



13th Annual

2025 SURVEY REPORT: Life Science Marketing Trends



Contents 2

Objective 3

Methodology 3

Presentation of Data 4

Summary 5

Marketing Department Investment, Goals, and Activities 9

Agency Utilization and Satisfaction 18

Digital Marketing Trends 28

Trade Show Trends 32

Artificial Intelligence Usage Trends 35

Respondent Demographics 37

Glossary 39

References 41



OBJECTIVE

SCORR Marketing (SCORR) recently conducted our thirteenth annual survey assessing marketing trends in the life science 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 conducted from August 11, 2025, through November 7, 2025
- 87 respondents completed the survey
- More than two-thirds (68%) of the respondents were CEOs, presidents, vice presidents, CMOs, or directors
- 90% either make the final decision or are part of the team that makes marketing decisions
- 87% have worked in the industry for six or more years
- Respondent demographics by company type, office location, years worked in the health/life science industry, and job function can be viewed on [page 37](#)



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., 2024 vs 2025) that stands out and will present these 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:

- Nearly one-third (28%) of respondent companies allocate 1% or less of their annual revenue to marketing
- Nearly one-third (30%) devote between 2-4%
- Nearly one-third (32%) 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 (68%) 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

“Ongoing [shifts in the life science industry](#) and the broader [marketing ecosystem](#) are reshaping how organizations engage their audiences.”^{1,2} Here, in our thirteenth annual Life Science 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, 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]	2024 DDS	2025 DDS	Change
Develop an annual marketing plan	81%	74%	-7%
Have a clearly defined value proposition that is articulated in marketing collateral	81%	84%	+3%
Track return on investment	63%	70%	+7%
Regularly analyze your competitors	70%	78%	+8%

* 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 (74%) of respondent companies developed an annual marketing plan, though this percentage is down 7% from 2024. As a slightly negative trend, this is disappointing. Without an [annual marketing plan](#) to support strategic goals, companies may struggle to consistently achieve desired marketing outcomes.³

Value Proposition — A majority (84%) of respondent companies also clearly defined its value proposition as reflected in its marketing materials. This percentage is up 3% from 2024. This positive trend reinforces the critical role a [clearly defined value proposition](#) plays in helping B2B organizations stand out in an increasingly competitive marketplace.⁴

Tracking ROI — The percentage of respondent companies that track return on investment (ROI) increased from 63% in 2024 to 70% in 2025. This increase is not surprising given ongoing market pressures that have required companies to more closely assess performance and reduce spend through [ROI tracking](#).⁵

Regularly Analyze Competitors — More than three-fourths (78%) of respondent companies regularly analyze their competitors. This percentage is up 8% from 2024.





Marketing Spend Trends

Marketing Spend Change From 2024 to 2025 by Selected Areas			
Area	Companies That Increased	Companies That Decreased	Increase/ Decrease +/-
Trade shows/events/booth	41%	21%	+20%
Content creation	34%	9%	+25%
Brand/identity development	44%	7%	+37%
Website/apps/interactive development	38%	9%	+29%

* 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 spends slightly decreased in 2025 as less than one-half (41%) of respondents said their companies increased trade show investment. This percentage is down 9% from 2024. Despite trade show investment nearing or surpassing pre-COVID levels, the recent decline in increased spend highlights the need for companies to clearly [define their trade show strategies](#) and actively seek ways to [improve ROI](#).^{6,7}

Content Creation — Around one-third (34%) of respondents said their companies increased their content creation spend from 2024 to 2025. Nearly one-half (48%) of respondent companies consider content creation to be either a big or medium budget item within their marketing budget, decreasing 8% from 2024. This continued focus on content creation makes sense, as an [“effective content strategy”](#) helps marketers reach the right buyers, in the right place, at the right time, and with the right message.”⁸

Brand/Identity Development — Just under half (44%) of respondent companies said their companies increased their investment in brand/identity development. Establishing a brand identity helps people recognize a company and shape their perceptions, while strong brand positioning can define who you are in the minds of customers, making it essential for life science companies to avoid the [“sea of sameness”](#) by adopting strategies that [ensure their brand stands out](#).^{9,10}

Websites — The percentage of respondent companies who increased their investment in websites exceeded one-third (38%). However, we did see a 13% decrease (36%) from 2024 of respondent companies that characterized website/apps/interactive development to be either a big or medium budget item. Since [B2B websites](#) are a crucial “platform for showcasing expertise, building credibility, and generating leads,” it is critical to ensure they remain [updated and compliant](#).^{11,12}



Agency Utilization/Satisfaction Trends

Percentage of DDS* Companies That Contract Work Through an External Marketing Agency by Year						
2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	2025 DDS	Change
58%	80%	65%	70%	61%	68%	+7%

* 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 external marketing agency utilization took a step back in 2024, utilization began to rise in 2025. Deciding whether to outsource or manage marketing internally is a crucial choice for companies, who must carefully evaluate the [benefits of collaborating with an external agency](#) versus developing their own in-house capabilities, including the impact of ongoing overhead and operational expenses.¹³

Satisfaction Level by Agency Utilization					
Satisfaction Level	2021	2022	2023	2024	2025
Completely satisfied	22%	19%	15%	14%	17%
Mostly satisfied	55%	43%	60%	56%	64%
A little dissatisfied	10%	20%	15%	13%	10%
Very dissatisfied	6%	2%	3%	3%	2%
Unsure	7%	16%	8%	14%	7%

Agency Satisfaction — The percentage of respondent companies who are completely satisfied with their agency is on the rise despite seeing decreases over the past two years (from 15% in 2023 to 14% in 2024). [Client satisfaction](#) is crucial for agencies, as “it often costs more to acquire new clients than to retain existing ones.”¹⁴

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	2025 DDS	Change
LinkedIn	4.06	4.20	4.42	4.33	4.47	4.47	4.56	+0.09
YouTube	2.91	2.92	2.86	3.03	2.91	3.24	3.20	-0.04
X (Twitter)	3.08	2.80	2.63	2.98	2.07	2.24	2.43	+0.19

** 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, [allowing companies](#) to “build their brand, connect with key stakeholders and grow their business through targeted networking.”¹⁵ YouTube has consistently been the second-highest rated platform; however, its ratings are on a slightly downward trajectory in 2025. Despite seeing a ratings decrease for X (Twitter) over the past two years, ratings appear to be on an upward trajectory in 2025. This is consistent with overall marketing industry trends, where X saw a “[10% increase in total user active seconds](#) year-over-year.”¹⁶



Trade Show Trends

Change From 2019 to 2025 for Companies That Use “Number of Leads Generated” as a Metric When Determining the Success of a Trade Show [*]					
2019	2022	2023	2024	2025	Change
82%	80%	82%	93%	77%	-16%

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

Trade Show Trends — 77% of respondent companies look at number of leads generated as a key metric when determining whether a trade show was successful. Though this number is down 16% from 2024, number of leads generated remains the top metric companies use to determine success at a trade show. Given the importance of [maintaining a robust BD pipeline](#) and the role trade shows play as a leading source of leads, optimizing trade show lead generation is essential.¹⁷

Artificial Intelligence Usage Trends

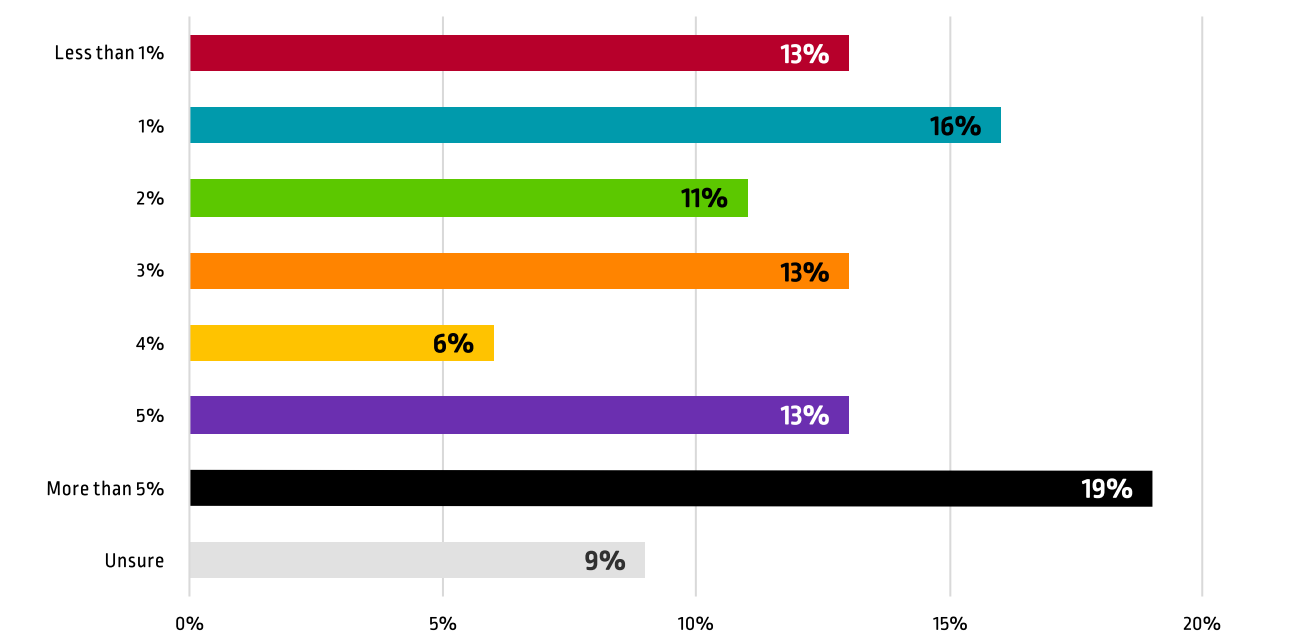
Current Usage of AI for Marketing Tasks			
	2024	2025	Change
Yes	52%	51%	-1%
No — but have used before	6%	2%	-4%
No — but have considered using	28%	22%	-6%
No — have never used or considered using	11%	16%	+5%
Unsure	3%	9%	+6%

AI Usage — More than one-half (51%) of respondent life science companies currently use AI to perform marketing tasks, while nearly one-fourth (24%) have previously used AI or have not but are considering it. This is consistent with the percentages among B2B marketers (“66% of [B2B marketing](#) leaders [are] employing generative AI to their campaigns”).¹⁸ 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, 32% have an annual marketing expenditure of 5% or more of annual revenue. 29% have an annual marketing budget of 1% or less of their annual revenue.



In 2025, sponsors were more likely to invest a greater proportion of their revenue in marketing, with 40% investing 5% or more. CMOs/CDMOs devoted the least to marketing; half (50%) allocated 1% or less 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	34%	50%	12%	22%
2-4%	38%	21%	36%	21%
5% or more	24%	14%	37%	40%



How would you best characterize your 2025 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; 52% of them identify trade shows as a “big budget item.” Collateral/content creation is the next-largest item. These two areas have held steady as the top two spend items from 2024 as well.

The top no-spend items include artificial intelligence (AI) applications/integrations, generative/answer engine optimization (GEO/AEO), and public relations. This suggests that while traditional, proven channels continue to dominate marketing budgets, many emerging and digital-first investments have yet to see meaningful allocation.

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)	18%	32%	34%	15%	0%
Artificial intelligence (AI) applications/ integrations	38%	39%	10%	7%	6%
Brand/identity development	15%	34%	34%	16%	0%
Collateral/content creation	8%	43%	30%	18%	1%
Generative/answer engine optimization (GEO/AEO)	56%	20%	14%	3%	7%
Market research	29%	40%	20%	10%	1%
Marketing automation/email marketing	22%	45%	22%	11%	0%
Public relations	47%	29%	10%	11%	2%
Search engine optimization (SEO)	28%	39%	26%	7%	0%
Social media	20%	53%	22%	6%	0%
Strategic planning	31%	33%	26%	9%	0%
Trade shows/events/booth	8%	17%	23%	52%	0%

Big or Medium Marketing Spend by Area by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Brand/identity development	38%	65%	50%	55%
Collateral/ content creation	38%	50%	87%	48%

Among DDS companies, CDMOs invest the most in brand/identity development, while software/ technology companies devote the most to collateral/ content creation. These investment priorities held steady in 2025, reinforcing the same patterns observed in 2024.

Companies that outsource some or all their marketing to agencies are more likely to categorize their marketing spend for market research and strategic planning as big or medium budget items compared to companies that do not utilize a marketing agency.

Big or Medium Marketing Spend by Area by Agency Utilization		
Area	Agency	No Agency
Market research	34%	22%
Strategic planning	37%	32%



How did your marketing spend change from 2024 to 2025 in each of these categories?

Each area evaluated saw marketing spend increase from 2024 to 2025. This is a continuation of a trend we reported in 2023 and 2024. The areas with the largest increases were brand/identity development, artificial intelligence (AI) applications/integrations, and social media.

Marketing Spend Change From 2024 to 2025 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)	9%	25%	41%	11%	2%	10%	+21%
Artificial intelligence (AI) applications/integrations	11%	24%	26%	2%	0%	36%	+33%
Brand/identity development	15%	29%	39%	7%	0%	10%	+37%
Collateral/content creation	9%	25%	48%	9%	0%	8%	+25%
Generative/answer engine optimization (GEO/AEO)	3%	13%	36%	7%	0%	41%	+9%
Market research	13%	18%	41%	7%	1%	20%	+23%
Marketing automation/email marketing	8%	23%	51%	3%	1%	14%	+27%
Public relations	6%	11%	55%	7%	0%	21%	+10%
Search engine optimization (SEO)	8%	21%	47%	8%	0%	16%	+21%
Social media	11%	31%	40%	10%	0%	7%	+32%
Strategic planning	14%	14%	51%	6%	0%	16%	+22%
Trade shows/events/booth	16%	25%	34%	16%	5%	3%	+20%

* 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 had the highest increase in their allocation to social media and content creation.

Marketing Spend Change [Increase – Decrease] From 2024 to 2025 by Area by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Collateral/content creation	21%	36%	-1%	30%
Social media	31%	71%	25%	19%

MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES



Companies that devote 2-4% of revenue to marketing are most inclined to increase their spend on brand/identity development and trade shows.

Marketing Spend Change [Increase – Decrease] From 2024 to 2025 by Area by Marketing Budget as a Proportion of Revenue			
Area	1% or Less	2-4%	5% or More
Brand/identity development	40%	50%	25%
Trade shows/events/booth	20%	47%	0%

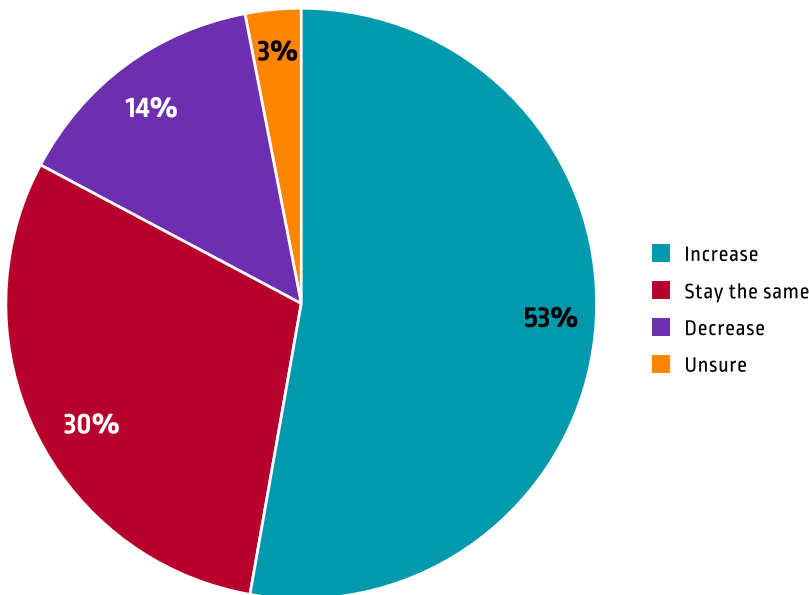
Marketing Spend Change [Increase – Decrease] by Agency Utilization		
Area	Agency	No Agency
Brand/identity development	45%	17%
Social media	30%	36%

Companies that outsourced any marketing functions were nearly three times as likely to increase their marketing spend on brand/identity development; however, companies that do not utilize an agency are more 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 (53%) of respondents think their marketing budget will increase next year. Less than one-third (30%) believe it will stay the same.



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

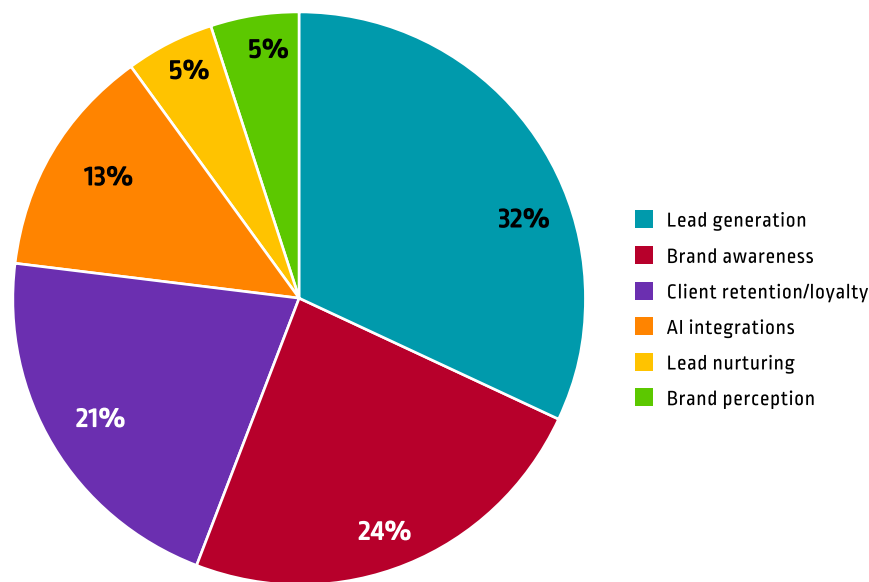
% Who Think Marketing Budget Will Increase by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
52%	64%	37%	52%



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 one-third of respondents (32%) identified it as the most important marketing goal. About one-fourth of respondents (24%) identified brand awareness.

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



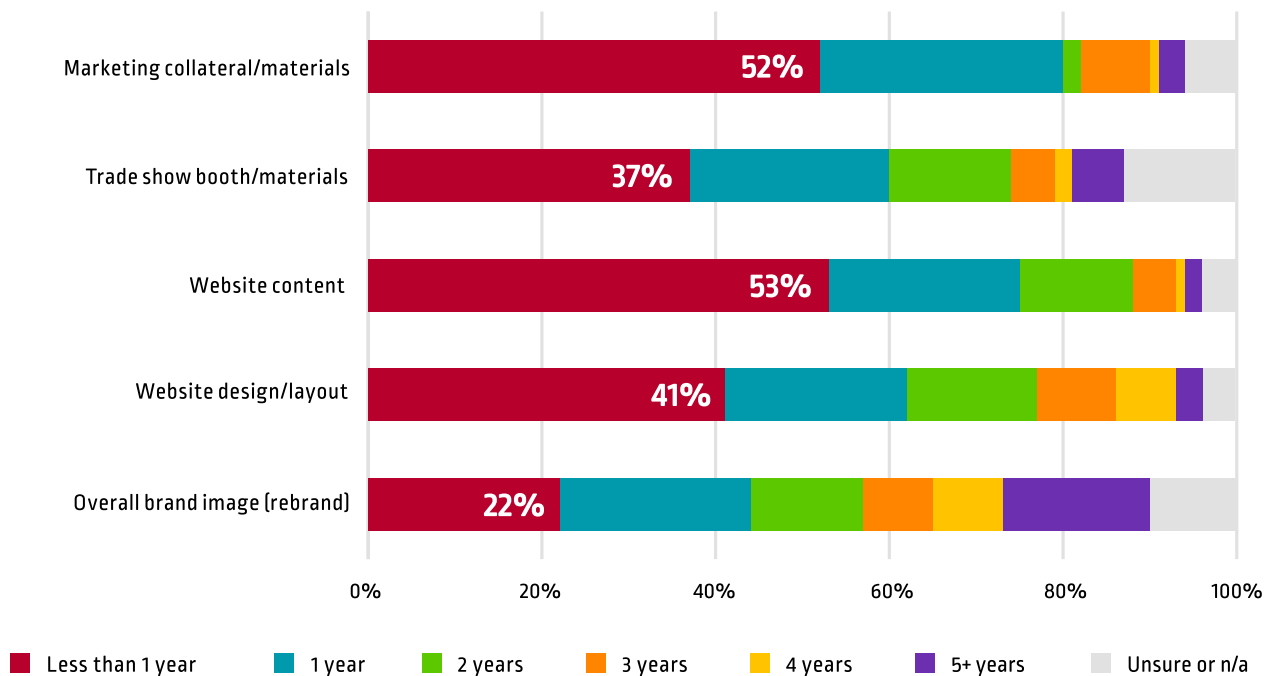
CMOs/CDMOs were the most likely to identify brand awareness as the most important goal. CRO respondents were nearly twice as likely to identify lead generation as the most important goal compared to other company types. This trend may be indicative of broader [budget constraints](#)¹⁹ faced by CROs in 2025, reinforcing the importance of demand-generating activities.

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	56%	28%	37%	18%	27%
Brand awareness	22%	36%	25%	33%	0%



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

80% of respondents say their companies have updated their marketing collateral/materials in the past year or less, while 75% say they have updated their website content. Just under half (44%) updated their overall brand image.



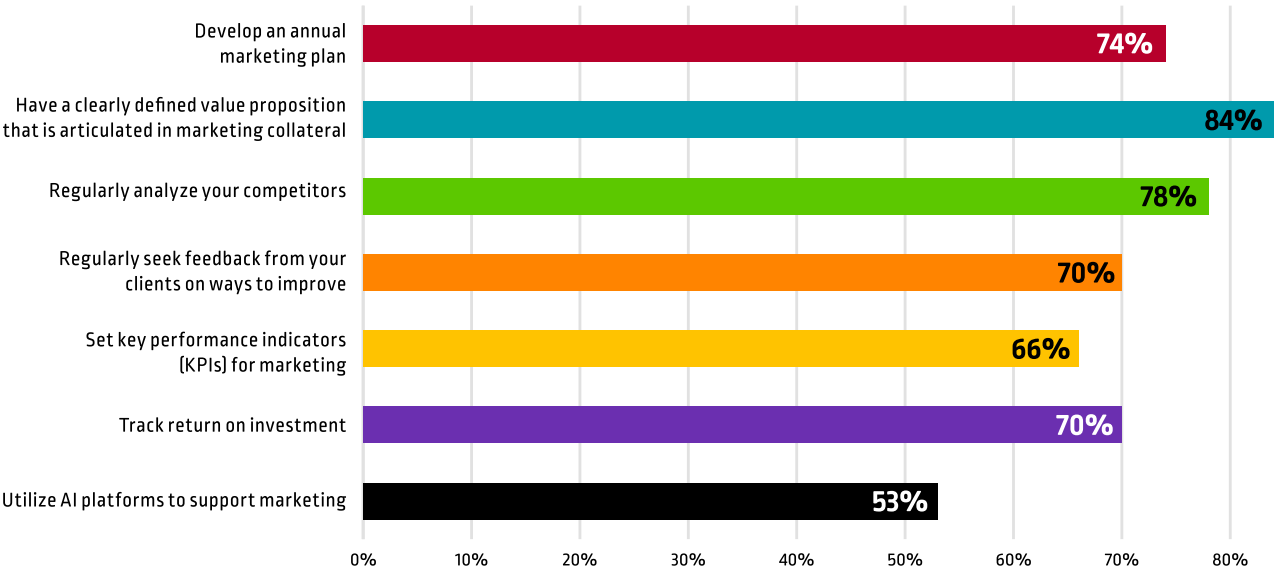
Website design and layout updates appear to be a near-universal priority, with most companies reporting updates within the past year regardless of the proportion of revenue dedicated to marketing.

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
80%	73%	75%



Which of the following activities does your company engage in?

About three-fourths [75%] of respondent companies develop an annual marketing plan. This is good. However, companies would benefit from devoting more resources to strategy. About one-fourth of companies do not track return on investment or KPIs for marketing.



Percentage of DDS Companies That Perform a Marketing Activity by Year							
Activity [% Yes]	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	2025 DDS	Change
Regularly analyze your competitors	71%	75%	75%	70%	70%	78%	+8%
Regularly seek feedback from your clients on ways to improve	64%	73%	78%	68%	67%	70%	+3%

Though slightly increased from last year, companies could devote more resources to competitive analysis/research. In 2025, just over three-quarters of respondent DDS companies regularly analyze their competitors [78%] or seek feedback from clients on ways to improve [70%]. These percentages have been stable over the past six years.



While just under two-thirds of CROs and CMOs/CDMOs regularly analyze their competitors, nearly all software/tech companies do analyze their competitors, and all sponsor companies analyze their competitors.

Percentage of Companies That Regularly Analyze Their Competitors by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
62%	64%	88%	100%

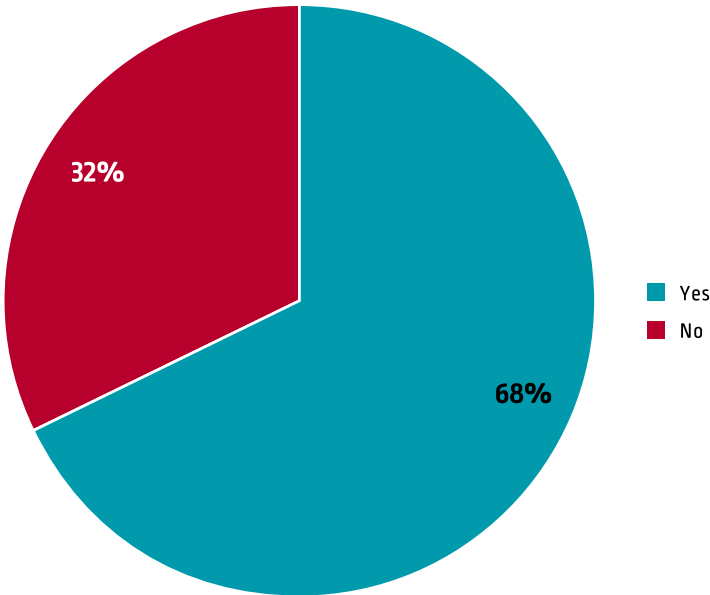
Percentage of Companies That Track ROI by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
56%	77%	71%

Companies that invest 2% 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.



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

About two-thirds (68%) of respondents outsource some or all their marketing work to an external marketing agency.



The percentage of DDS companies that contract work through an external marketing agency has fluctuated from year to year, peaking in 2021 when COVID greatly impacted agency utilization rates. In 2025, we saw a 7% increase in DDS companies that contract work through an external marketing agency from 2024.

Percentage of DDS Companies That Contract Work Through an External Marketing Agency by Year						
2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	2025 DDS	Change
58%	80%	65%	70%	61%	68%	+7%

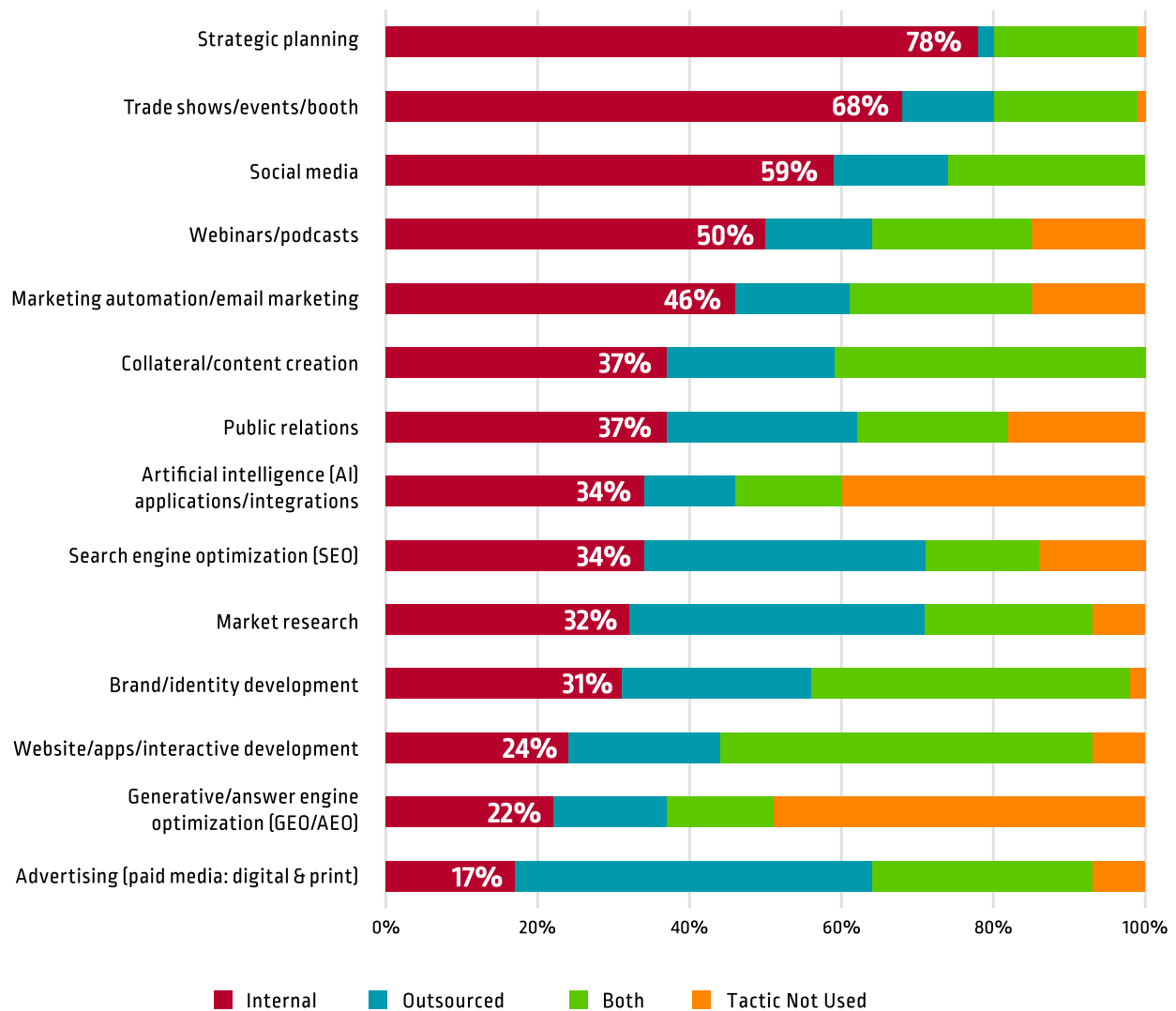
Percentage of Companies That Contract Work Through an External Marketing Agency by Company Type by Year				
	CROs	CMOs/CDMOs	Software/Tech	Sponsors
2021	71%	94%	89%	64%
2022	65%	89%	68%	69%
2023	71%	88%	61%	76%
2024	47%	86%	56%	71%
2025	59%	86%	87%	67%

CMOs/CDMOs have been the most likely DDS company type to utilize an external marketing agency. While software/technology companies' utilization of marketing agencies had been decreasing since 2021, utilization increased 31% from 2024.



How do you primarily handle each of the following areas?

The areas most likely to be handled internally are strategic planning [78%] and trade shows/events/booths [68%]. The area that is least likely to be handled internally is advertising [paid media: digital & print] [17%].





The percentage of DDS companies that outsourced strategic planning decreased by 4% in 2025, while the percentage of companies who outsource advertising increased by 19%.

Percentage of DDS Companies That Outsource a Marketing Activity by Year							
Area Outsourced*	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	2025 DDS	Change
Strategic planning	33%	4%	5%	4%	6%	2%	-4%
Advertising (paid media: digital & print)	48%	27%	22%	25%	28%	47%	+19%

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

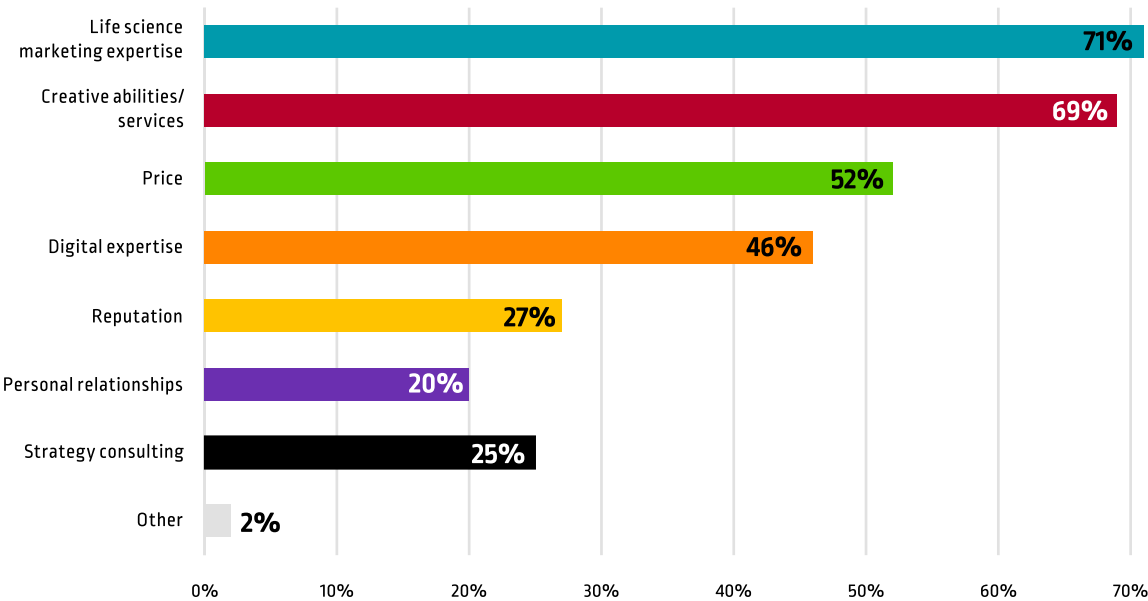
CMOs/CDMOs are much more likely to fully outsource social media and website/apps/interactive development compared to all other company types.

Percentage of Companies That Outsource a Marketing Activity by Area by Company Type				
Area	CROs	CMOs/CDMOs	Software/ Tech	Sponsors
Social media	12%	42%	14%	6%
Website/apps/interactive dev.	6%	33%	14%	22%



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

Most companies selecting a marketing agency seek life science marketing expertise and creative abilities/services.



Among DDS companies, the largest percentage increase from 2024 to 2025 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	2025 DDS	Change
Creative abilities/services	46%	70%	63%	54%	72%	67%	-5%
Price	45%	30%	46%	29%	51%	63%	+12%

CROs are most likely to look for attributes such as creative abilities/services and reputation compared to other company types.

Percentage of Companies That Look for Each Attribute by Company Type				
Attribute	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Creative abilities/services	82%	58%	43%	72%
Reputation	35%	17%	28%	28%

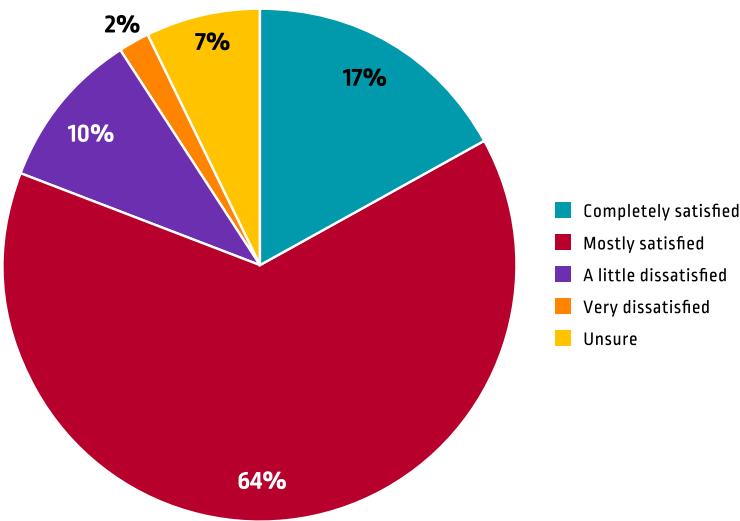
Percentage of Companies That Look for Creative Abilities/Services by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
79%	69%	61%

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.



Overall, how satisfied are you with your marketing agency?

While respondents are generally satisfied with their marketing agencies — with 81% either completely satisfied or mostly satisfied — there is some room for improvement.



In 2025, the percentage of DDS companies that are completely or mostly satisfied with their marketing agency increased 11% from 2024.

Percentage of DDS Companies That Are Completely or Mostly Satisfied With Their Marketing Agency by Year						
2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	2025 DDS	Change
59%	71%	60%	77%	62%	73%	+11%

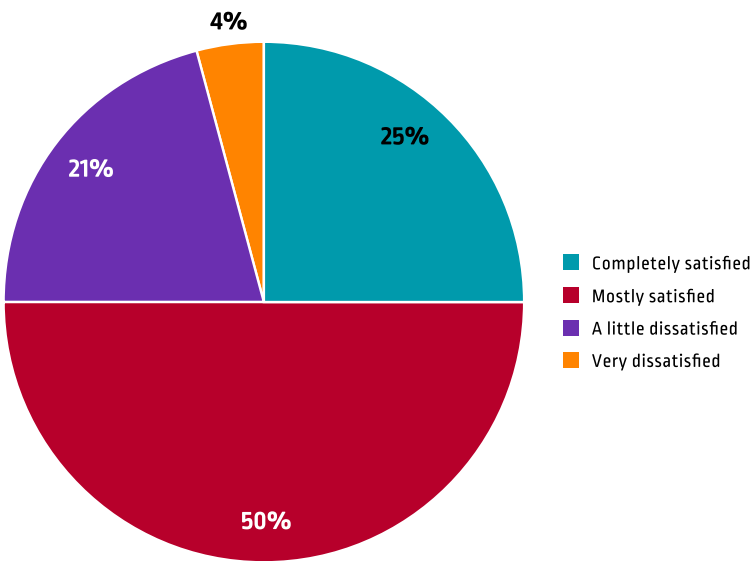
Percentage of Companies That Are Completely/Mostly Satisfied With Their Marketing Agency by Marketing Budget as a Proportion of Revenue			
Satisfied	1% or Less	2-4%	5% or More
2021	62%	81%	82%
2022	61%	67%	77%
2023	90%	65%	74%
2024	82%	71%	60%
2025	63%	87%	94%

In 2024, companies that devoted a lower percentage of their annual revenue to marketing were more likely to be satisfied with their marketing agency than companies that allocate a higher percentage to marketing. In 2025, these percentages have reversed, with those companies with higher budgets becoming more satisfied (94%) and those with lower budgets becoming less satisfied (63%).



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

Companies are relatively satisfied with their internal marketing departments, with 75% either completely or mostly satisfied.



DDS companies and sponsors are more likely to be a little dissatisfied with their companies' internal marketing department than are consultants. Nearly one-fifth of DDS companies and sponsors report being a little dissatisfied.

Satisfaction With Internal Marketing Department by Company Type			
Level of Satisfaction	DDS	Sponsors	Consultants
Completely satisfied	11%	3%	3%
Mostly satisfied	14%	18%	14%
A little dissatisfied	7%	11%	0%
Very dissatisfied	0%	0%	0%
Unsure	0%	0%	0%

AGENCY UTILIZATION AND SATISFACTION



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.

Social media (3.42) has the highest average rating, while client surveys and search engine optimization (SEO) are tied for the lowest (2.97).

Performance Area	5	4	3	2	1	N/A	Avg. Rating
Social media	14%	30%	36%	9%	5%	7%	3.42
Marketing strategy	14%	29%	37%	11%	3%	6%	3.40
Marketing plan development	9%	36%	26%	16%	5%	8%	3.31
Website development and support	8%	29%	39%	8%	5%	11%	3.31
Marketing automation/email marketing	10%	23%	27%	17%	5%	17%	3.21
Sales enablement/lead generation	7%	22%	41%	15%	5%	10%	3.13
Paid search	7%	14%	31%	20%	3%	25%	3.02
Market research/competitor analysis	7%	23%	33%	17%	9%	10%	3.01
Client surveys	5%	18%	32%	16%	7%	22%	2.97
Search engine optimization (SEO)	7%	16%	36%	14%	9%	18%	2.97

DDS Companies' Performance Area Average Ratings by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Search engine optimization (SEO)	3.32	2.71	3.38	2.86
Paid search	3.25	2.77	3.50	2.79

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

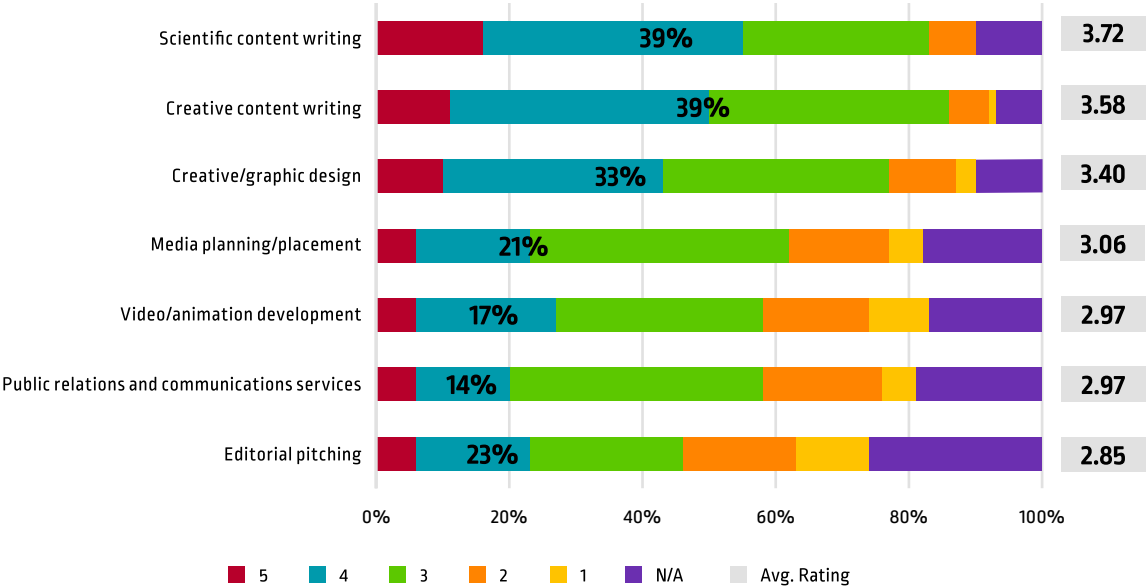
Companies that utilize marketing agencies continue to rate the performance of SEO more highly than do companies that do not use an agency.

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
2025	3.02	2.85	+0.17



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 scientific content writing (3.72). Similar to previous years, editorial pitching is the lowest-rated area (2.85).



Among DDS companies, ratings for creative content writing, scientific content writing, and trade show and event planning/services have the same average rating in 2025. However, creative content writing and trade show and event planning/services ratings decreased from 2024 to 2025.

Ratings of DDS Companies by Area by Year							
Area	2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	2025 DDS	Change
Creative content writing	3.90	3.64	3.46	3.58	3.81	3.67	-0.14
Scientific content writing	3.33	3.08	3.35	3.55	3.48	3.67	+0.19
Trade show and event planning/services	3.82	3.54	3.39	3.81	3.84	3.67	-0.17

AGENCY UTILIZATION AND SATISFACTION



Software/technology companies provide the highest ratings for trade shows and creative/graphic design.

Content/Creative Area Ratings by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Trade show and event planning/services	3.43	3.54	3.88	3.72
Creative/graphic design	3.29	3.57	3.88	3.31

Companies that exclusively utilize their internal team rate their internal marketing department's 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 creative content writing, 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	3.62	3.48	+0.14
Scientific content writing	3.68	3.82	-0.14
PR and communications services	3.00	2.91	+0.09
Editorial pitching	2.87	2.79	+0.08



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 2025, the highest rating is for timeliness, while the lowest is for performance reports demonstrating ROI.

Area	5	4	3	2	1	N/A	Avg. Rating
Timeliness	36%	32%	20%	8%	0%	3%	3.98
Flexibility	25%	46%	22%	3%	0%	3%	3.96
Responsiveness	29%	41%	17%	9%	0%	3%	3.95
Overall client service	17%	56%	22%	2%	0%	3%	3.91
Ease of doing business	20%	52%	20%	5%	0%	4%	3.89
Quality	22%	39%	32%	3%	0%	3%	3.82
Communication	14%	49%	29%	5%	0%	3%	3.74
Value/ROI	24%	29%	36%	2%	3%	7%	3.73
Account management	15%	37%	41%	2%	0%	5%	3.70
Life science marketing expertise	22%	32%	31%	10%	2%	3%	3.65
Innovative solutions	17%	36%	29%	12%	2%	5%	3.57
Marketing strategy development	14%	34%	31%	15%	0%	7%	3.49
Performance reports (ROI)	9%	22%	31%	19%	12%	7%	2.96

Sponsors rate innovative solutions more highly than other companies, while software/technology companies rate performance reports demonstrating ROI more highly delivered by marketing agency/internal marketing departments.

Ratings by Area by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Innovative solutions	3.60	3.50	3.29	3.65
Performance reports demonstrating ROI	2.93	2.83	3.57	2.93



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

Consistent with the prior year, case studies, webinars, and white papers are the highest-rated digital marketing tactics. E-books (2.47) and podcasts (2.51) are the lowest-rated tactics.

Tactic	5	4	3	2	1	N/A	Avg. Rating
Case studies	22%	30%	22%	14%	0%	13%	3.68
Webinars	21%	25%	15%	6%	6%	28%	3.68
White papers	21%	20%	26%	9%	6%	18%	3.49
Social media	15%	28%	38%	10%	5%	5%	3.40
Digital advertising	10%	22%	38%	13%	3%	14%	3.27
Email marketing	16%	21%	30%	20%	6%	8%	3.24
Video	11%	21%	30%	9%	8%	21%	3.23
Organic search	11%	20%	39%	21%	3%	6%	3.16
Paid search	9%	17%	24%	18%	8%	23%	3.01
Infographics	2%	16%	31%	16%	6%	29%	2.90
Blogs	8%	18%	21%	13%	16%	24%	2.86
Live social media events	5%	6%	15%	9%	8%	57%	2.76
Podcasts	5%	7%	15%	16%	14%	44%	2.51
E-books	2%	7%	17%	15%	13%	46%	2.47

Among DDS companies, CROs assign the highest ratings for case studies, and software/technology companies provide the highest ratings for webinars and white papers.

Ratings for Digital Marketing Tactics by Company Type				
Tactic	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Case studies	3.88	3.75	3.71	3.43
Webinars	3.70	3.10	4.43	3.84
White papers	3.52	3.62	3.86	3.48

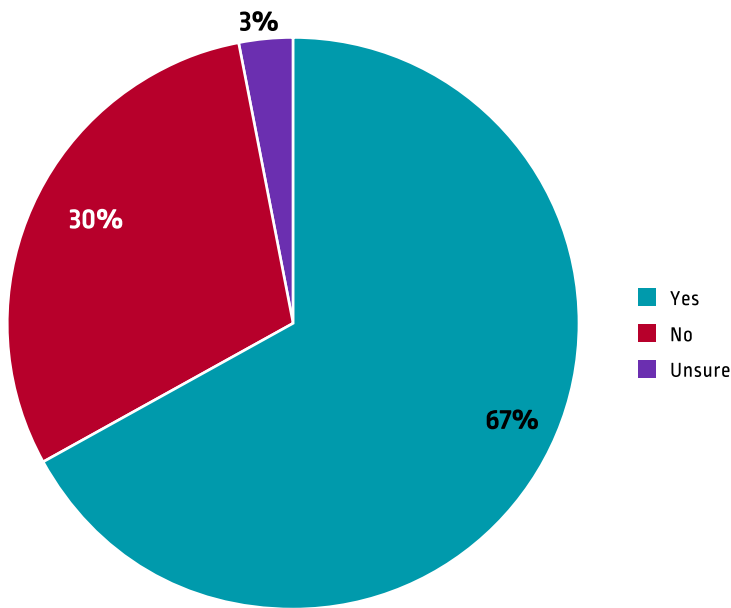
Companies that devote 2-4% of their annual revenue to their marketing budget rate digital advertising/retargeting more highly than do companies that allocate 1% or less and 5% or more proportion of their revenue to marketing.

Ratings of Digital Advertising/Retargeting by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
2.89	3.46	3.38



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

Like in 2024, more than two-thirds (67%) of respondent companies use social media advertising for their business.



Percentage of DDS Companies That Use Social Media Advertising by Year					
2020 DDS	2021 DDS	2022 DDS	2023 DDS	2024 DDS	2025 DDS
77%	75%	74%	68%	73%	75%

Since 2020, utilization of social media advertising among DDS companies has remained within a narrow range of 68% to 77%.

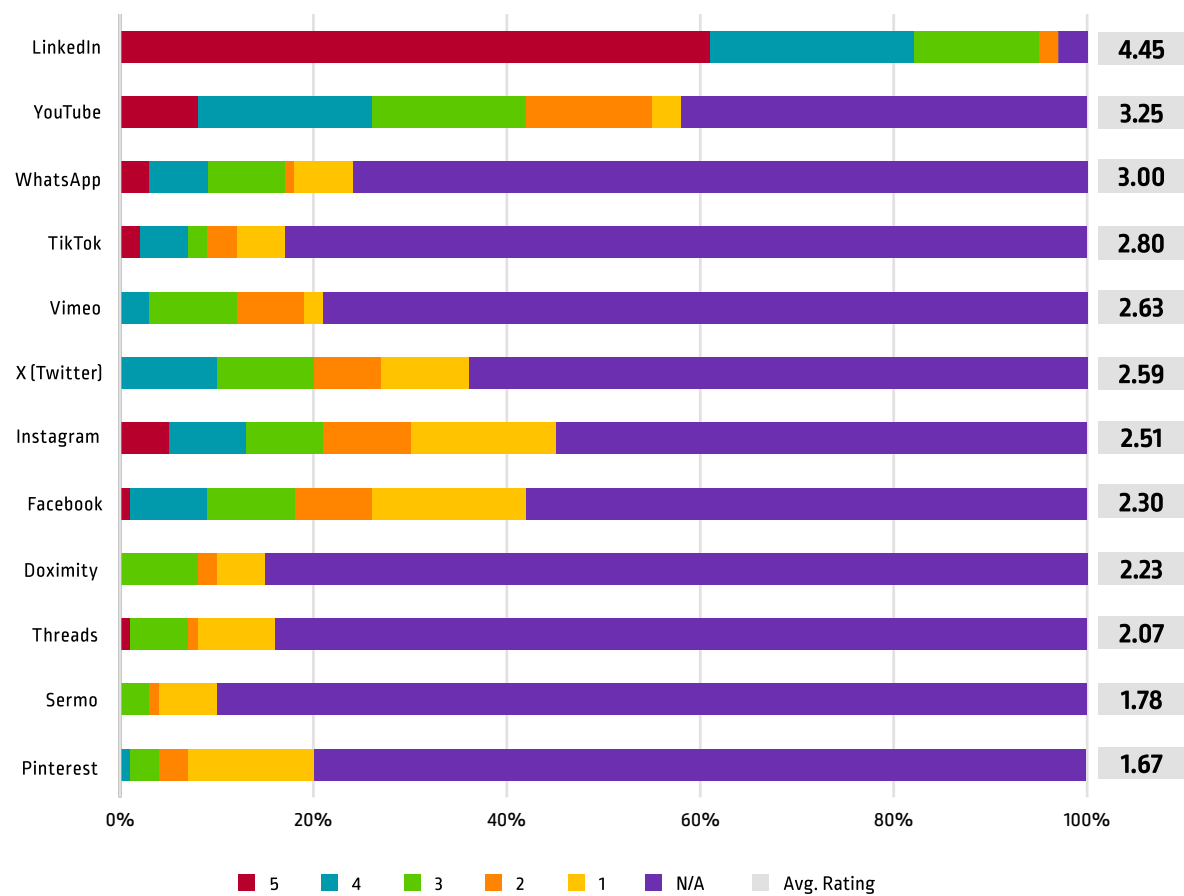
Since 2021, companies that outsource to marketing agencies have been and continue to be more likely to use social media advertising than companies that do not.

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%
2025	69%	61%	+8%



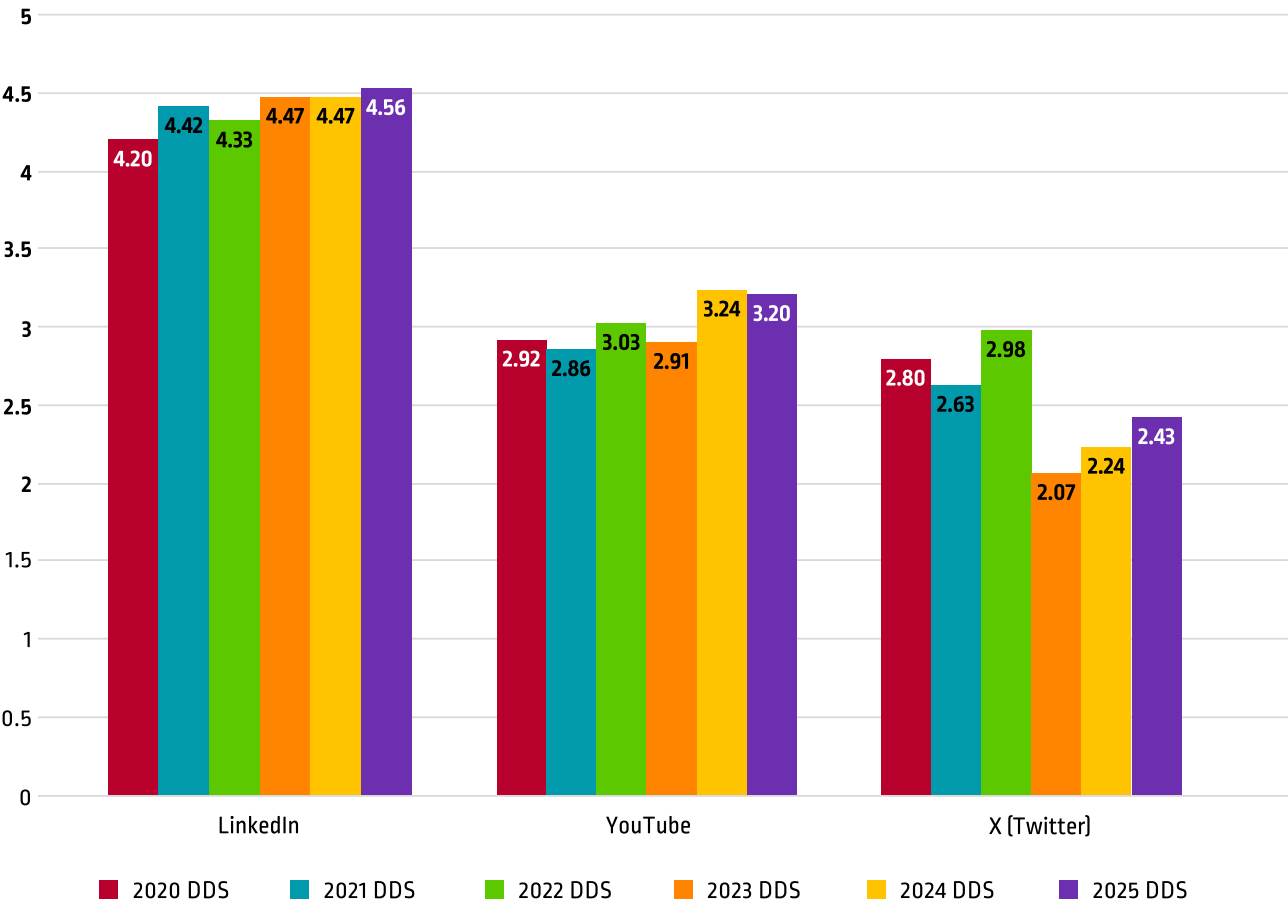
On a scale of 1-5 (5 being the most effective), please rate how effective the following social media platforms are in getting your messaging to your target audience.

As reported in 2024, LinkedIn continues to be the most effective social media platform for life science companies (4.45) in 2025. Also consistent with 2024 findings, YouTube remains the second-highest-rated platform. Notably, WhatsApp jumped up four spots from 2024 and is the third-highest-rated platform in 2025. This rise is likely influenced by the significant increase in respondents based in Europe, which grew from 6% in 2024 to 19% in 2025.





Among DDS companies, ratings for LinkedIn have increased from 4.20 in 2020 to 4.56 in 2025. Ratings for YouTube have slowly increased. Ratings for X (Twitter) have been increasing since 2023.



LinkedIn has ratings at or above 4.40 among each company type. YouTube is rated more highly by CMOs/CDMOs. X (Twitter) has ratings below 3.40 among each company type, and is especially rated low by CROs and CMOs/CDMOs (both at 2.33).

Platform	CROs	CDMOs/CMOs	Software/Tech	Sponsors
LinkedIn	4.52	4.43	4.57	4.40
YouTube	2.54	3.73	3.25	3.35
X (Twitter)	2.33	2.33	3.33	3.00



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 in 2025. Number of product demonstrations, as a trade show metric, has been utilized the least.

Metric	2022	2023	2024	2025	Change
Number of leads generated	80%	82%	93%	77%	-16%
Number of client meetings	67%	66%	70%	68%	-2%
New sales from these leads	73%	56%	70%	56%	-14%
Number of new proposals from these leads	54%	46%	54%	50%	-4%
Brand awareness	41%	43%	39%	31%	-8%
Number of product demonstrations	19%	16%	21%	17%	-4%

Companies that utilize a marketing agency focus more on the number of client meetings and new sales from these leads, compared to companies that do not use an agency. This aligns with what we experience, as an agency that often recommends clients further define ROI, especially on trade shows.

Trade Show Metrics by Agency Utilization			
Metric	Agency	No Agency	Difference
Number of client meetings	78%	46%	+32%
New sales from these leads	58%	53%	+5%





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

CPhI (7%), BIO (8%), and SCOPE (4%) are the three shows identified most often as a top three industry events. DCAT and ASCO tied for third in 2025 as one of the top three events most identified. Compared to the prior two years, there were no trade shows that reached double digits, potentially indicating less trade show concentration and overall attendance among respondents.

Percentage of Respondents Who Identified a Trade Show as One of the Top Three Industry Events			
Trade Show	2023	2024	2025
CPhI	18%	17%	7%
BIO	19%	16%	8%
SCOPE	12%	14%	4%
DCAT	11%	11%	4%
ASCO	9%	10%	4%
Contract Pharma	3%	9%	2%
ACRP	2%	5%	0%
DIA	17%	5%	1%
ISPE	0%	5%	0%
AACR	4%	4%	3%
JP Morgan	2%	4%	1%
SCDM	1%	4%	0%
CNS	2%	3%	0%
ESMO	3%	3%	1%
MD&M	1%	3%	0%
WRIB	2%	3%	1%

TRADE SHOW TRENDS



CMO/CDMO respondents are most likely to identify CPhI (31%), DCAT (20%), and BIO (17%) as a top three industry event. Software/tech respondents are most likely to identify BIO (13%) and SCOPE (19%). CRO respondents are inclined to identify BIO (7%), and sponsors are most likely to identify AACR (6%).

Trade Show	CROs	CDMOs/CMOs	Software/Tech	Sponsors
CPhI	3%	31%	0%	1%
BIO	7%	17%	13%	1%
SCOPE	4%	0%	19%	0%
DCAT	1%	20%	0%	0%
ASCO	4%	0%	13%	3%
Contract Pharma	3%	9%	0%	0%
ACRP	1%	0%	0%	0%
DIA	3%	0%	0%	0%
ISPE	0%	0%	0%	0%
AACR	3%	0%	0%	6%
JP Morgan	3%	0%	0%	0%
SCDM	0%	0%	0%	0%
CNS	0%	0%	0%	0%
ESMO	1%	0%	6%	1%
MD&M	0%	0%	0%	0%
WRIB	4%	0%	0%	0%

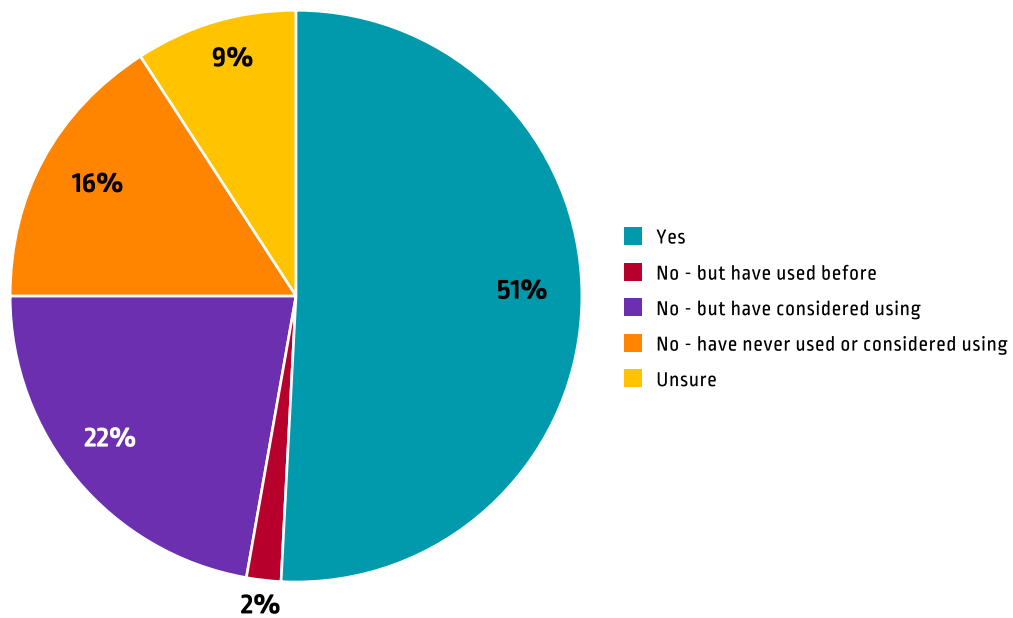
Trade Show	1% or less	2-4%	5% or more
CPhI	9%	4%	6%
BIO	14%	4%	6%
SCOPE	6%	0%	6%
DCAT	6%	1%	3%
ASCO	5%	3%	1%
Contract Pharma	3%	1%	1%
ACRP	2%	0%	0%
DIA	2%	0%	1%
ISPE	0%	0%	0%
AACR	0%	1%	6%
JP Morgan	3%	0%	1%
SCDM	0%	0%	0%
CNS	0%	0%	0%
ESMO	0%	3%	1%
MD&M	0%	0%	0%
WRIB	3%	1%	0%

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 AACR.



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

More than one-half (51%) of respondents say their companies currently use artificial intelligence (AI) for marketing tasks. In addition, about one-fourth (22%) of respondent companies do not currently use AI but have considered it. These results are nearly identical to findings in 2024.



CROs, sponsors, and software/tech companies are more likely to use AI for marketing tasks compared to CMOs/CDMOs.

Percentage of Companies That Currently Use AI by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
55%	28%	50%	52%

Percentage of Companies That Currently Use AI by Marketing Budget as a Proportion of Revenue		
1% or Less	2-4%	5% or More
40%	61%	53%

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

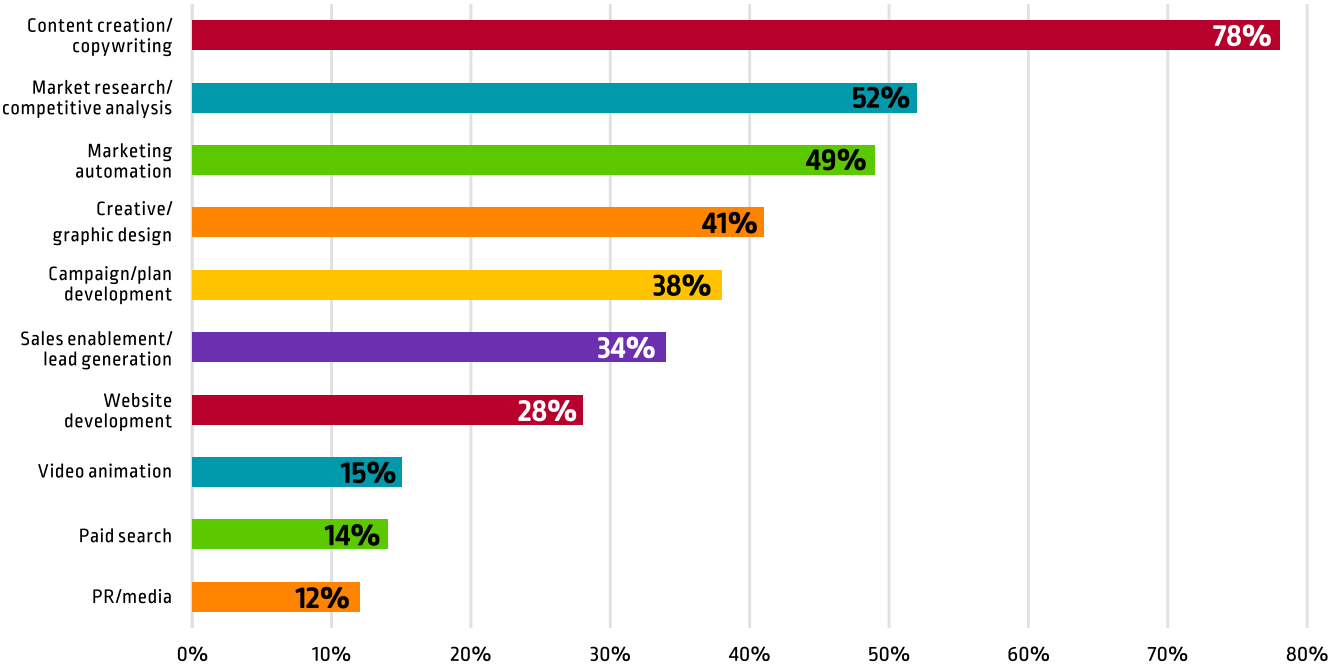
Companies that outsource to a marketing agency are much more likely to use AI for marketing tasks than are companies that keep marketing efforts internal.

Percentage of Companies That Currently Use AI by Agency Utilization	
Agency	No Agency
58%	36%



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 (78%), consistent with 2024 data. The second-most identified task companies use AI for is market research/competitive analysis (52%). The tasks companies use AI for the least include paid search and PR/media.



CROs are most likely to use AI for website development, while CDMOs are apt to use it for PR/media.

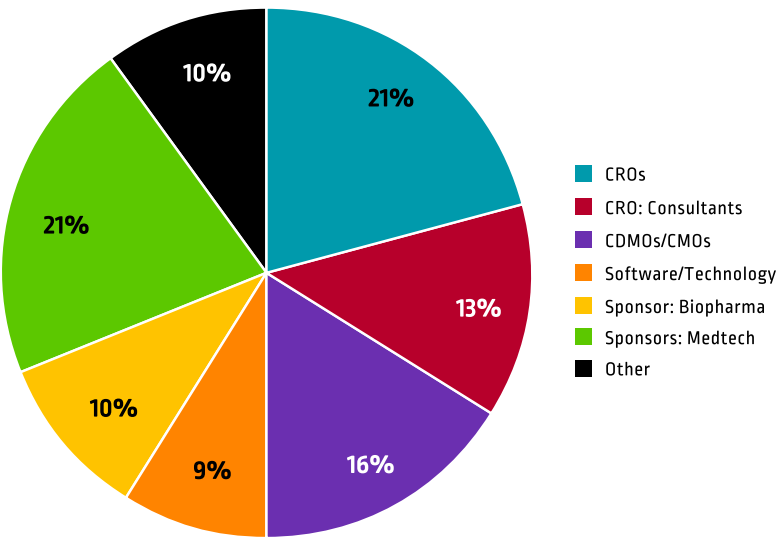
Utilization of AI by Task by Company Type				
Task	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Website development	37%	10%	17%	21%
Video animation	12%	0%	17%	21%
PR/media	4%	40%	0%	5%
Paid search	8%	10%	17%	21%

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	78%	77%	82%
Marketing automation	50%	54%	50%
Sales enablement/lead generation	39%	36%	27%
Video animation	11%	18%	18%

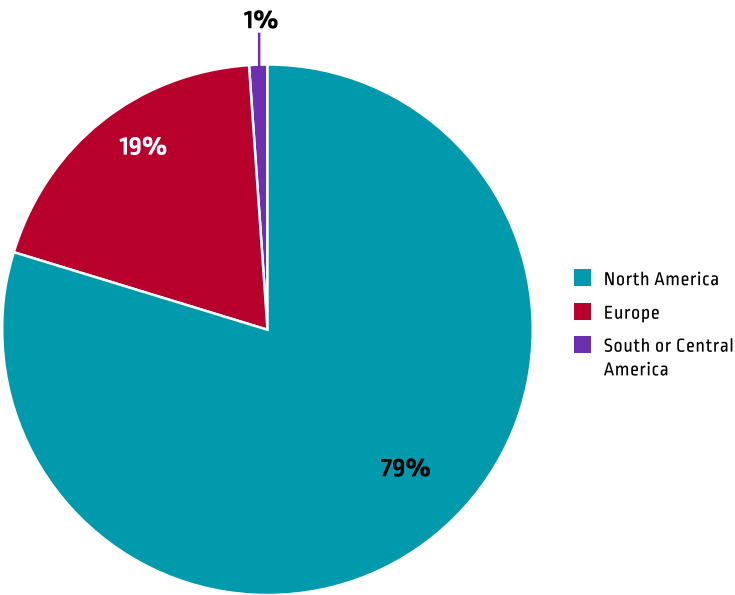
Companies who allocate 2-5% or more of revenue to marketing are more likely to utilize AI for content creation/copywriting and marketing automation. Companies who devote 1% or less of revenue to marketing are more likely to use AI for sales enablement and lead generation.



Company type

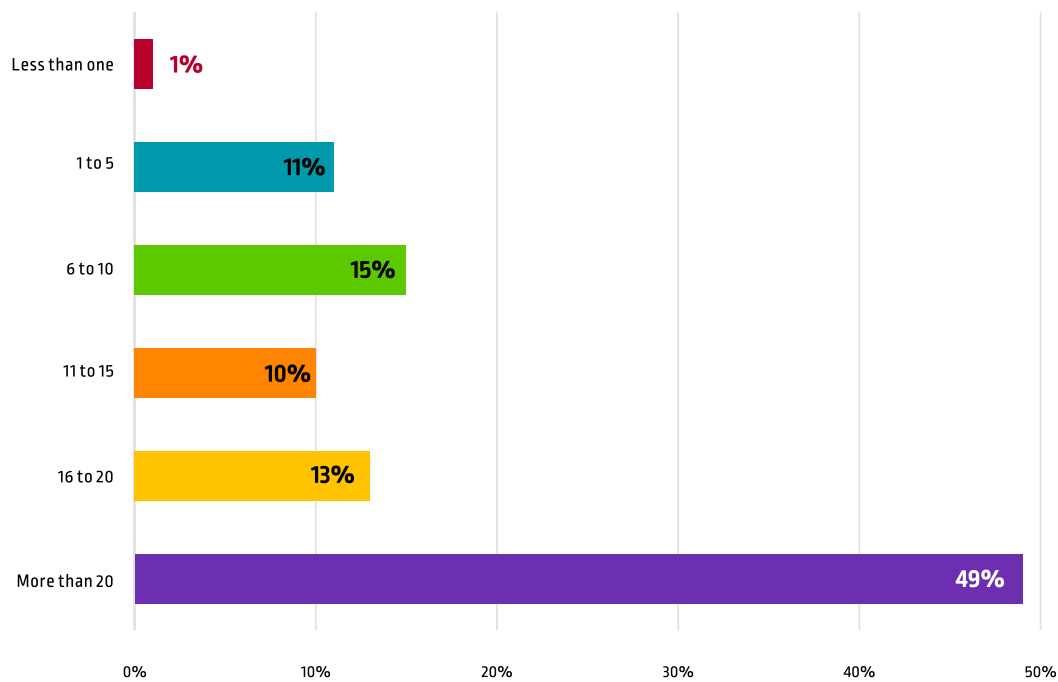


Office location

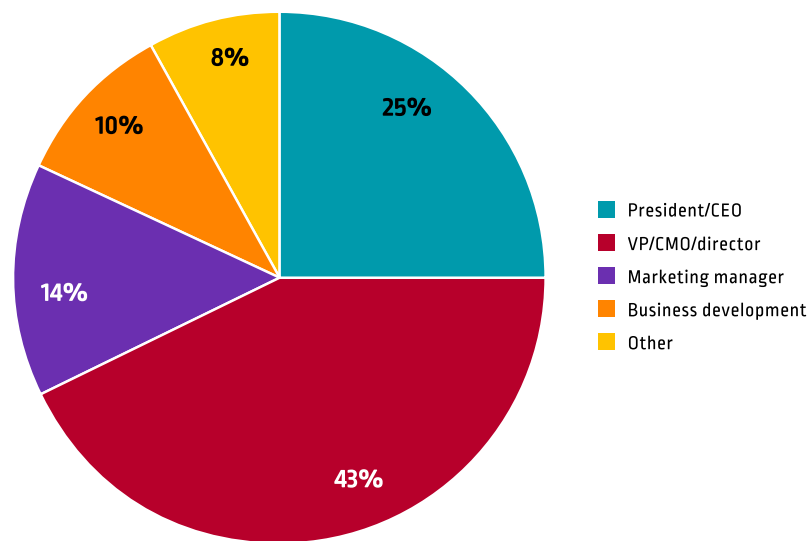




Years worked in the life science industry



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, 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, non-promotional 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.

REFERENCES



- ¹ Deloitte Center for Health Solutions. 2026 Life Sciences Executive Outlook. <https://www.deloitte.com/us/en/insights/industry/health-care/life-sciences-and-health-care-industry-outlooks/2026-life-sciences-executive-outlook.html>. Published December 09, 2025. Accessed January 23, 2026.
- ² Digital Marketing Institute. The Most Important Digital Marketing Trends You Need to Know in 2026. <https://digitalmarketinginstitute.com/blog/digital-marketing-trends-2026>. Published January 19, 2026. Accessed January 23, 2026.
- ³ SCORR Marketing. Annual Planning Worksheet. <https://www.scormarketing.com/resources/annual-planning-worksheet/>. Published October 21, 2025. Accessed January 23, 2026.
- ⁴ SCORR Marketing. Know Your Value and How to Communicate It to Your Customers. <https://www.scormarketing.com/blog/value-proposition/>. Accessed January 23, 2026.
- ⁵ Nielsen. Why strategy matters more than tools for measurement in marketing. <https://www.nielsen.com/insights/2025/why-strategy-matters-more-than-tools-roi/>. Published November 2025. Accessed January 23, 2026.
- ⁶ SCORR Marketing. Finding Your Trade Show Truth: 3 Questions to Define Your Trade Show Strategy. <https://www.scormarketing.com/blog/finding-your-trade-show-truth-3-questions-to-define-your-trade-show-strategy/>. Published September 6, 2023. Accessed January 23, 2026.
- ⁷ SCORR Marketing. Boost Your Trade Show ROI with Guerrilla Tactics. <https://www.scormarketing.com/blog/boost-your-trade-show-roi-with-guerrilla-tactics/>. Published June 28, 2024. Accessed January 23, 2026.
- ⁸ INFUSE. The Evolving Role of Content Marketing in Life Science: What to Expect for the Remainder of 2025.. <https://infuse.com/wp-content/uploads/2025/07/INFUSE-Article-The-Evolving-Role-of-Content-Marketing-in-Life-Science-INFUSE-Health.pdf>. Published July 2025. Accessed January 23, 2026.
- ⁹ SCORR Marketing. Beware the Sea of Sameness: How to Make Your Life Sciences Brand Stand Out. <https://www.scormarketing.com/sea-of-sameness/>. Published January 6, 2025. Accessed January 23, 2026.
- ¹⁰ SCORR Marketing. Are You Doing Brand Awareness Wrong? How to Make Life Science Branding Stand Out. <https://www.scormarketing.com/blog/are-you-doing-brand-awareness-wrong-how-to-make-life-science-branding-stand-out/>. Published February 28, 2025. Accessed January 23, 2026.
- ¹¹ Brightscout. Why is a great website so important for B2B companies? <https://www.brightscout.com/insight/why-is-a-great-website-so-important-for-b2b-companies>. Published December 4, 2025. Accessed January 23, 2026.
- ¹² SCORR Marketing. Website Accessibility Audit Report. <https://www.scormarketing.com/website-accessibility-audit-report/>. Published May 16, 2025. Accessed January 23, 2026.
- ¹³ SCORR Marketing. Do You Need Outsourced Support from a Life Science Marketing Agency? Yes — Here's Why. <https://www.scormarketing.com/blog/do-you-need-outsourced-support-from-a-life-science-marketing-agency-yes-heres-why/>. Published March 17, 2025. Accessed January 23, 2026.
- ¹⁴ Metapress. Client Retention and Satisfaction Rates in Digital Marketing Agencies. <https://metapress.com/client-retention-and-satisfaction-rates-in-digital-marketing-agencies/>. Published December 17, 2024. Accessed January 23, 2026.
- ¹⁵ Biotechgate. How To Effectively Use LinkedIn As A Life Sciences Company. <https://www.biotechgate.com/how-to-effectively-use-linkedin-as-a-life-sciences-company/>. Published September 21, 2024. Accessed January 23, 2026.
- ¹⁶ Keywords Everywhere. 61 Powerful Twitter Stats Every Marketer Should Have In 2025. <https://keywordseverywhere.com/blog/twitter-stats/>. Published September 8, 2025. Accessed February 13, 2026.
- ¹⁷ SCORR Marketing. Fueling Your Pipeline: Using Audience Insights, Storytelling, and Data to Drive Qualified Leads. <https://www.scormarketing.com/blog/fueling-your-pipeline-using-audience-insights-storytelling-and-data-to-drive-qualified-leads/>. Published June 25, 2025. Accessed January 23, 2026.
- ¹⁸ LinkedIn. LinkedIn Report: 72% of B2B Marketers Overwhelmed by AI—But Two-thirds Are Adopting It. <https://www.linkedin.com/pulse/linkedin-report-72-b2b-marketers-overwhelmed-ai-but-two-thirds-adopting/>. Published February 25, 2025. Accessed February 3, 2026.
- ¹⁹ Fierce Biotech. CROs should brace for continued slow Big Pharma R&D spending: analyst. <https://www.fiercebiotech.com/cro/cros-should-brace-continued-slow-big-pharma-rd-spending-analyst>. Published January 28, 2025. Accessed February 3, 2026.



About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the life science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and medtech products. SCORR positions companies for growth by increasing their visibility, generating leads, achieving their goals, and impacting lives worldwide. Learn more at [SCORMarketing.com](https://www.SCORMarketing.com).

Legal disclaimer

© SCORR Marketing 2026

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.