An informational, nonpromotional document issued by a company to educate their audience on a key area of their thought leadership, typically related to their primary industry, product, or service expertise.



- 1 Levy, V. 2024 Global Life Sciences Sector Outlook. Deloitte. <https://www.deloitte.com/global/en/Industries/life-sciences-health-care/analysis/global-life-sciences-sector-outlook.html>. Published May 31, 2024. Accessed October 25, 2024.
- 2 Iskiev, M. The 2024 State of Marketing & Trends Report: Data from 1400+ Global Marketers. HubSpot. <https://blog.hubspot.com/marketing/hubspot-blog-marketing-industry-trends-report>. Updated June 26, 2024. Accessed October 25, 2024.
- 3 Eeckhout, J. 10 Life Sciences Marketing Trends That Will Shape 2024. The Science Marketer. <https://www.thesciencemarketer.com/life-sciences-marketing-trends/>. Published December 4, 2023. Accessed October 25, 2024.
- 4 Dugan, T. From Positioning to Action: A Guide to Building a Strategic Marketing Plan. OnPoint. SCORR. <https://www.scormarketing.com/onpoint/guide-to-strategic-marketing-plans/>. Published April 30, 2024. Accessed October 25, 2024.
- 5 SCORR. 2025 Annual Planning Worksheet. <https://www.scormarketing.com/resources/2025-annual-planning-worksheet/>. Accessed October 25, 2024.
- 6 Clack, M. Have you clearly defined your B2B value proposition? Equinet. <https://www.equinetmedia.com/blog/have-you-clearly-defined-your-b2b-value-proposition>. Published September 24, 2024. Accessed October 25, 2024.
- 7 Oracle. What is marketing ROI? <https://www.oracle.com/cx/marketing/marketing-roi/>. Accessed October 25, 2024.
- 8 Morrison, C. Corporate Communications Plan: The Roadmap for Success. Everyone Social. <https://everyonesocial.com/blog/corporate-communications-plan/>. Modified June 11, 2024. Accessed October 25, 2024.
- 9 Squires, C. FINDING YOUR TRADE SHOW TRUTH: 3 Questions to Define Your Trade Show Strategy. OnPoint. SCORR. <https://www.scormarketing.com/onpoint/finding-your-trade-show-truth-3-questions-to-define-your-trade-show-strategy/>. Published September 6, 2023. Accessed October 25, 2024.
- 10 Squires, C. Boost Your Trade Show ROI With Guerilla Tactics. OnPoint. SCORR. <https://www.scormarketing.com/onpoint/boost-your-trade-show-roi-with-guerrilla-tactics/>. Published June 28, 2024. Accessed October 25, 2024.
- 11 thaislanger. What is Content Strategy for the Life Sciences Industry? Science Writer Space. <https://www.sciencewriterspace.com/science-content-strategy/>. Published December 16, 2023. Accessed October 25, 2024.
- 12 Steinhardt, H. How to Create Content That Grows Your Sales Pipeline. OnPoint. SCORR. <https://www.scormarketing.com/onpoint/how-to-create-content-that-grows-your-sales-pipeline/>. Published August 10, 2023. Accessed October 25, 2024.
- 13 Boutin, R. How to Establish Your Brand and Increase Your Brand Visibility. OnPoint. SCORR. <https://www.scormarketing.com/onpoint/how-to-establish-your-brand-and-increase-your-brand-visibility/>. Published September 8, 2022. Accessed October 25, 2024.
- 14 Covalt, K. The Transformative Power of Brand Positioning. SCORR. <https://www.scormarketing.com/onpoint/brand-positioning-power/>. Published March 11, 2024. Accessed October 25, 2024.
- 15 Harte, V. DOES YOUR BUSINESS NEED A B2B WEBSITE? Paradigm. <https://www.paradigmmarketinganddesign.com/does-your-business-need-a-b2b-website/>. Published November 15, 2023. Accessed October 25, 2024.
- 16 Wagner, M. 5 Reasons Website Updates Are Essential. OnPoint. SCORR. <https://www.scormarketing.com/onpoint/5-reasons-website-updates-are-essential/>. Published April 17, 2023. Accessed October 25, 2024.
- 17 Bacon, M. Does Your Life Science Website Comply With the New European Accessibility Act Standards? OnPoint. SCORR. <https://www.scormarketing.com/onpoint/does-your-life-science-website-comply-with-the-new-european-accessibility-act-standards/>. Published September 7, 2023. Accessed October 25, 2024.
- 18 Covalt, K. SpeakPharma Interview: "Communication is crucial; experience is pivotal for outsourcing life science marketing." OnPoint. SCORR. <https://www.scormarketing.com/onpoint/speakpharma-interview-communication-is-crucial-experience-is-pivotal-for-outsourcing-life-science-marketing/>. Published January 11, 2024. Accessed October 25, 2024.
- 19 Eeckhout, J. 6 Reasons to Hire an Agency for Your Life Science Marketing. The Science Marketer. <https://www.thesciencemarketer.com/life-science-marketing-agency/>. Published May 13, 2024. Accessed October 25, 2024.
- 20 Gadhavi, J. A Digital Marketing Agency's Guide: Boosting Customer Satisfaction. Sun Media Marketing. <https://www.sunmediamarketing.com/digital-marketing/customer-satisfaction-for-a-digital-marketing-agency/>. Published January 2, 2024. Accessed October 25, 2024.
- 21 Adams, P. In-house agency sophistication rises, output improves: survey. Marketing Dive. <https://www.marketingdive.com/news/in-house-agency-trends-media-buying-data-strategy-wfa/703212/>. Published December 21, 2023. Accessed October 25, 2024.
- 22 Ogden, H. Your B2B Life Science LinkedIn Doesn't Have to Be Boring." OnPoint. SCORR. <https://www.scormarketing.com/onpoint/b2b-life-science-linkedin/>. Published September 30, 2024. Accessed October 25, 2024.
- 23 Kantar. More marketers to pull back on X (Twitter) ad spend than ever before. <https://www.kantar.com/company-news/more-marketers-to-pull-back-on-x-ad-spend-than-ever-before>. Published September 5, 2024. Accessed October 25, 2024.



- 24 SCORR. 3 Ways to Ensure Your Marketing Fills Your Life Science BD Pipeline. <https://www.scormarketing.com/resources/3-ways-to-ensure-your-marketing-fills-your-life-science-bd-pipeline/>. Accessed October 25, 2024.
- 25 ZoomInfo. Lead Generation Ideas for Trade Shows & Corporate Events. <https://pipeline.zoominfo.com/marketing/trade-show-event-lead-generation>. Modified December 22, 2023. Accessed October 25, 2024.
- 26 Baar, A. Forrester: 91% of US ad agencies are currently using, exploring generative AI." Marketing Dive. <https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/>. Published June 24, 2024. Accessed October 25, 2024.
- 27 Forbes Agency Council. 15 Ways Agencies Are Using AI To Streamline Workflows. Forbes. <https://www.forbes.com/councils/forbesagencycouncil/2023/04/11/15-ways-agencies-are-using-ai-to-streamline-workflows/>. Published April 11, 2023. Accessed October 25, 2024.
- 28 Kent, A. How to Get Started with Innovation and AI in Life Science Marketing. LinkedIn. <https://www.linkedin.com/pulse/how-get-started-innovation-ai-life-science-marketing-kelliher-kent-efz5e/>. Published October 17, 2024. Accessed October 25, 2024.



About SCORR Marketing

SCORR Marketing is the leading full-service marketing and communications firm in the life science industry. We are a global partner for organizations around the world involved in research, development, and commercialization of biopharmaceutical and device products and the delivery of health care products and services. At SCORR, we provide integrated programs that help our clients achieve their goals and improve health and well-being worldwide. For more information, visit www.scormarketing.com.

Legal disclaimer

© SCORR Marketing 2024

This publication has been prepared for general information only and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining professional advice related to your specific marketing programs. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, SCORR Marketing does not accept or assume any liability, responsibility, or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.