

MARKETING

Health Sciences Industry Marketing Trends

2018 SURVEY REPORT



The Health Science *Experts* :: SCORRMarketing.com

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OBJECTIVE

SCORR Marketing recently completed its sixth annual survey evaluating marketing trends in the health sciences industry. The objective of the survey is to gain a better understanding of the tactics and internal and outsourced resources that companies use to market their life science products and services.

The report provides a useful resource for life science marketing professionals to benchmark their marketing investments and performance in comparison to others in the industry.

METHODOLOGY

SCORR Marketing developed the questions and used a web-based tool to administer the survey. Participants were recruited by email from SCORR's own database as well as from industry databases of marketing communications professionals. The survey was fielded from Dec. 4, 2018, through Dec. 19, 2018.

PRESENTATION OF DATA

Topline results are presented for each survey question. SCORR Marketing also analyzed survey results year-over-year (2017 vs. 2018) and across company types (CROs vs. CMOs vs. software providers). We also compared data from organizations with smaller internal marketing teams to data from companies with larger marketing teams. In addition, we have included observations based on our analysis of comparative data.

KEY FINDINGS

The 2018 Health Sciences Industry Marketing Trends survey report provides an overview of the resources and activities of life science industry marketing professionals. Among the findings of note are:

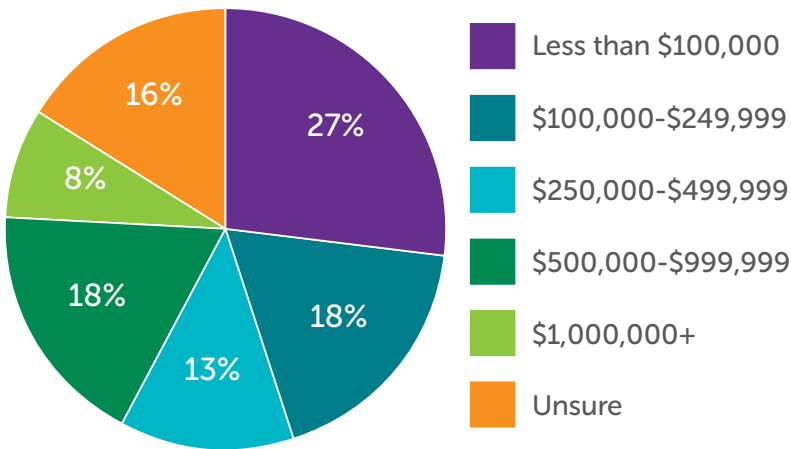
- **Marketing planning:** As they should, companies are developing annual marketing plans but they fall short on using marketing automation or developing their public relations and communications plans. Three-fourths (77%) of surveyed companies develop an annual marketing plan but fewer than one-half use marketing automation (45%) or develop a yearly public relations or communications plan (48%). Software providers are more likely to build these plans than are CROs or CMOs.
- **Keeping it fresh:** Companies continue to update their website content and marketing materials. Website content and marketing materials were both updated by 81 percent of companies in the past year. Over the past six years, companies have been increasingly updating website content, marketing materials, and trade show booth/materials on a regular basis.
- **Trade shows take the biggest piece of the pie:** Trade shows and events continue to account for the largest portion of marketing spending. One-half (51%) of respondent companies allocate more than 40 percent of their marketing budget toward trade shows. In 2017, only 35 percent reported these budgeting levels. DIA was the most popular trade show in 2018 and the conference has been rated as the most attended since 2015.
- **Specialized services are most frequently outsourced:** Website/apps/interactive development is the area most frequently outsourced. This work requires specialized expertise that might be absent from smaller marketing departments.
- **Agency must-haves:** Marketing agencies are viewed as a resource. Companies seek expertise from their marketing agency above all else: Life science expertise and marketing expertise are the two most sought-after attributes. The third most popular attribute — price — indicates that affordability is still a big determinant in the selection of a marketing agency.
- **Social takeover:** Companies are utilizing social media more than ever. The overall number of companies that provided daily updates on both LinkedIn and Twitter substantially increased from 2017 to 2018. Smaller marketing departments are more likely than are larger ones to keep social media functions in-house, while CMOs lag behind CROs and software providers for daily posting to LinkedIn or Twitter.

MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

What is your annual marketing spend?

Marketing budgets for respondent companies range from limited to very large.

- 27 percent have an annual marketing spend of below \$100,000.
- 8 percent work for companies with marketing budgets of more than \$1 million.
- There is a strong correlation between annual marketing spend and size of the internal marketing department.
 - All the companies with marketing budgets of less than \$100,000 have internal marketing departments of five or fewer people.
 - 71 percent of the companies that have marketing budgets of more than \$1 million have more than five people in their marketing department.



Annual Marketing Spend	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
Less than \$100,000	38%	0%
\$100,000 to \$249,999	23%	4%
\$250,000 to \$499,999	9%	24%
\$500,000 to \$999,999	11%	36%
\$1,000,000 or more	3%	20%

MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

What percentage of your marketing spend goes toward each of the following areas?

Marketing spend on trade shows comprises the largest portion of annual spending, while market research, social media, and public relations have the lowest investment.

- 92 percent spend more than 10 percent of their budget on trade shows.
 - Overall, one-half (51%) of the respondents allocate more than 40 percent of their marketing budget toward trade shows. A year earlier, 35 percent of respondent companies budgeted this amount. This increase is largely driven by companies with smaller internal marketing departments. More than 56 percent of companies with marketing departments of five or fewer spend more than 40 percent of their budget on trade shows.
- 74 percent spend more than 10 percent on website, apps, and interactive development.
- 51 percent allocate more than 10 percent on advertising.
 - Organizations with larger marketing departments spend a greater proportion of their budget on advertising.
- More than one-half of companies devote 10 percent or less to at least one of these three areas: market research (63%), social media (56%), and public relations (53%).

Areas	0-10% OF BUDGET	11-20% OF BUDGET	21-40% OF BUDGET	41-60% OF BUDGET	61-100% OF BUDGET
Trade shows	3%	8%	33%	37%	14%
Website/apps/interactive development	22%	35%	26%	7%	6%
Advertising	38%	31%	17%	3%	0%
Collateral	40%	33%	12%	1%	2%
Public relations	53%	24%	8%	1%	0%
Social media	56%	22%	10%	3%	0%
Market research	63%	22%	3%	1%	0%

PERCENTAGE OF COMPANIES ALLOCATING 40% OR MORE TOWARD TRADE SHOWS		MARKETING SPEND AREA THAT EXCEEDS 40% OF BUDGET	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
2017	2018			
35%	51%	Trade shows	56%	36%
		Advertising	2%	9%

MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

How important are each of the following marketing goals to your company? (On a 1-5 scale, with 1=least important and 5=most important)

Sales and brand awareness were the most important marketing goals while lead nurturing and engagement were the least important.

- When asked to rate the importance of marketing goals on a 1-5 scale, about two-thirds of respondents assigned a “5” to sales (66%) and brand awareness (64%).
- The average rating for lead nurturing was 3.69; for engagement, it was 3.89. A successful lead nurturing program requires patience and is heavily reliant on the robustness of a company’s customer relationship management (CRM) system. For some companies, the amount of work and planning needed to make a lead nurturing program succeed may discourage them from pursuing it as a marketing goal.
- With lead nurturing being the one exception, respondents rated their marketing goals as higher in importance this year. The average overall rating for marketing goals increased from 4.01 in 2017 to 4.22 in 2018. Lead nurturing received a 3.69 average rating in 2018 compared to 3.73 in 2017.
- One reason for the higher 2018 ratings may be the better tools available to track digital performance. For example, Google Analytics enables companies to track website performance more easily, enabling them to review their goals and conversions more often. Harnessing technology, tracking websites, optimizing landing pages and content, and deploying digital tactics can help track and increase the ROI of marketing investments.

Goal	5	4	3	2	1	AVG. RATING
Sales	66%	24%	7%	1%	0%	4.57
Brand awareness	64%	20%	14%	0%	1%	4.46
Brand perception	52%	35%	12%	0%	1%	4.36
Client retention/loyalty	55%	28%	8%	6%	2%	4.28
Lead generation	55%	24%	14%	4%	2%	4.27
Engagement	30%	37%	25%	6%	1%	3.89
Lead nurturing	28%	30%	24%	13%	2%	3.69
2018 Overall – Goals						4.22

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MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

Goal	2017	2018
Sales	4.30	4.57
Brand awareness	4.10	4.46
Brand perception	4.05	4.36
Client retention/loyalty	4.22	4.28
Lead generation	4.02	4.27
Engagement	3.68	3.89
Lead nurturing	3.73	3.69

MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

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

A majority of companies have updated their website content or promotional materials in the past year. Fewer have updated their overall brand image.

- In the past year, most companies have updated their website content (81%), marketing materials (also 81%), or trade show booth/materials (69%).
- Fewer companies have rebranded (39%) or updated their website design (53%) in the past 12 months.
- Fewer organizations updated their website design in 2018 (53%) compared to 2017 (67%).

Item	1 YEAR	2 YEARS	3 YEARS	4 YEARS	5+ YEARS
Website content	81%	13%	1%	0%	0%
Marketing materials	81%	5%	6%	0%	1%
Trade show booth/materials	69%	11%	6%	2%	1%
Website design/layout	53%	17%	13%	8%	0%
Overall brand image (rebrand)	39%	20%	13%	5%	12%

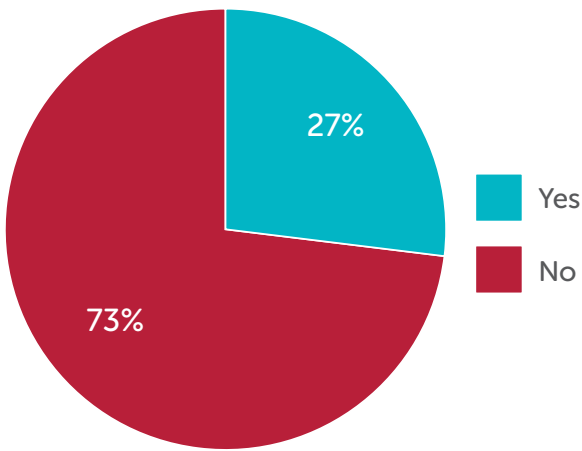
Item Updated in Past Year	2017	2018
Website content	78%	81%
Marketing materials	71%	81%
Trade show booth/materials	63%	69%
Website design/layout	67%	53%
Overall brand image (rebrand)	30%	39%

MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

Has your company received any industry awards in the past 12 months?

About one-fourth (27%) of survey participant companies received an industry award in the past 12 months.

- CMOs were more likely to have received an industry award in the past 12 months than were CROs or software providers.
- Companies with marketing departments of more than five people (60%) were almost four times more likely to have received an industry award than were companies with smaller marketing departments (16%).
- Increased visibility from winning an award can provide benefits to all companies. While smaller companies often have fewer resources to seek out awards, this strategy may be one to consider especially if improving company awareness is a goal.



% RECEIVED INDUSTRY AWARD IN PAST 12 MONTHS		
CROs	CMOs	Software Providers
23%	43%	29%

% RECEIVED INDUSTRY AWARD IN PAST 12 MONTHS	
0-5 Person Marketing Department	6+ Person Marketing Department
16%	60%

MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

Does your company _____ ?

Developing annual plans, tracking progress, and seeking feedback are all important elements of a comprehensive marketing program. Not all companies, however, take these basic steps.

- Three-quarters (77%) of respondent companies develop an annual marketing plan.
- Fewer than half use marketing automation (45%) or develop an annual public relations/communications plan (48%).
- Except for seeking client feedback, software providers more often engage in these activities than do CROs or CMOs.
- Companies with larger marketing departments are almost twice as likely than are companies with smaller marketing departments to develop an annual public relations/communications plan.

Does your company _____ ?	YES	NO
Develop an annual marketing plan?	77%	17%
Regularly seek feedback from your clients on ways to improve?	71%	21%
Use analytics to make marketing decisions?	70%	22%
Regularly analyze your competitors?	68%	24%
Develop an annual public relations/communications plan?	48%	43%
Use marketing automation?	45%	41%

Does your company _____ ? (% Yes)	CROS	CMOS	SOFTWARE PROVIDERS
Develop an annual marketing plan?	73%	71%	76%
Regularly seek feedback from your clients on ways to improve?	70%	71%	59%
Use analytics to make marketing decisions?	70%	57%	71%
Regularly analyze your competitors?	53%	71%	88%
Develop an annual public relations/communications plan?	43%	43%	59%
Use marketing automation?	37%	36%	65%

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MARKETING DEPARTMENT INVESTMENT, GOALS, AND ACTIVITIES

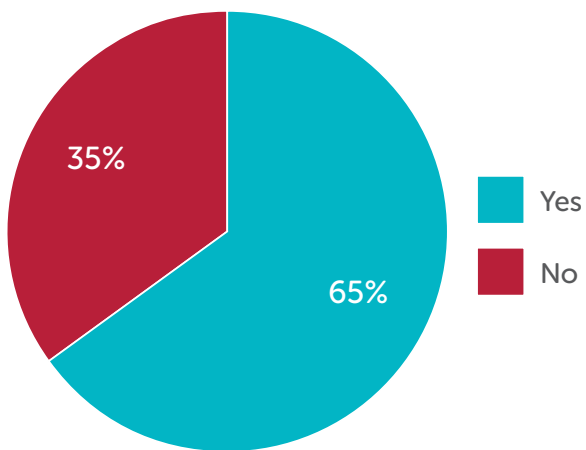
Does your company _____ ? (% Yes)	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
Develop an annual public relations/communications plan?	39%	75%
Use marketing automation?	39%	65%

AGENCY UTILIZATION AND SATISFACTION

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

Two-thirds of respondents (65%) indicated their organization had worked with an agency in the past 12 months.

- This is slightly down from the 68 percent of companies that used external agencies in 2017.
- Fewer software providers work with agencies than do CROs or CMOs.
- Companies with larger marketing departments are slightly more likely to use an external agency than are companies with smaller marketing departments.



% CONTRACTED WORK THROUGH AGENCY	
2017	2018
68%	65%

% CONTRACTED WORK THROUGH AGENCY		
CROs	CMOs	Software Providers
74%	71%	61%

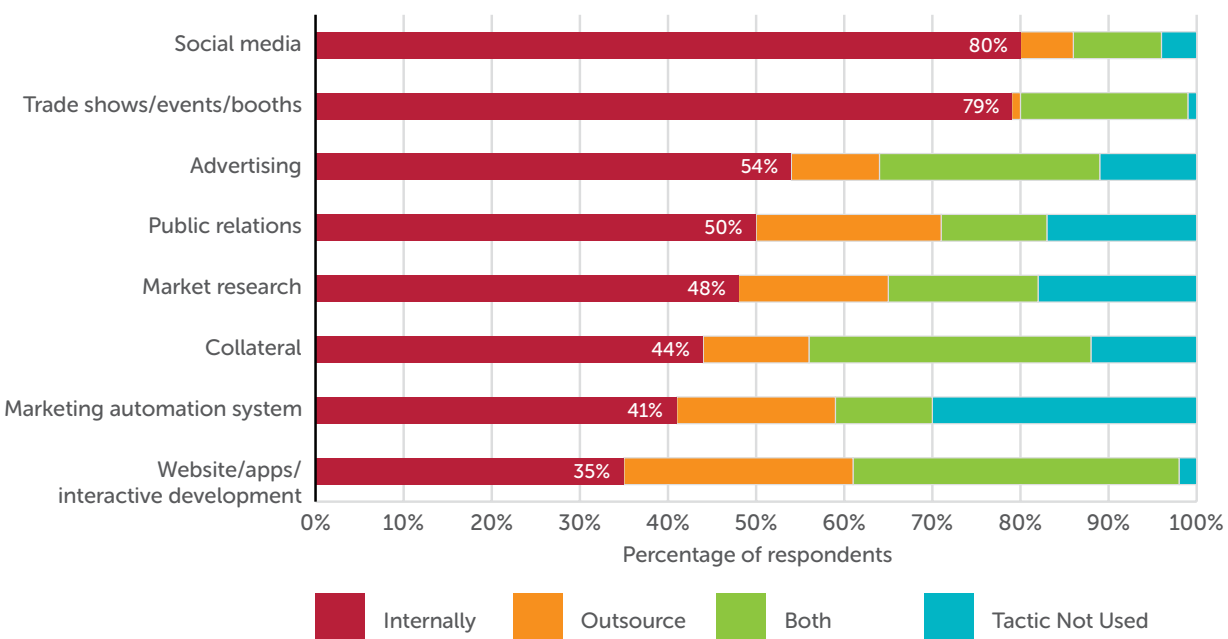
% CONTRACTED WORK THROUGH AGENCY	
0-5 Person Marketing Department	6+ Person Marketing Department
64%	68%

AGENCY UTILIZATION AND SATISFACTION

How do you primarily handle each of the following areas?

Companies are most likely to handle social media and trade show functions internally.

- Almost two-thirds of all companies (63%) outsource at least some of their website/apps/interactive development.
- 79 percent of CMOs, 59 percent of software providers, and 58 percent of CROs outsource some or all of their website/app/interactive development work.
- Organizations with larger internal marketing teams are almost twice as likely as those with smaller teams to outsource their market research functions.
- Hardly any companies with larger internal marketing teams outsource their social media efforts.



WEBSITE/APPS/INTERACTIVE DEVELOPMENT: % OUTSOURCED/BOTH		
CROs	CMOs	Software Providers
58%	79%	59%

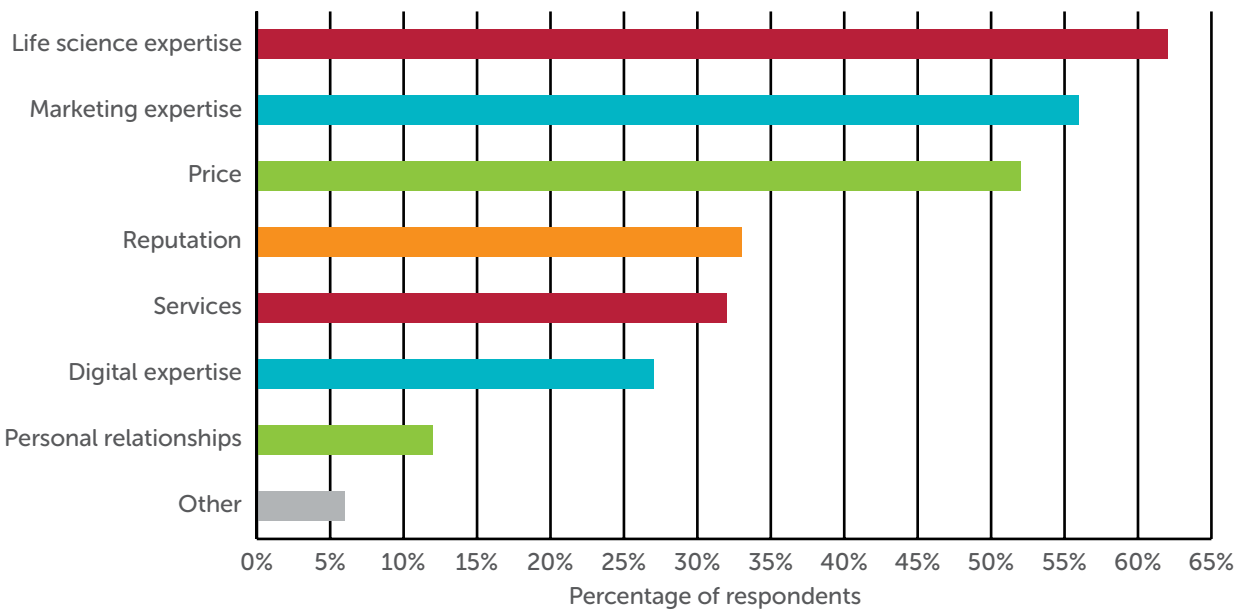
Area Outsourced/Both	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
Market research	28%	50%
Social media	19%	5%

AGENCY UTILIZATION AND SATISFACTION

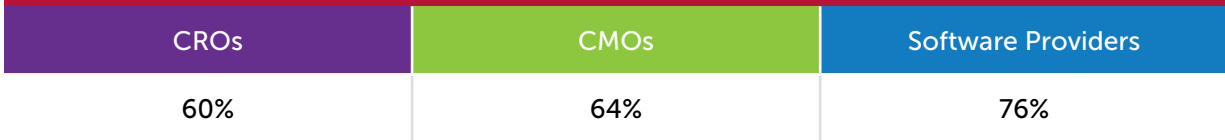
What are the top three attributes you look for when selecting a marketing firm? (Select up to three attributes.)

Firms value expertise.

- When selecting a marketing firm, life science expertise (62%) and marketing expertise (56%) are the two attributes sought most often. Price (52%) is another factor often mentioned.
- Personal relationships (12%) is not nearly as important as other factors.
- Software providers are especially inclined to prioritize life science expertise.
- Price is of much greater importance to companies that have smaller internal marketing teams and, presumably, fewer resources.



% IDENTIFIED LIFE SCIENCE EXPERTISE AS A TOP THREE ATTRIBUTE



% IDENTIFIED PRICE AS A TOP THREE ATTRIBUTE

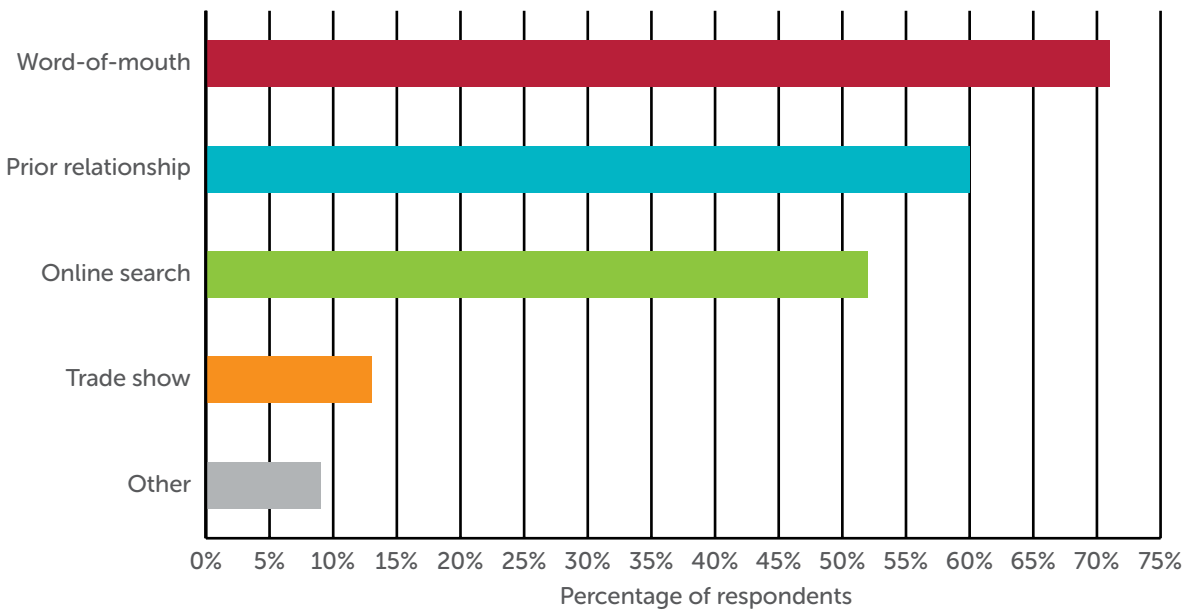


AGENCY UTILIZATION AND SATISFACTION

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

Relationships matter, whether they are with an existing agency or with a colleague who is trusted to make a recommendation.

- When asked how they look for a new agency, survey participants' top two answers were word-of-mouth (71%) and prior relationship (60%).
- A mere 13 percent of respondents said they looked for a new marketing agency at a trade show.
 - Though no company type was predisposed to look for a new agency at a trade show, CMOs are about three times more likely to do so than CROs or software providers.
 - None of the companies with larger internal marketing departments look for a new agency at a trade show.



% LOOKING FOR A NEW AGENCY AT A TRADE SHOW

CROs	CMOs	Software Providers
7%	21%	6%

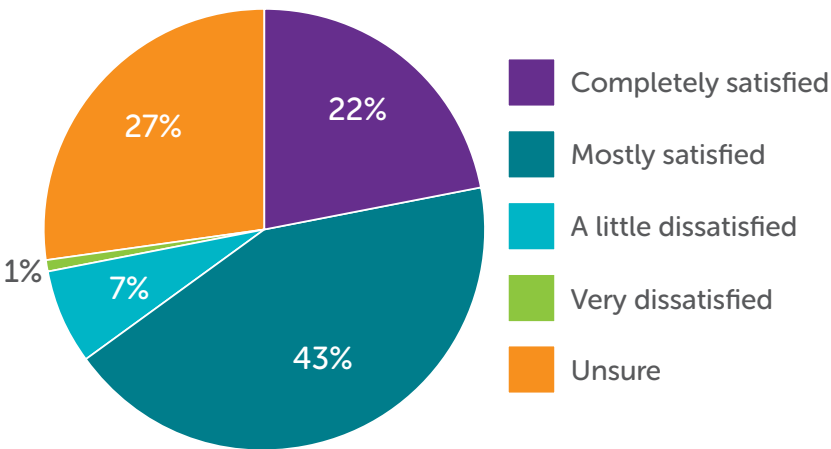
% Looking for a New Agency by _____	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
Trade show	18%	0%
Word-of-mouth	76%	55%

AGENCY UTILIZATION AND SATISFACTION

Overall, how satisfied are you with your marketing agency?

Companies are generally satisfied with their marketing agencies.

- Two-thirds (65%) are either completely or mostly satisfied, while only 1 percent are very dissatisfied.
- CMOs are more likely to be completely satisfied with their marketing agencies than are CROs or software providers.
- 35 percent of companies with internal marketing teams of more than five people are completely satisfied with their marketing agency. This is almost twice the complete satisfaction rate of companies with smaller internal marketing teams (18%).



Satisfaction Level	CROs	CMOs	SOFTWARE PROVIDERS
Completely satisfied	13%	21%	12%
Mostly satisfied	50%	50%	41%
A little dissatisfied	7%	7%	18%
Very dissatisfied	3%	0%	0%
Unsure	27%	21%	29%

% COMPLETELY SATISFIED WITH MARKETING AGENCY	
0-5 Person Marketing Department	6+ Person Marketing Department
18%	35%

AGENCY UTILIZATION AND SATISFACTION

On a scale of 1-5 (5 being the most satisfied), what is your perception of your marketing agency's performance for the following?

Respondents expressed the most satisfaction with their marketing agency's timeliness.

- When survey participants were asked to evaluate timeliness, one-half (51%) of them assigned either a "5" or a "4."
- Respondents were least satisfied with their marketing agency's market research. About one-fourth (26%) assigned a "5" or "4."
- Evaluations from CMOs of their marketing agency's client survey work were more favorable than those from software providers or CROs.
- Organizations with larger internal marketing teams rated their agency's client survey work more highly than did those with smaller teams.

Performance Area	5	4	3	2	1	AVG. RATING
Timeliness	23%	28%	15%	4%	2%	3.92
Marketing strategy	14%	20%	17%	0%	1%	3.86
Project management	19%	25%	19%	2%	2%	3.81
Client surveys	7%	14%	9%	0%	4%	3.63
Marketing plans	10%	16%	14%	5%	1%	3.62
Market research	9%	17%	12%	1%	5%	3.53
2018 Overall – General Performance						3.73

AVG. RATING FOR CLIENT SURVEYS		
CROs	CMOs	Software Providers
3.36	4.00	3.67

AVG. RATING FOR CLIENT SURVEYS	
0-5 Person Marketing Department	6+ Person Marketing Department
3.50	4.20

AGENCY UTILIZATION AND SATISFACTION

On a scale of 1-5 (5 being the most satisfied), what is your perception of the following digitally related aspects of your marketing agency's performance for the following?

When it concerns digital tactics, survey participants were most pleased with their agency's work in search engine optimization (SEO) and digital marketing.

- Respondents gave the lowest rating to their agency's social media efforts (3.43).
- CMOs tended to be the most positive in their evaluations. Software providers tended to be the most critical.

Digital Tactic	5	4	3	2	1	AVG. RATING
Search engine optimization (SEO)	15%	18%	17%	8%	3%	3.60
Digital marketing	13%	24%	19%	4%	4%	3.60
Website development	13%	22%	26%	6%	1%	3.57
Video/animation development	6%	21%	18%	4%	3%	3.48
Social media	10%	14%	15%	10%	3%	3.37
2018 Overall – Digital						3.52

Digital Tactic	CROS	CMOS	SOFTWARE PROVIDERS
Search engine optimization (SEO)	3.33	4.30	2.89
Digital marketing	3.40	3.89	3.31
Website development	3.13	3.75	3.70
Video/animation development	3.69	3.63	3.40
Social media	3.33	3.50	2.67

AGENCY UTILIZATION AND SATISFACTION

On a scale of 1-5 (5 being the most satisfied), what is your perception of the following content and creative development aspects of your marketing agency's performance?

Satisfaction was highest for trade show planning and execution (3.80); however, just one-third (34%) of respondents provided a rating in this area.

- Graphic design (3.72) and media planning/placement (3.70) were also highly rated areas.
- As was the case in 2017, respondents were least satisfied with their agency's scientific/technical writing – this year even more so than last year.
- Organizations with more than five internal marketing team members rated their agency's trade show performance more highly than did companies with smaller internal marketing teams.

Content/Creative Tactics	5	4	3	2	1	AVG. RATING
Trade show and event planning/execution	14%	4%	14%	1%	1%	3.80
Graphic design	14%	26%	25%	4%	0%	3.72
Media planning/placement	11%	14%	16%	4%	0%	3.70
Content development	11%	23%	16%	10%	1%	3.53
Press releases	10%	14%	11%	7%	3%	3.47
Editorial pitching	7%	18%	14%	5%	3%	3.44
Scientific/technical writing	8%	10%	8%	11%	8%	2.97
2018 Overall – Content/creative						3.52

AVG. RATING FOR SCIENTIFIC/TECHNICAL WRITING

2017	2018
3.57	2.97

AVG. RATING FOR TRADE SHOW PLANNING AND EXECUTION

0-5 Person Marketing Department	6+ Person Marketing Department
3.68	4.17

AGENCY UTILIZATION AND SATISFACTION

How does your marketing provider compare to other agencies in the industry in the following areas?

Respondents gave their agency the highest ratings for responsiveness and ease of doing business.

- The average ratings for both responsiveness (3.96) and ease of doing business (3.94) approached 4.00 on a 5-point scale.
- The lowest average ratings were for market research (3.29) and innovative solutions (3.40).
- Ease of doing business is the area where there was the greatest increase in average ratings from 2017 to 2018.
- Market research was the area where there was the greatest decrease from 2017 to 2018.
- CMO respondents assigned higher ratings for proposal turnaround time than did participants from software providers or CROs.
- Companies with larger internal marketing teams gave higher marks for ease of doing business than did those with smaller internal marketing departments. Those with smaller teams provided higher ratings for strategic consulting than did their colleagues from companies with larger marketing teams.

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AGENCY UTILIZATION AND SATISFACTION

Competitor Comparison	BEST IN CLASS	ABOUT AVERAGE	AVERAGE	BELOW AVERAGE	WORST IN CLASS	AVG RATING
Responsiveness	22%	26%	15%	3%	1%	3.96
Ease of doing business	22%	23%	18%	4%	0%	3.94
Flexibility	23%	21%	16%	5%	1%	3.88
Quality	18%	29%	19%	1%	1%	3.88
Timeliness	19%	25%	19%	3%	3%	3.80
Proposal turnaround time	18%	21%	19%	1%	3%	3.80
Project management	14%	29%	18%	3%	1%	3.79
Pricing/value	10%	32%	21%	4%	0%	3.71
Overall client service	18%	21%	22%	4%	3%	3.69
Communication	15%	21%	27%	4%	0%	3.69
Creative	12%	27%	22%	5%	0%	3.69
Marketing expertise	8%	30%	21%	1%	1%	3.69
Health sciences/life sciences expertise	12%	29%	14%	7%	3%	3.64
Marketing strategy	8%	19%	23%	4%	1%	3.51
Performance analytics	10%	14%	23%	5%	1%	3.46
Strategic consulting	8%	19%	19%	8%	1%	3.44
Innovative solutions	8%	22%	25%	10%	1%	3.40
Market research	5%	11%	19%	4%	3%	3.29

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AGENCY UTILIZATION AND SATISFACTION

Competitor Comparison	2017	2018
Ease of doing business	3.68	3.94
Proposal turnaround time	3.56	3.80
Marketing strategy	3.67	3.51
Market research	3.57	3.29

AVG. RATING FOR PROPOSAL TURNAROUND TIME		
CROs	CMOs	Software Providers
3.60	4.13	3.69

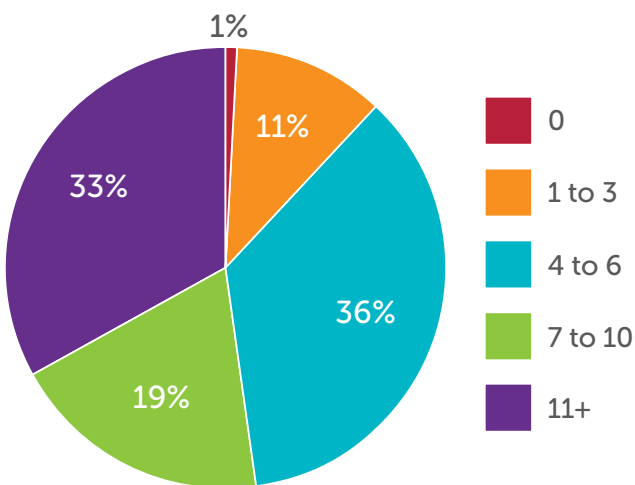
Competitor Comparison	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
Ease of doing business	3.83	4.23
Strategic consulting	3.57	3.09

TRADE SHOW TRENDS

How many trade shows does your company attend annually?

One-third (33%) of respondent companies attend more than 10 trade shows a year. This is a slight decrease from the proportion of respondent companies that reported this in 2017 (35%).

- Very few (1%) companies do not attend any trade shows.
- CMOs are much less likely to attend more than 10 trade shows annually than CROs or software providers.
- The larger the internal marketing department, the more trade shows a company attends.



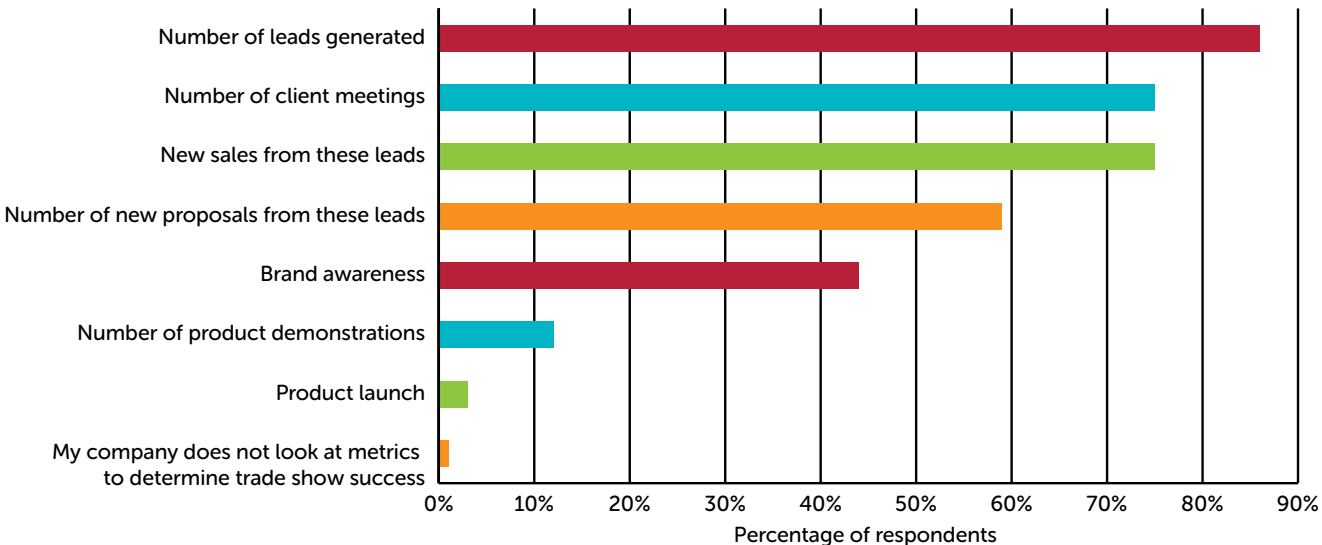
% ATTENDING 11+ TRADE SHOWS ANNUALLY		
CROs	CMOs	Software Providers
38%	15%	35%

% Attending 11+ Trade Shows Annually	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
1 to 3	13%	5%
4 to 6	43%	16%
7 to 10	20%	16%
11 or more	22%	63%

Which of the following metrics do you use to determine if attending a trade show was successful? (Select all that apply.)

Number of leads generated is the metric used most often to assess trade show success.

- About six in seven respondents (86%) named lead generation as the best indication of success.
- Number of client meetings (75%) and new sales from leads (also 75%) are also often-utilized metrics.
- Only 1 percent of survey participants said that their company does not look at any metrics.
- CROs are more likely than CMOs or software providers to use number of new proposals from leads generated as a metric in determining whether a trade show was successful.
- CMOs are more likely to use the following as a metric:
 - Number of client meetings
 - Brand awareness
- Software providers are more likely to focus on:
 - Number of leads generated
 - Number of product demonstrations
- Companies with larger internal marketing departments are more likely to use number of leads generated and number of client meetings as a metric.
- Companies with smaller internal marketing teams more often look to number of product demonstrations as an indicator.



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TRADE SHOW TRENDS

% Using These Metrics	CROS	CMOS	SOFTWARE PROVIDERS
Number of leads generated	85%	77%	94%
Number of client meetings	69%	92%	65%
New sales from these leads	73%	62%	71%
Number of new proposals from these leads	65%	54%	47%
Brand awareness	46%	62%	18%
Number of product demonstrations	8%	0%	29%

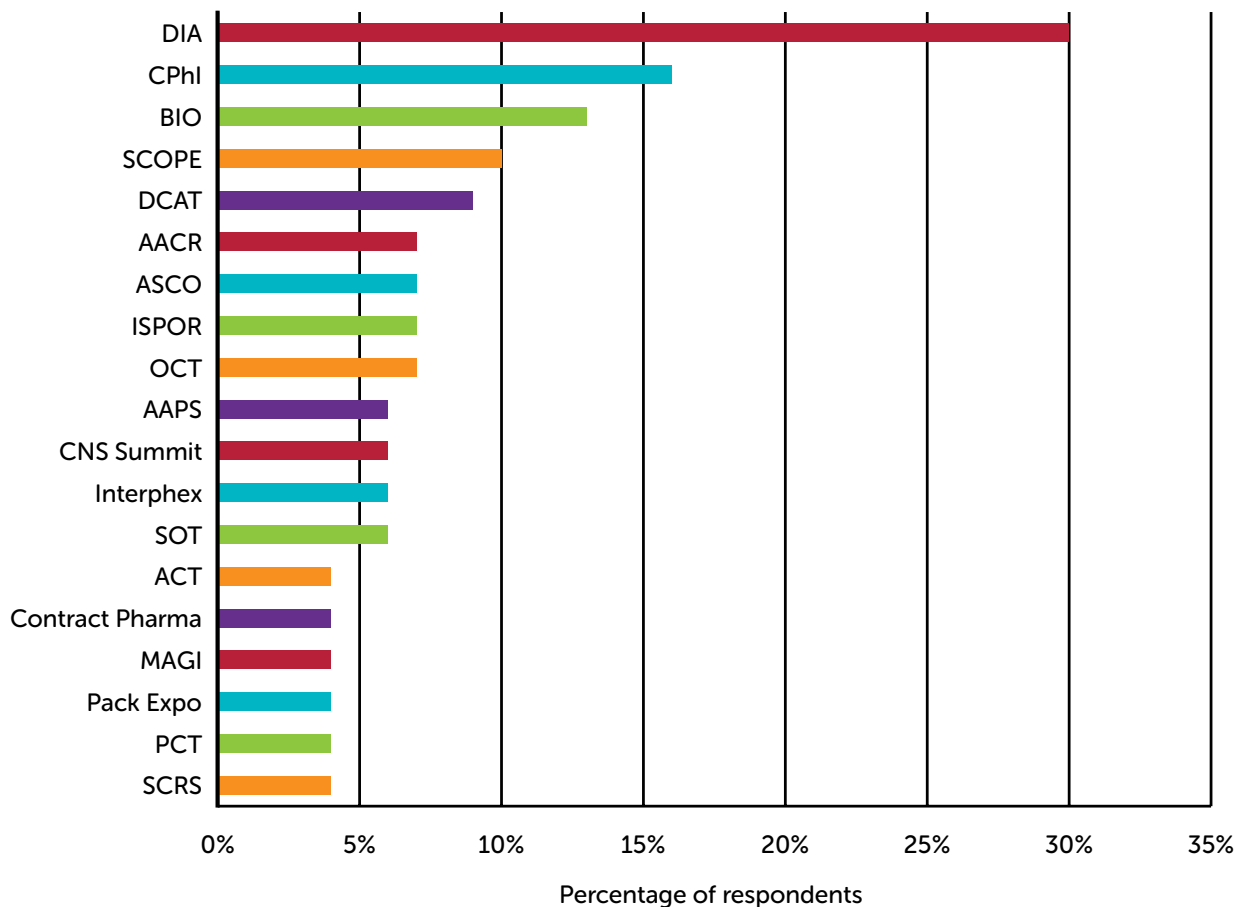
% Using These Metrics	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
Number of leads generated	83%	95%
Number of client meetings	72%	84%
New sales from these leads	74%	79%
Number of new proposals from these leads	59%	58%
Brand awareness	43%	47%
Number of product demonstrations	15%	5%

TRADE SHOW TRENDS

What are the top three industry events that are most effective for your company to attend/exhibit at? (Identify up to three events.)

For the fourth year in a row, the trade show mentioned most often as a top industry event was DIA.

- Attendance by respondents at DIA almost doubled that of the second-most attended trade show (CPhI).
- The next two trade shows on the list – CPhI and BIO – have each been in the top five list since 2015.



Most Attended Trade Shows by Year

	2015	2016	2017	2018
1st	DIA	DIA	DIA	DIA
2nd	BIO, CPhI	BIO	AAPS, BIO, CPhI	CPhI
3rd	PCT, SOT	ASCO	SCOPE, SOT	BIO
4th	ACRP	AAPS	Contract Pharma, OCT	SCOPE
5th	ASCO, DCAT	CPhI	ASCO, DCAT, INTERPHEX	DCAT

On a scale of 1-5 (5 being the most effective), how effective are the digital marketing tactics that your company uses?

Webinars, case studies, and white papers were the top three selections.

- Webinars had an average rating of 3.90, with 22 percent of respondents assigning it a “5.” No other digital tactic garnered as many top ratings.
- Case studies was the highest rated digital marketing tactic in 2015 and 2016 before falling to fifth in 2017 and rebounding to second in 2018.
- E-blasts/e-newsletters, the second-highest rated digital tactic in 2017 with an average rating of 3.57, had the largest year-over-year drop and fell to sixth with an average rating of 3.42. It should be noted that e-blasts, a tactic often used to nurture leads, might be deemed less effective because lead nurturing is a concept that takes longer to do well and is itself not a prioritized marketing goal for these respondents.
- Podcasts, the lowest-rated tactic in 2017, was still the lowest rated tactic in 2018 but had the highest year-over-year increase. The average rating for podcasts went from 2.20 in 2017 to 3.00 in 2018. However, just 18 percent of respondents provided a rating for podcasts. That podcasts are fairly expensive and time-intensive to develop might result in less use of it as a tactic; additionally, expectations might be higher to justify their costs.
- CMOs place a greater emphasis on the effectiveness of social media than do CROs or software providers. CROs identify pay-per-click as a more effective tactic than do CMOs or software providers.
- Companies with larger marketing departments are more inclined to highly rate the effectiveness of video and digital advertising than are companies with smaller marketing teams.

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DIGITAL ADVERTISING TRENDS

Tactic	5	4	3	2	1	AVG. RATING
Webinars	22%	22%	15%	7%	0%	3.90
Case studies	18%	28%	22%	0%	1%	3.88
White papers	19%	24%	18%	3%	1%	3.87
Online presentations	17%	15%	21%	3%	0%	3.83
Video	11%	21%	24%	3%	3%	3.57
E-blasts/e-newsletters	17%	25%	22%	15%	4%	3.42
Pay-per-click (e.g., AdWords, retargeting, geo-targeting)	8%	18%	28%	7%	3%	3.35
Blogs	6%	19%	18%	7%	3%	3.34
Social media	18%	19%	29%	14%	7%	3.32
Digital advertising	8%	25%	29%	10%	4%	3.31
Infographics	6%	15%	22%	7%	4%	3.21
E-books	6%	8%	15%	4%	6%	3.11
Podcasts	3%	1%	10%	1%	3%	3.00
2018 Overall – Digital Marketing Tactics						3.47

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DIGITAL ADVERTISING TRENDS

Tactic	2017	2018
E-blasts/e-newsletters	3.61	3.42
Podcasts	2.20	3.00

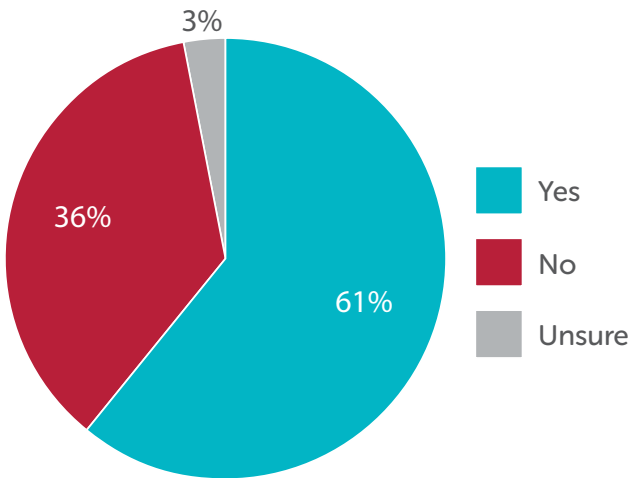
Tactic	CROS	CMOS	SOFTWARE PROVIDERS
Pay-per-click	3.63	3.20	3.18
Social media	3.43	4.25	2.73

Tactic	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
Video	3.45	3.85
Digital advertising	3.21	3.56

Do you use social media advertising for your business? (ex: sponsored updates on LinkedIn)

Three-fifths (61%) of those who participated in the survey said their companies use social media advertising for their business.

- Almost three-quarters (73%) of CROs utilize social media advertising. On the other hand, fewer than one in three (31%) CMOs do.
- Organizations with larger internal marketing teams are more likely to employ social media advertising than are those with smaller departments.



% USING SOCIAL MEDIA ADVERTISING		
CROs	CMOs	Software Providers
73%	31%	56%

% USING SOCIAL MEDIA ADVERTISING	
0-5 Person Marketing Department	6+ Person Marketing Department
57%	74%

How often do you post/promote your company via _____ ?

Just about every company surveyed (97%) uses LinkedIn. Less than one-half (46%) uses Facebook.

- Daily posts on both LinkedIn and Twitter increased appreciably from 2017 to 2018.
- CMOs are much less likely to use LinkedIn or Twitter on a daily basis than are CROs or software providers.
- Companies with more than five people in their marketing department are almost six times more likely to post daily to Twitter and five times more likely to post every day on LinkedIn than are companies with marketing departments of five persons or fewer.

Platform	DAILY	WEEKLY	MONTHLY	A FEW TIMES A YEAR	NEVER
LinkedIn	25%	43%	22%	7%	3%
Twitter	25%	24%	10%	17%	25%
Facebook	11%	15%	11%	8%	54%

% That Uses Platform Daily	2017	2018
LinkedIn	13%	25%
Twitter	16%	25%
Facebook	13%	11%

% That Uses Platform Daily	CROS	CMOS	SOFTWARE PROVIDERS
LinkedIn	31%	8%	31%
Twitter	31%	16%	38%
Facebook	19%	0%	6%

% That Uses Platform Daily	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
LinkedIn	13%	58%
Twitter	11%	63%
Facebook	9%	16%

DIGITAL ADVERTISING TRENDS

On a scale of 1-5 (5 being the most effective), how effective are these social media platforms that your company uses to get your messaging to your target audience?

With an average rating of 4.26, LinkedIn was deemed the most effective social media platform. One-half (50%) of respondents gave a “5” to LinkedIn for its effectiveness.

- Every other platform evaluated had an average rating of below 3.00.
- CROs were much more likely to evaluate the effectiveness of video platforms such as YouTube or Vimeo than were CMOs or software providers.
- Twitter was the only platform where companies with smaller marketing departments were more positive than were companies with larger internal marketing teams.

Platform	5	4	3	2	1	AVG. RATING
LinkedIn	50%	26%	15%	3%	1%	4.26
Twitter	8%	17%	29%	15%	10%	2.98
YouTube	6%	7%	17%	8%	14%	2.65
Facebook	6%	8%	15%	7%	18%	2.56
Vimeo	1%	3%	6%	4%	10%	2.24
Instagram	1%	1%	10%	3%	17%	2.00
Snapchat	1%	0%	4%	3%	14%	1.75
2018 Overall – Social Media Platforms						2.63

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DIGITAL ADVERTISING TRENDS

Platform	CROS	CMOS	SOFTWARE PROVIDERS
LinkedIn	4.40	4.58	3.88
Twitter	3.05	2.89	3.07
Facebook	2.13	2.40	2.89
YouTube	2.13	2.80	2.91
Vimeo	1.44	3.33	n/a

Platform	0-5 PERSON MARKETING DEPARTMENT	6+ PERSON MARKETING DEPARTMENT
LinkedIn	4.20	4.42
Twitter	3.03	2.89
Facebook	2.43	2.91
YouTube	2.52	2.92
Vimeo	2.14	2.67
Instagram	1.88	2.33
Snapchat	1.69	2.00

CONCLUSIONS

Marketing departments

The size of internal marketing teams represented in our survey samples has fluctuated. In 2015, 83 percent of respondent companies had a team of five members or fewer. That percentage fell to 66 percent in 2017 before increasing again to 72 percent in 2018.

Marketing goals

Sales has been the most important marketing goal each of the last two years. Client retention/loyalty, the top marketing goal in 2015 and 2016, fell to second in 2017 and to fourth in 2018.

Marketing budgets

Companies continue to invest large portions of their budget on trade shows. This is especially true of companies with smaller internal marketing teams.

Agency utilization

The use of marketing agencies or freelancers has increased from 2015 to 2017 before dropping slightly in 2018. In 2015, 43 percent outsourced marketing services. In 2017, that proportion grew to 68 percent before falling back somewhat in 2018 to 65 percent. When companies look for a marketing agency, they seek expertise (life science or marketing) above all else. The type of work they are most likely to outsource (website/app/interactive development) are the services that small internal marketing teams are less likely to possess. The type of work they are most likely to keep in-house (social media) are those that small internal marketing teams feel most comfortable performing.

Agency satisfaction

Companies are increasingly satisfied with the performance of their marketing agencies. In 2017, 55 percent of respondents were either completely or mostly satisfied. In 2018, this reached 65 percent. Market research and scientific writing — areas where companies tend to be dissatisfied with agency performance — should be considered as opportunities for agencies to improve.

Trade show trends

Agency performance ratings for trade show planning continue to improve. In 2015, the average rating on a 5-point scale for trade shows was 3.15. That average reached 3.72 in 2017 and 3.80 in 2018. Trade shows continue to make up the largest part of a majority of companies' marketing budgets.

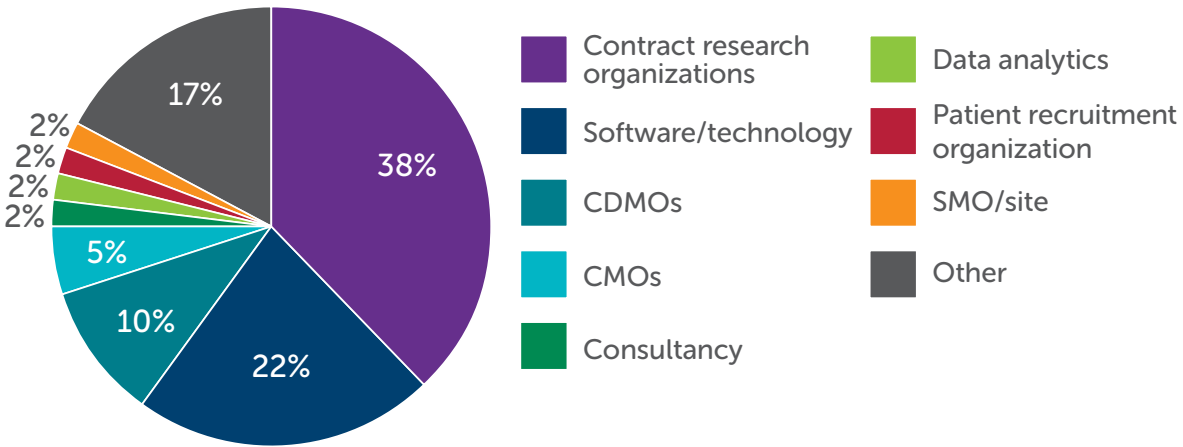
Digital and social media trends

Usage of social media advertising is trending up. In 2015, 49 percent of survey respondents said they use social media advertising. This reached 59 percent in 2017 and 61 percent in 2018. Additionally, respondents' use of LinkedIn and Twitter increased considerably from 2017 to 2018.

RESPONDENT DEMOGRAPHICS

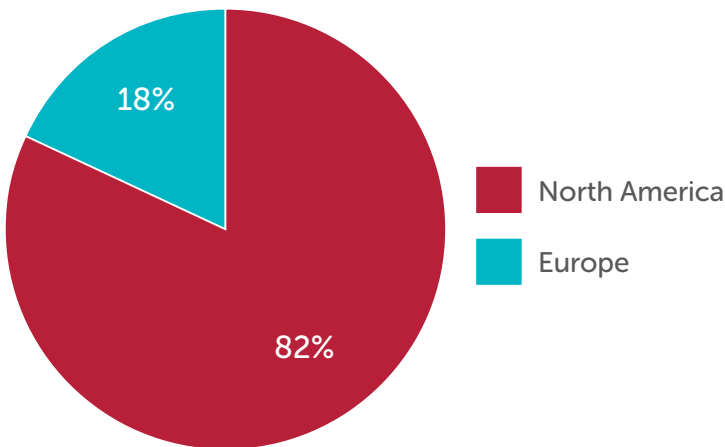
Please indicate the type of company you work for.

More than one-third (38%) of respondents work for contract research organizations. More than one in five (22%) are employed by software/technology companies, while almost one-sixth (15%) work for either CDMOs or CMOs.



Where is the location of the office where you work?

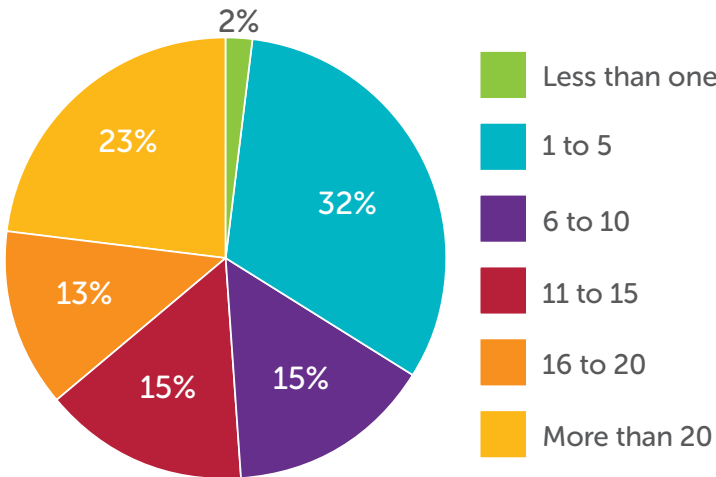
Most of the survey participants are from North America while the rest are from Europe. Unlike the respondent sample in 2017, there were no survey participants from Australia or Asia in 2018.



RESPONDENT DEMOGRAPHICS

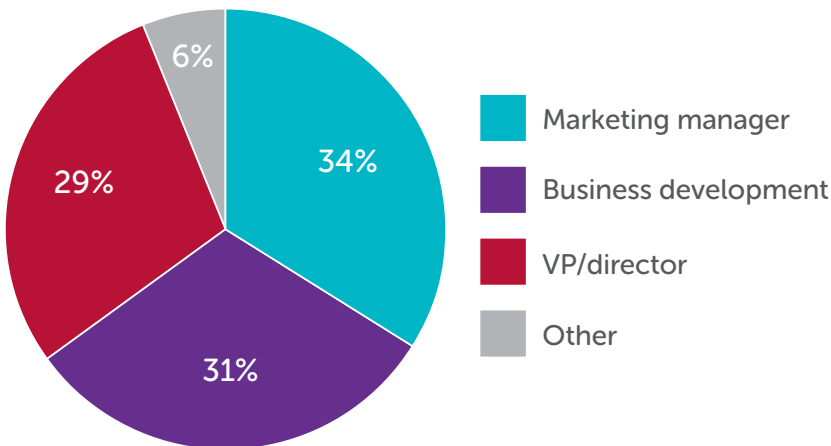
How many years have you worked in the life sciences industry?

Survey participants were represented by a balance of experience levels. About one-third (34%) of them have five or fewer years of experience in the drug development industry, another one-third (30%) have between six and 15 years of experience, while the remaining one-third (36%) have been in the industry more than 15 years.



Which of the following best describes your job function?

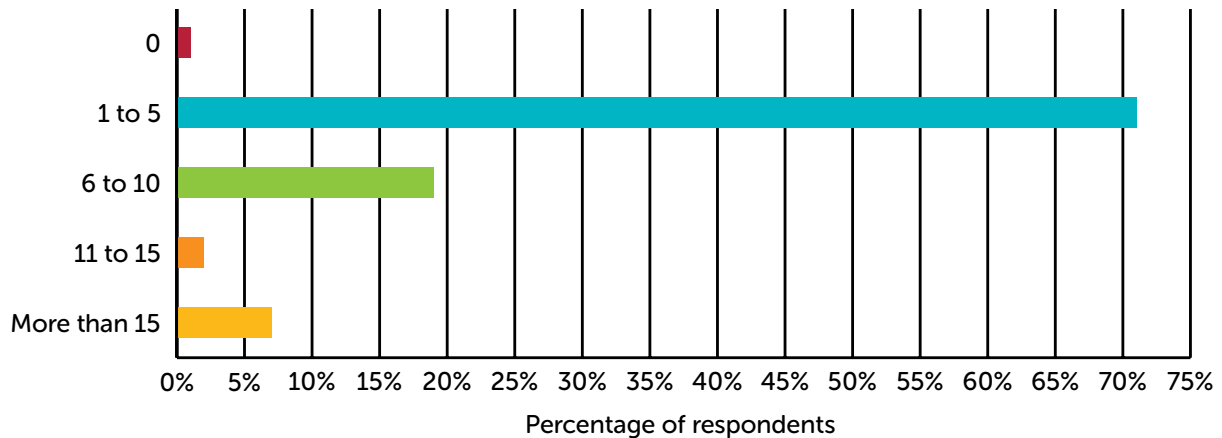
One-third (34%) of respondents identified themselves as marketing managers. Not quite one-third (31%) are in business development and 29 percent are vice presidents or directors.



RESPONDENT DEMOGRAPHICS

How big is your internal marketing team?

Almost three-fourths (72%) of respondent companies have relatively small internal marketing teams comprised of five persons or fewer.



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