



10th Annual

2022 SURVEY REPORT:

Health & Life Sciences Marketing Trends



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OBJECTIVE

SCORR Marketing (SCORR) recently conducted our tenth annual survey assessing marketing trends in the health sciences industry (sometimes also referred to as the life sciences industry). The survey is conducted to gain a better understanding of how and where companies spend their marketing budgets, how their agencies or internal marketing teams are performing across a variety of functions, and which tactics work best.

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

METHODOLOGY

SCORR developed the questions and administered the survey using a web-based tool. SCORR recruited participants by email, using SCORR's own database as well as industry databases, along with direct messages to marketing communication professionals via LinkedIn. The survey was fielded from July 28, 2022, through August 29, 2022. There were 123 respondents who completed the survey. Almost one-half (46%) of the respondents were CEOs, presidents, or directors. Additionally, more than three-fourths (76%) of the respondents either make the final decision or are part of the team that makes decisions. And more than three-fourths (77%) have worked in the industry for six or more years.

PRESENTATION OF DATA

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

Year-over-Year (YoY) Change — Occasionally, we observe a YoY change (e.g., 2021 vs. 2022) that stands out and present this data.

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

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

Budget Size Variation — At times, this report presents differences in perceptions and performance across companies with varied marketing budgets. As a proportion of revenue, about one-third (32%) of respondent companies allocate 1% or less of their annual revenue to marketing spend while one-sixth (17%) invest 5% or more. This report will also present survey results by proportional marketing spend to demonstrate differences between those companies that invest more and those that do not.

Agency Utilization Variation — Almost two-thirds (66%) of respondent companies outsource some or all of their marketing to an external agency. This report, where appropriate, will also present survey results to illustrate differences between those companies that use an agency from those that do not.



Introduction

The marketing world is “[ever-changing](#).”¹ In this, our tenth annual Marketing Trends Survey Report, SCORR aims to shed light on this change within the health sciences industry and to provide information to help you better understand and assess strategic, general, technological, and tactical marketing trends. We seek to use the data resulting from the survey to provide insight into marketing investment and priorities, agency utilization, digital marketing, and trade show marketing.



Marketing Activity Trends

Percentage of Drug Development Services (DDS) Companies That Perform Particular Marketing Activities by Year					
Activity (% Yes)	2019 DDS	2020 DDS	2021 DDS	2022 DDS	Change
Develop an annual marketing plan	69%	75%	87%	81%	-6%
Develop an annual public relations/communications plan	42%	31%	54%	45%	-9%
Regularly seek feedback from clients on ways to improve	68%	64%	73%	78%	+5%

Marketing Plan — In 2022, 81% of respondent companies developed an annual marketing plan. While this is down when compared to 2021, the longer-term trend is that more companies are developing annual marketing plans. As [now is the best time](#) to start a marketing plan,² developing an [annual marketing plan](#)³ sooner rather than later helps a company achieve its goals.

Communications Plan — In 2022, less than one-half of respondent companies (45%) developed an annual marketing plan. This is also down from 2021 but is consistent with a longer-term trend of there being too many companies that do not develop an annual public relations/communications plan. This is unfortunate, as having an [annual communications plan](#) “prepare[s] a business to successfully manage any potential obstacle or crisis.”⁴ [Guidelines](#) should be followed when drafting communication plans.⁵

Client Feedback — On a positive note, the percentage of respondent companies that regularly seek client feedback increased from 73% in 2021 to 78% in 2022. This is also the continuation of a longer-term trend. Benefits of [getting customer feedback](#) include the identification of customer preferences and changes that need to be made, as well as the spotting of market trends.”⁶





Marketing Spend Trends

Marketing Spend Change From 2021 to 2022 by Selected Areas			
Area	Companies That Increased	Companies That Decreased	*Increase/Decrease +/-
Trade shows/events/booth	52%	16%	+36%
Social media	37%	4%	+33%
Website/apps/interactive development	41%	9%	+32%

*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 — Prior to 2022, trade show investment had been both the largest part of most budgets and trending downward. The downward trend reversed in 2022 as more than one-half (52%) of respondents reported increases in trade show investment. Whether this increase is part of a new trend or is due in large part to post-pandemic demand is an open question as are questions regarding the [future of trade shows](#).⁷

Social Media — More than one-third (37%) of respondent companies increased their marketing investment in social media from 2021 to 2022. This is expected as social media has grown at a compounded annual growth rate ([CAGR](#)) of [12.2%](#) since 2012.⁸ Growth can be attributed to [multiple social media platforms](#)⁹ and some [useful tips](#) include, knowing your audience.¹⁰

Websites — More than two in five respondents (41%) said their companies increased their website development spend from 2021 to 2022. Six in seven respondents (86%) said their companies updated their website content in the past year. Almost three-fourths (70%) of them updated their website's design or layout in the past year. Investment in websites has been trending and continues to trend upward. These findings are consistent with the [increased importance of B2B websites](#).¹¹





Agency Utilization/Satisfaction Trends

Percentage of DDS* Companies That Contract Work Through an External Marketing Agency by Year				
2019 DDS	2020 DDS	2021 DDS	2022 DDS	Change
55%	58%	80%	65%	-15%

*DDS refers to Drug Development Services companies — here they are all respondent companies other than sponsors (biotech, med device, or pharma).

Agency Utilization — Though the percentage of companies that contracted work declined from 2021 to 2022, the long-term trend is up. Companies do need to consider the pros and cons when considering [outsourcing their marketing to a third party](#).¹²

Satisfaction Level by Agency Utilization			
Satisfaction Level	2021	2022	Change
Completely satisfied	22%	19%	-3%
Mostly satisfied	55%	43%	-12%
A little dissatisfied	10%	20%	+10%
Very dissatisfied	6%	2%	-4%
Unsure	7%	16%	+9%

Agency Satisfaction — Respondents to this year's survey were slightly less satisfied with their marketing agencies than were 2021's respondents. The percentage completely or mostly satisfied decreased from 77% in 2021 to 62% in 2022, while the percentage dissatisfied increased from 16% in 2021 to 22% in 2022.





Digital Trends

Percentage of DDS Companies That Use Social Media Advertising by Year				
2019 DDS	2020 DDS	2021 DDS	2022 DDS	Change
66%	77%	75%	74%	-1%

Digital Trends — About three-fourths (74%) of respondent companies use social media advertising. This percentage has been somewhat stable over the past three years. This relatively high utilization is unsurprising given the [multitude of social media advertising options](#) available.¹³



Trade Show Trends

Change From 2019 to 2022 for Companies That Use Selected Metrics			
Metric	2019	2022	Change*
Number of leads generated	82%	80%	-2%
New sales from these leads	56%	75%	+19%
Brand awareness	53%	41%	-12%

*Change is from 2019 to 2022 because trade show questions were paused in 2020 and 2021 due to the COVID-19 pandemic.

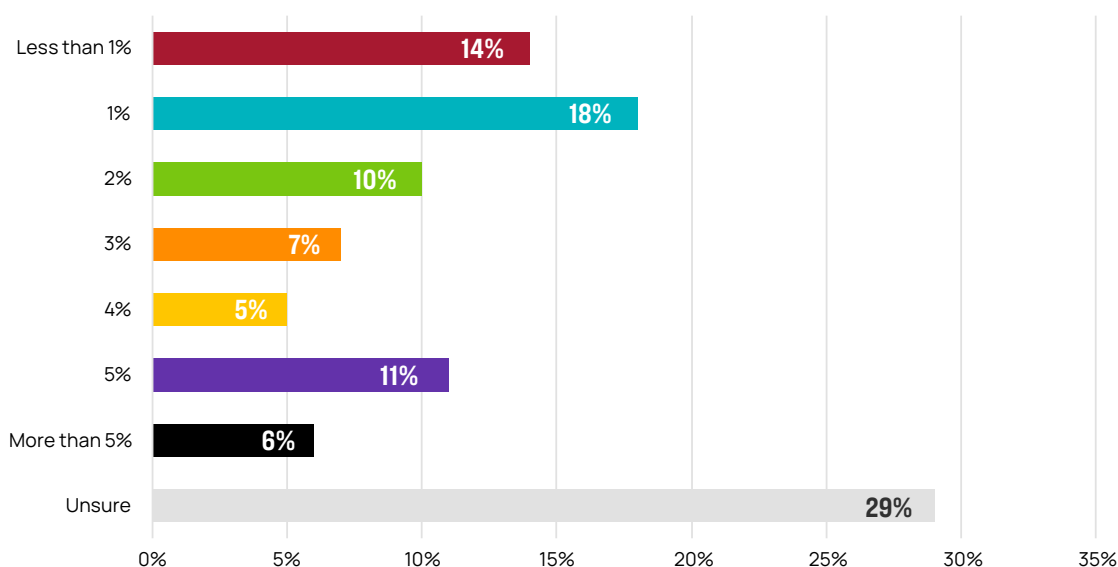
Trade Show Trends — Post-pandemic, there appears to be an increased emphasis in shorter-term results (e.g., sales) over longer-term goals (e.g., brand awareness). The percentage of respondent companies that use new sales from leads generated as a metric to determine whether the show is successful increased substantially from 2019 (56%) to 2022 (75%). Meanwhile, the percentage of respondent companies that use brand awareness as a metric declined from 2019 (53%) to 2022 (41%). Whatever metrics are primary, before utilizing trade shows as a tactic, marketers would be better off knowing their expected [return on investment](#) (ROI) or return on objective for trade shows.¹⁴



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

As a proportion of total revenue:

- 32% have an annual marketing budget of 1% or less of annual revenue
- 22% have an annual marketing budget of between 2-4% of annual revenue
- 17% have an annual marketing spend of 5% or more of annual revenue



Marketing Budget as a Percentage of Revenue by Company Type				
Marketing Budget as a Percentage of Revenue	CROs	CMOs/CDMOs	Software/Tech	Sponsors
1% or less	35%	53%	13%	32%
2-4%	19%	20%	37%	18%
5% or more	19%	11%	9%	19%



How would you best characterize your 2022 marketing spend in each of the following areas?

Trade shows are the largest item in many health science company marketing budgets. **Website/apps/interactive development** and **content creation** are the next-largest items.

Characterized Marketing Spend by Area					
Area	Did not spend anything	Small budget item	Medium budget item	Big budget item	N/A
Advertising	14%	37%	28%	16%	4%
Brand/identity development	13%	37%	33%	12%	5%
Collateral	14%	56%	20%	7%	3%
Content creation	7%	36%	37%	18%	3%
Market research	26%	37%	17%	12%	7%
Marketing automation	30%	26%	23%	11%	10%
Public relations	30%	41%	14%	6%	9%
Social media	13%	40%	29%	12%	6%
Strategic planning	27%	36%	22%	12%	3%
Trade shows/events/booth	11%	14%	28%	43%	3%
Webinars/podcasts	23%	30%	30%	11%	7%
Website/apps/interactive development	16%	24%	34%	21%	5%

Among DDS companies, software/tech companies invest the most in trade shows and website/apps/interactive development. Sponsors allocate the most in content creation.

Big or Medium Marketing Spend by Area by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Content creation	52%	53%	55%	59%
Trade shows/events/booth	77%	79%	82%	75%
Website/apps/ interactive dev.	48%	63%	68%	53%

Big or Medium Marketing Spend by Area by Agency Utilization		
Area	Agency	No Agency
Trade shows/events/booth	80%	55%
Website/apps/interactive dev.	67%	33%

Companies that outsource some or all of their marketing to agencies are twice as likely to characterize marketing spend for website/apps/interactive development as big or medium budget items.



How did your marketing spend change from 2021 to 2022 in each of these categories?

Climbing out of another COVID-affected year, all areas saw an increase from 2021 to 2022. The areas with the largest increases were **trade shows**, **social media**, and **websites**.

Marketing Spend Change From 2020 to 2021 by Area							
Area	Increased a lot	Increased a little	Stayed the same	Decreased a little	Decreased a lot	N/A	*Increase/Decrease
Advertising	9%	33%	35%	9%	6%	9%	+27%
Brand/identity development	15%	22%	44%	7%	1%	11%	+29%
Collateral	3%	17%	52%	13%	3%	11%	+4%
Content creation	11%	23%	50%	7%	0%	11%	+27%
Market research	7%	19%	53%	3%	1%	18%	+22%
Marketing automation	8%	17%	46%	3%	2%	24%	+20%
Public relations	3%	12%	54%	6%	3%	22%	+6%
Social media	9%	28%	46%	3%	1%	13%	+33%
Strategic planning	9%	19%	53%	4%	2%	14%	+22%
Trade shows/events/booth	23%	29%	21%	8%	8%	11%	+36%
Webinars/podcasts	7%	24%	42%	7%	2%	18%	+22%
Website/apps/interactive development	16%	25%	35%	7%	2%	15%	+32%

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

Among DDS companies, CMOs/CDMOs increased their allocation for trade shows and social media the most.

Marketing Spend Change [Increase/Decrease] From 2021 to 2022 by Area by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Social media	26%	53%	50%	22%
Trade shows/events/booth	42%	68%	41%	25%



Companies that invest a smaller proportion of their revenue to their marketing budget are twice as likely to increase their spend on advertising than on brand/identity development.

Marketing Spend Change [Increase/Decrease] From 2021 to 2022 by Area by Marketing Budget as a Proportion of Revenue

Area	1% or Less	2-4%	5% or More
Advertising	26%	37%	38%
Brand/identity development	13%	52%	38%

Marketing Spend Change [Increase/Decrease] From 2021 to 2022 by Area by Agency Utilization

Area	Agency	No Agency
Marketing automation	15%	29%
Website/apps/interactive dev.	43%	14%

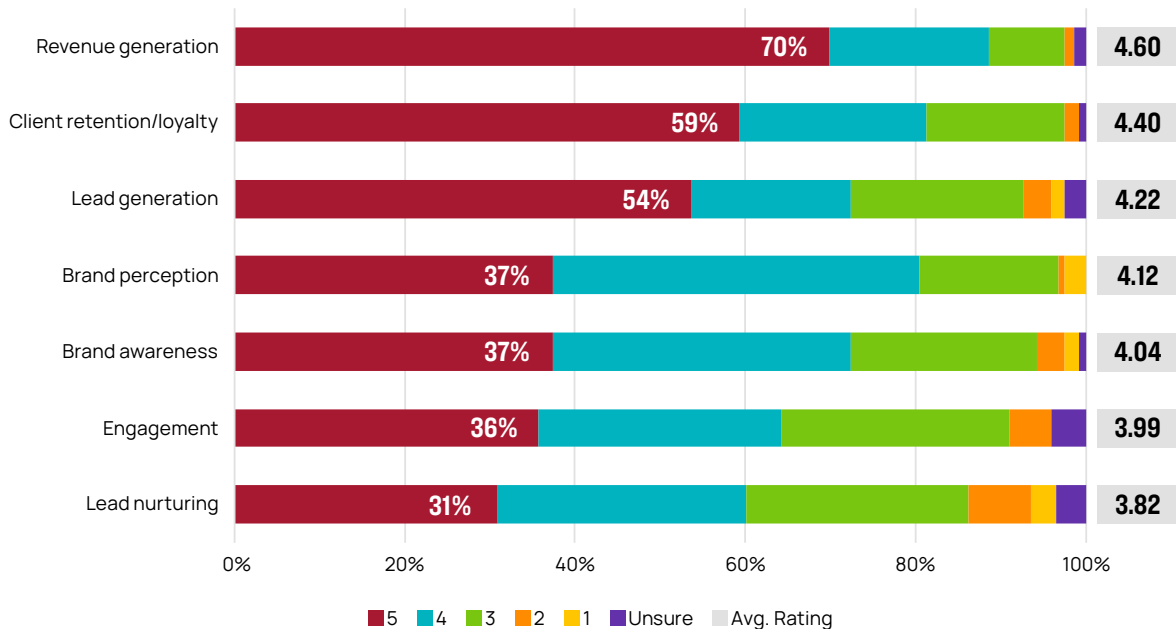


Companies that outsource to marketing agencies are three times more likely to increase their spend on website/apps/interactive development than are companies that do not outsource.



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

Revenue generation is the most important marketing goal, followed closely by client retention/loyalty.



Average Ratings of DDS Companies for Goals by Year

Goal	2020 DDS	2021 DDS	2022 DDS	Change
Revenue generation	4.62	4.33	4.64	+0.31
Brand awareness	3.97	4.34	4.07	-0.27

From 2020 to 2021, DDS companies reprioritized the importance of revenue generation and brand awareness. From 2021 to 2022, they reverted to their previous prioritization — revenue generation.



Companies that dedicate more of their annual revenue to marketing place greater importance on lead nurturing than do companies that dedicate less.

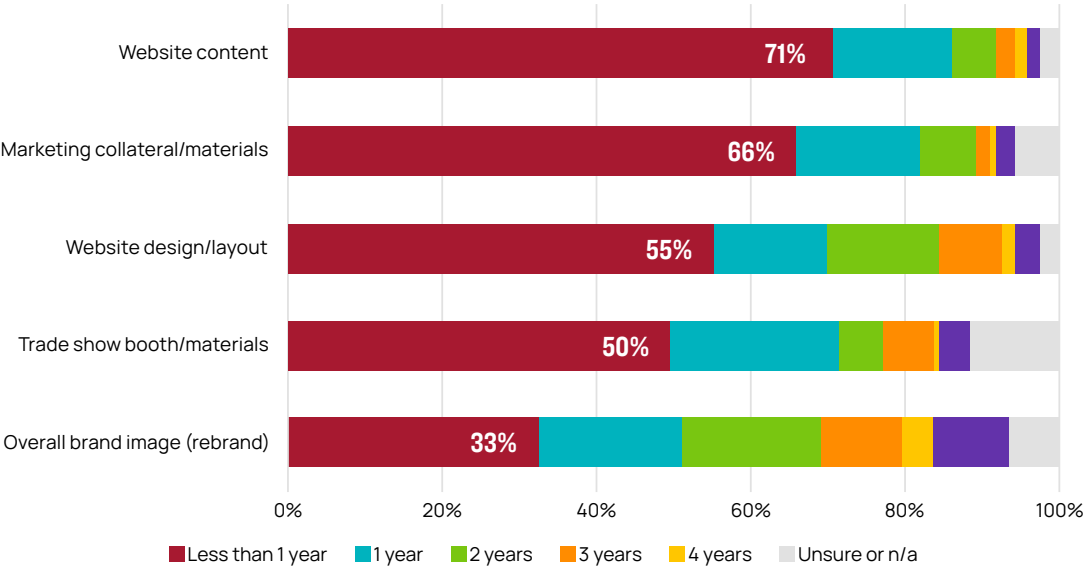
Average Rating for Importance of Lead Nurturing by Marketing Budget as a Proportion of Revenue

1% or Less	2-4%	5% or More
3.51	3.88	4.10



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

In the past year, 86% of respondent companies updated their **website content**, while 82% updated their **marketing materials**. Almost three-fourths (72%) updated their **trade show booth/materials**, while more than one-half (52%) updated their **overall brand image**.



Companies that allocate a greater proportion of their revenue to marketing are less likely to have updated their marketing materials or trade show booth/materials than are companies that devote less.

Percentage of Companies That Updated in Past 2 Years by Area by Marketing Budget as a Proportion of Revenue			
Area	1% or Less	2-4%	5% or More
Marketing materials	95%	93%	81%
Trade show booth/ materials	82%	81%	67%



Which of the following activities does your company engage in?

Less than one-half (45%) of respondents say their companies developed an **annual public relations/communications** plan.

Activity	Yes	No	Unsure
Develop an annual marketing plan	82%	15%	3%
Develop an annual public relations/communications plan	45%	38%	17%
Regularly analyze your competitors	78%	19%	3%
Regularly seek feedback from your clients on ways to improve	77%	17%	6%
Use analytics to make marketing decisions	72%	22%	6%

Percentage of DDS Companies That Perform a Marketing Activity by Year

Activity (% Yes)	2020 DDS	2021 DDS	2022 DDS	Change
Develop an annual marketing plan	75%	87%	81%	-6%
Develop an annual public relations/communications plan	31%	54%	45%	-9%
Regularly seek feedback from clients on ways to improve	64%	73%	78%	+5%

While the three-year trend for developing an annual PR/communications plan is up, there are still too many companies that do not.

Companies that devote a higher proportion of their annual revenue to marketing are more likely to seek client feedback but less likely to develop an annual public relations/communications plan.

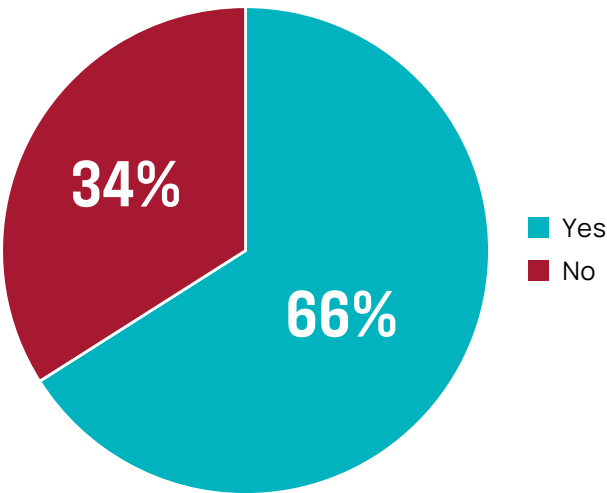
Percentage of Companies That Perform a Marketing Activity by Marketing Budget as a Proportion of Revenue

Activity (% Yes)	1% or Less	2-4%	5% or More
Develop an annual marketing plan	74%	93%	86%
Develop an annual public relations/communications plan	51%	44%	38%
Regularly seek feedback from clients	74%	81%	86%



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

About two-thirds (66%) of respondents outsource some or all of their marketing work to an external marketing agency.



Percentage of DDS Companies That Contract Work Through an External Marketing Agency by Year			
2020 DDS	2021 DDS	2022 DDS	Change
58%	80%	65%	-15%

The outsource percentage among DDS companies increased by 22 points from 2020 to 2021 before decreasing 15 points from 2021 to 2022.

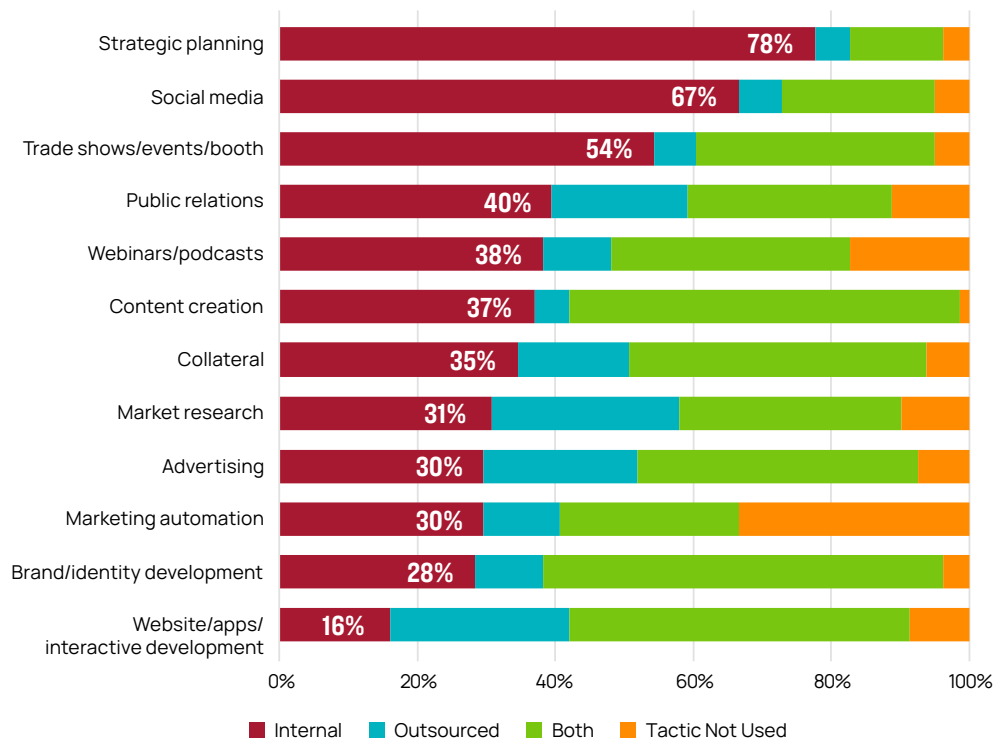
CMOs/CDMOs are the most likely company type to utilize a marketing agency in both 2021 and 2022.

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



How do you primarily handle each of the following areas?

Strategic planning (78%) is the area most likely to be handled internally without any outsourcing. **Market research** (27%) and **website development** (26%) are the areas most likely to be outsourced to an agency without having any work done in-house.



The percentage of DDS companies that outsourced some or all social media more than doubled from 2020 to 2021 before decreasing in 2022. For website development, the percentage continues to increase.

Percentage of DDS Companies That Outsource a Marketing Activity by Year				
Area Outsourced*	2020 DDS	2021 DDS	2022 DDS	Change
Social media	13%	28%	20%	-8%
Website/apps/interactive development	52%	70%	76%	+6%

Percentage of Companies That Outsource a Marketing Activity by Area by Company Type				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Social media	20%	35%	0%	50%
Trade shows/events/booth	30%	24%	60%	50%
Website/apps/interactive dev.	90%	65%	67%	73%

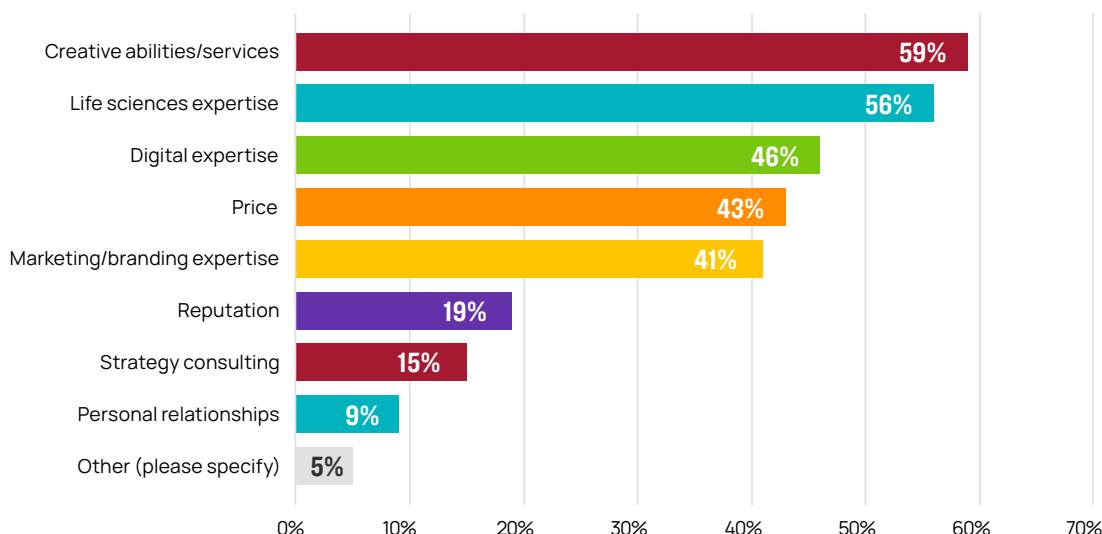
CROs are more likely to outsource website development work. Software/tech companies are more likely to outsource trade show work but much less likely to outsource social media functions.





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

Companies most look for **creative abilities/services**, **life sciences expertise**, and **digital expertise** when selecting a marketing firm.



Percentage of DDS Companies That Look for Each Attribute by Year				
Attribute	2020 DDS	2021 DDS	2022 DDS	Change
Creative abilities/services	46%	70%	63%	-7%
Life sciences expertise	55%	60%	54%	-6%
Digital expertise	27%	37%	49%	+12%

Among DDS companies, there are significant increases from 2020 to 2022 in seeking out creative abilities/services and digital expertise.

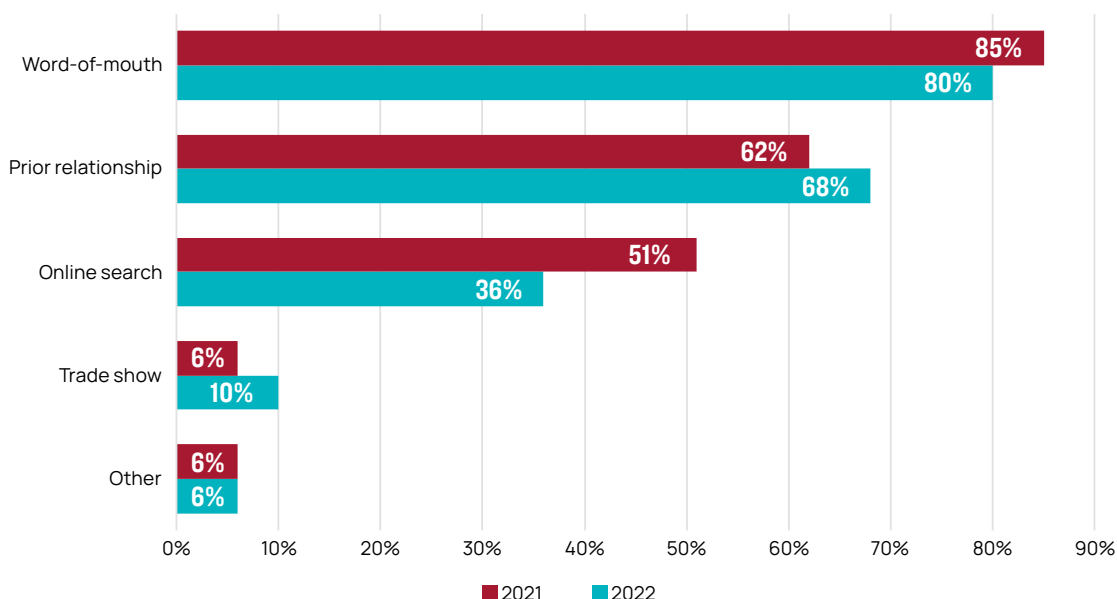
CMOs/CDMOs were and continue to be the most likely type of company to seek creative abilities/services from their marketing agency.

Percentage of Companies That Look for Creative Abilities/Services by Company Type by Year				
Year	CROs	CMOs/CDMOs	Software/Tech	Sponsors
2021	59%	87%	69%	64%
2022	60%	76%	60%	50%



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

Respondents continue to primarily get information about marketing agencies from people they know. The top two responses given by survey participants are **word-of-mouth** (80%) and **prior relationship** (68%).



Companies that devote a higher proportion of revenue to marketing are less likely to seek information by word-of-mouth or online than are companies that spend a lower proportion of revenue on marketing.

Percentage of Companies That Sought Information on Marketing Agencies by Marketing Budget as a Proportion of Revenue

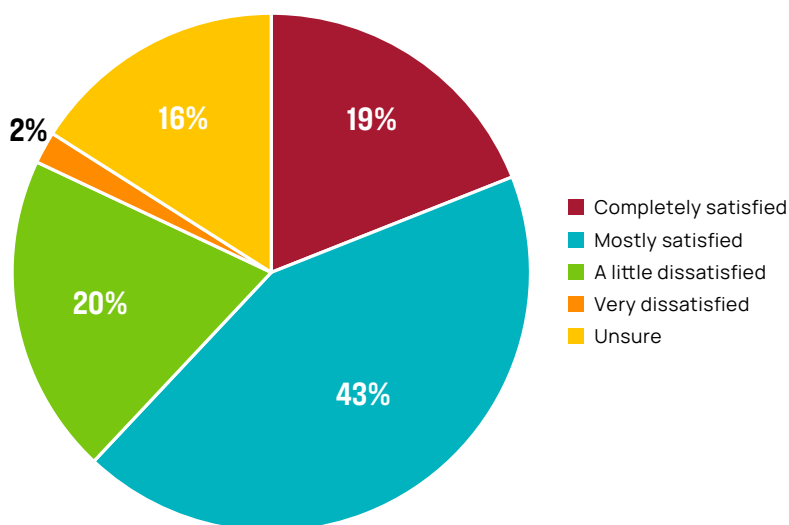
Method	1% or Less	2-4%	5% or More
Word-of-mouth	92%	87%	69%
Prior relationship	77%	73%	77%
Online search	46%	33%	23%





Overall, how satisfied are you with your marketing agency?

Companies are generally satisfied with their marketing agencies; 19% are completely satisfied, and 43% are mostly satisfied.



There is widespread dissatisfaction/ambivalence with marketing agencies across company types. For example, one-half (50%) of CROs are either dissatisfied with or are unsure of how to rate their level of satisfaction with their marketing agency.

Percentage of Companies That Are Satisfied With Their Marketing Agency by Company Type				
Level of Satisfaction	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Completely/mostly satisfied	50%	71%	60%	69%
A little/very dissatisfied	30%	24%	13%	19%
Unsure	20%	6%	27%	14%

Percentage of Companies That Are Completely/Mostly Satisfied With Their Marketing Agency by Marketing Budget as a Proportion of Revenue

Level of Satisfaction	1% or Less	2-4%	5% or More
2021	62%	81%	82%
2022	61%	67%	77%



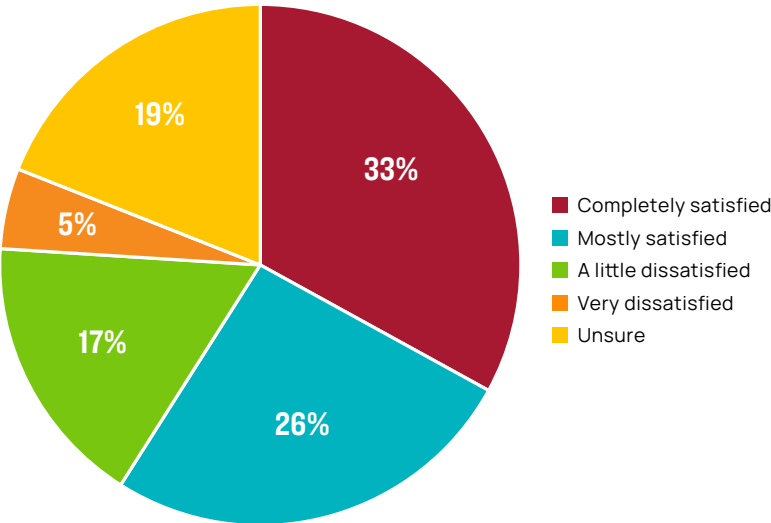
Companies that dedicate a higher proportion of their revenue to marketing have been and continue to be more likely to be satisfied with their marketing agency than are companies that dedicate less of their revenue to marketing.





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

Companies are somewhat satisfied with their internal marketing departments; one-third (33%) are completely satisfied while about one-fourth (26%) are mostly satisfied.



Satisfaction Level by Agency Utilization		
Level of Satisfaction	w/ Their Agency	w/ Their Internal Marketing Department
Completely satisfied	19%	33%
Mostly satisfied	43%	26%
A little dissatisfied	20%	17%
Very dissatisfied	2%	5%
Unsure	16%	19%

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Though companies that outsource some or all their marketing are slightly more satisfied with their agency than are companies that keep all marketing in-house are with their internal marketing department, companies that keep their marketing in-house are more likely to be “completely satisfied.”



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

Marketing plans has the highest average rating (3.61), but **marketing strategy** and **website development** have the highest proportion of respondents who assigned a rating of "5" (20%).

Performance Area	5	4	3	2	1	N/A	Avg. Rating
Marketing plans	18%	25%	28%	7%	2%	20%	3.61
Marketing strategy	20%	29%	23%	11%	3%	15%	3.60
Digital marketing	13%	37%	26%	8%	3%	12%	3.56
Social media	18%	23%	29%	7%	4%	19%	3.53
Website development	20%	28%	26%	11%	5%	11%	3.53
Search engine optimization (SEO)	16%	29%	20%	11%	8%	15%	3.40
Client surveys	14%	20%	20%	11%	6%	30%	3.35
Video/animation development	15%	19%	24%	12%	6%	24%	3.34
Market research	14%	20%	24%	15%	7%	20%	3.26
Marketing automation	9%	17%	22%	11%	8%	33%	3.11
Sales enablement/lead generation	9%	20%	30%	19%	6%	16%	3.10

DDS Companies' Performance Area Ratings by Company Type

Level of Satisfaction	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Marketing plans	3.37	3.80	3.71	3.82
Marketing strategy	3.14	3.88	3.47	3.90

CMOs/CDMOs rate their marketing plans and strategy more highly than do CROs or software/tech companies.



Companies that outsource work to a marketing agency have consistently rated the performance of video/animation development more highly than have companies that do use an agency.

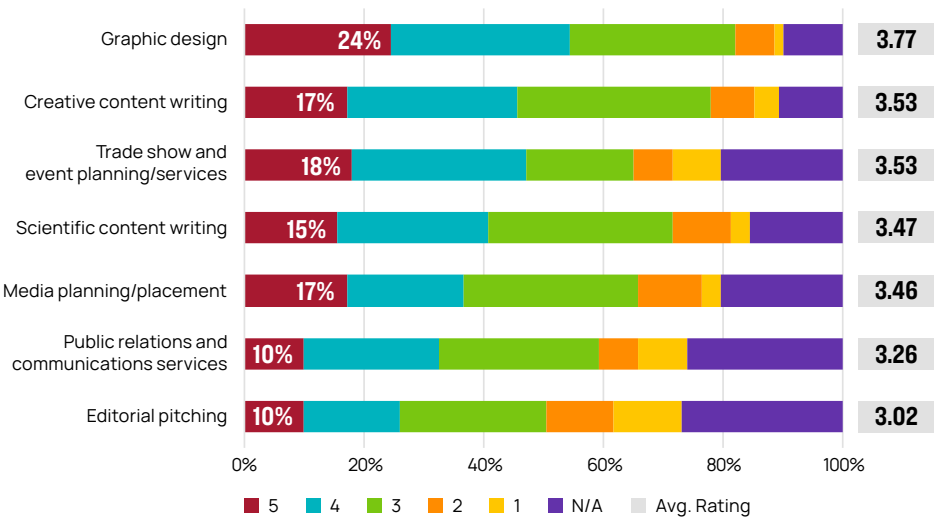
Companies' Video/Animation Development Ratings by Agency Utilization by Year

Year	Agency	No Agency
2021	3.39	2.64
2022	3.52	3.00



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.

Graphic design is the communications/creative development area rated the highest. Editorial pitching is the area rated the lowest.



Content/Creative Area Ratings by Selected Areas				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Graphic design	3.52	3.71	3.81	4.00
Creative content writing	3.07	3.47	3.80	3.70

Among DDS companies, ratings for both graphic design and creative content writing are highest among software/tech respondents and lowest among CRO respondents.

Companies that outsource to agencies are more satisfied with their trade show, PR, and editorial pitching services than are companies that keep everything in-house.

Content/Creative Area Ratings by Agency Utilization		
Area	Agency	No Agency
Trade show and event planning/ services	3.73	3.19
Public relations and communications services	3.51	2.77
Editorial pitching	3.15	2.77



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.

The highest rating is for **responsiveness**, while the lowest is for **performance reports demonstrating ROI. Flexibility**, which had the highest ratings for both 2020 and 2021, dropped to third highest in 2022.

Area	5	4	3	2	1	N/A	Avg. Rating
Responsiveness	34%	29%	20%	6%	4%	7%	3.90
Overall client service	28%	29%	29%	6%	2%	7%	3.81
Flexibility	22%	40%	19%	7%	3%	9%	3.77
Marketing expertise	25%	32%	28%	7%	2%	7%	3.76
Ease of doing business	24%	34%	25%	7%	3%	7%	3.74
Quality	22%	34%	27%	7%	2%	7%	3.71
Timeliness	26%	27%	31%	6%	4%	7%	3.70
Communication	18%	35%	32%	5%	4%	7%	3.62
Health sciences/life sciences expertise	22%	32%	23%	11%	4%	8%	3.61
Value/ROI	22%	25%	30%	8%	5%	10%	3.57
Creative	18%	30%	31%	9%	4%	8%	3.53
Marketing strategy development and consulting	21%	26%	28%	11%	5%	10%	3.53
Project management	21%	28%	24%	12%	6%	10%	3.51
Performance reports demonstrating ROI	16%	20%	22%	21%	6%	15%	3.24

DDS Companies' Ratings for Performance Reports Flexibility by Year

2020 DDS	2021 DDS	2022 DDS	Change
4.16	3.86	3.68	-0.18

Among DDS companies, flexibility, though still one of the highest-rated performance areas, is less highly rated than it used to be.



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

Webinars, case studies, and white papers are the most highly rated digital marketing tactics. **E-books** (2.88) are the lowest-rated tactic.

Tactic	5	4	3	2	1	N/A	Avg. Rating
Webinars	20%	32%	18%	3%	2%	25%	3.84
Case studies	25%	32%	20%	7%	2%	15%	3.83
White papers	21%	31%	25%	7%	2%	15%	3.74
Social media	18%	33%	28%	7%	3%	11%	3.63
Video	17%	25%	28%	6%	4%	20%	3.57
Online presentations	13%	28%	28%	11%	3%	17%	3.44
Digital advertising	11%	30%	33%	11%	2%	12%	3.43
Infographics	10%	18%	30%	11%	3%	28%	3.27
Paid search	14%	15%	28%	15%	4%	23%	3.25
Email marketing	11%	26%	33%	15%	7%	8%	3.23
Blogs	7%	25%	20%	12%	7%	28%	3.20
Podcasts	3%	18%	17%	11%	7%	44%	3.00
E-books	7%	10%	17%	15%	7%	45%	2.88

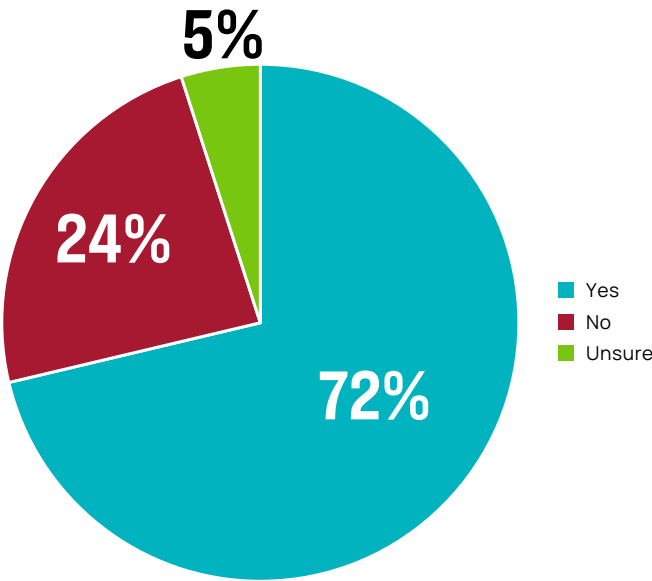
Among DDS companies, software/tech companies think most highly of webinars, case studies, and white papers while CROs think least highly of each of these tactics.

Ratings for Digital Marketing Tactics by Company Type				
Tactic	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Webinars	3.61	3.92	3.95	4.00
Case studies	3.32	3.53	4.29	3.92
White papers	3.50	3.76	3.77	4.00



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

Almost three-fourths (72%) of respondents say their company uses social media advertising for their business.



Percentage of DDS Companies That Use Social Media Advertising by Year

2019 DDS	2020 DDS	2021 DDS	2022 DDS
66%	77%	75%	74%

Among DDS companies, utilization of social media advertising reached a plateau of about three-fourths of respondents in 2020.

In 2021, companies that outsource to marketing agencies were more likely to use social advertising than were companies that do not. Though the gap has narrowed, this is still true in 2022.

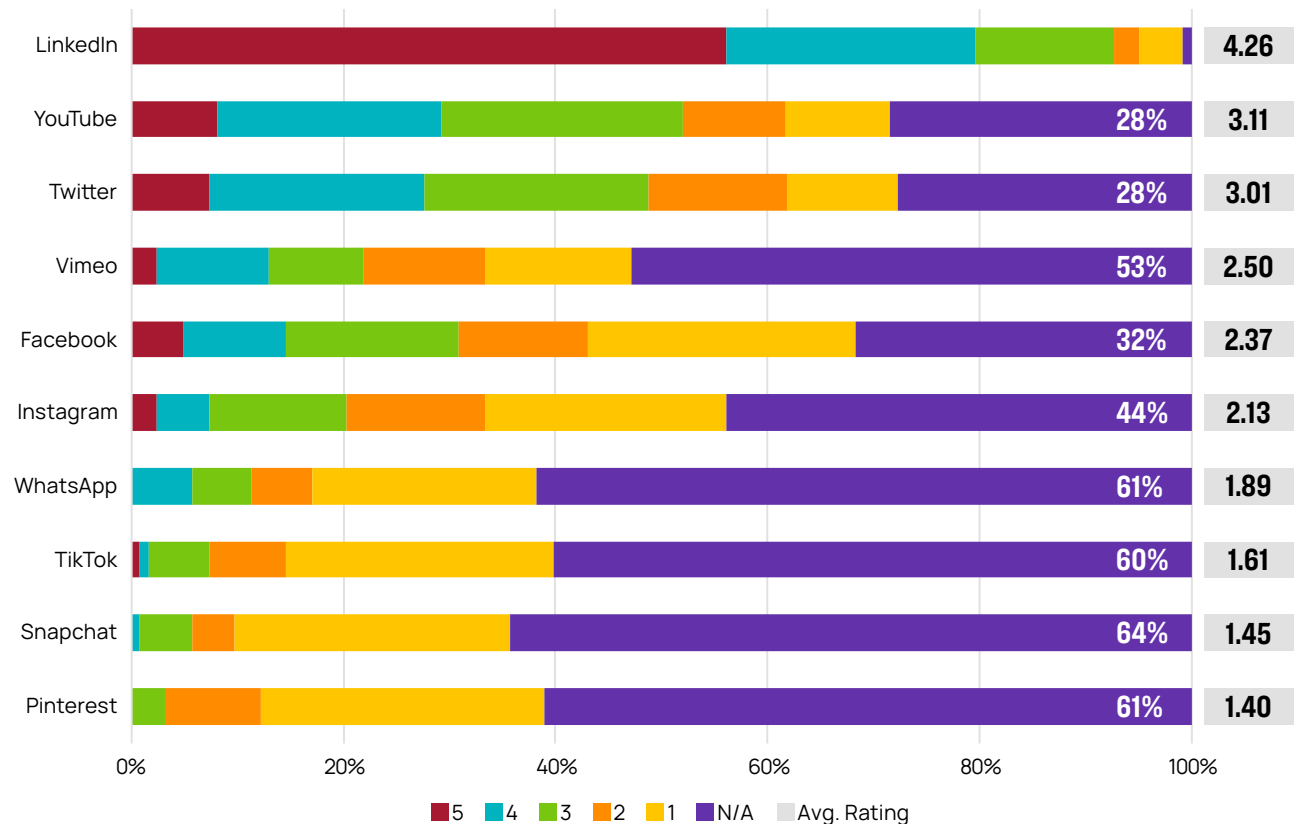
Percentage of Companies That Use Social Media Advertising by Agency Utilization and Year

Year	Agency	No Agency	Difference
2021	77%	45%	-32%
2022	75%	64%	-11%



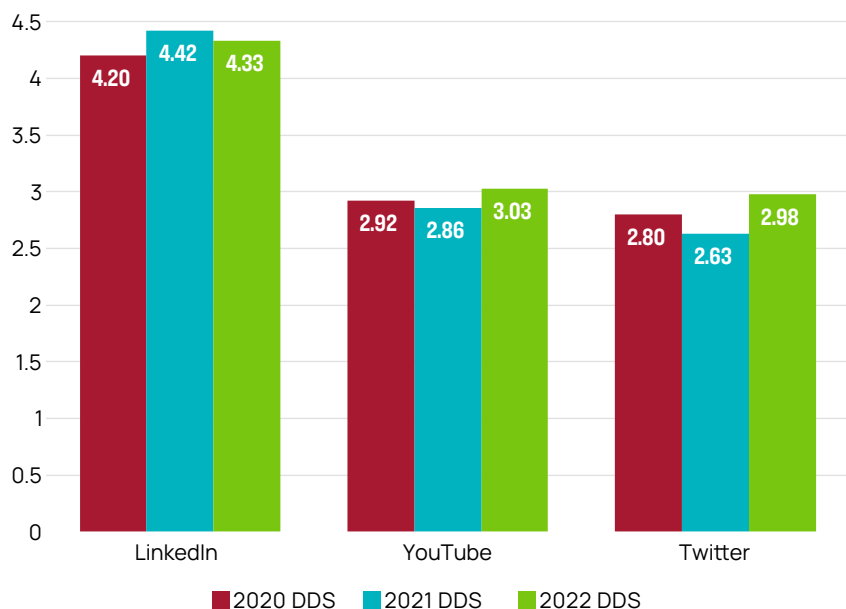
➤ **On a scale of 1-5 (5 being the most effective), please rate how effective the following social media platforms are in getting your messaging to your target audience.**

LinkedIn continues to be the most effective social media platform for health science companies.





**Average DDS Company Ratings
for Social Media Platforms by Year**



Among DDS companies, ratings for YouTube and Twitter both trended upward from 2020 to 2022. The upward trend for YouTube could be due in part to the effectiveness and popularity of video: videos maximize retention, and as many as 81% of businesses are now using video for marketing.¹⁴

For sponsors, the ratings for LinkedIn, YouTube, and Twitter range from 3.08 to 4.06. For each DDS company type, the LinkedIn average rating is above 4.00 while the ratings for the other categories are sometimes below 3.00.

Ratings for Social Media Platforms by Company Type

Platform	CROs	CDMOs/ CMOs	Software/ Tech	Sponsors
LinkedIn	4.10	4.21	4.64	4.06
YouTube	3.24	2.33	3.26	3.30
Twitter	2.88	2.50	3.16	3.08



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 2019 and still is in 2022. Since 2019, **new sales from these leads** has become a higher point of emphasis.

Answer	2019	2022	Difference
Number of leads generated	82%	80%	-2%
New sales from these leads	56%	73%	+17%
Number of client meetings	72%	67%	-5%
Number of new proposals from these leads	54%	54%	0%
Brand awareness	53%	41%	-12%
Number of product demonstrations	10%	19%	+9%
Product launch	7%	9%	+2%
My company does not look at metrics to determine trade show success	5%	9%	+4%
Other (please specify)	5%	5%	0%

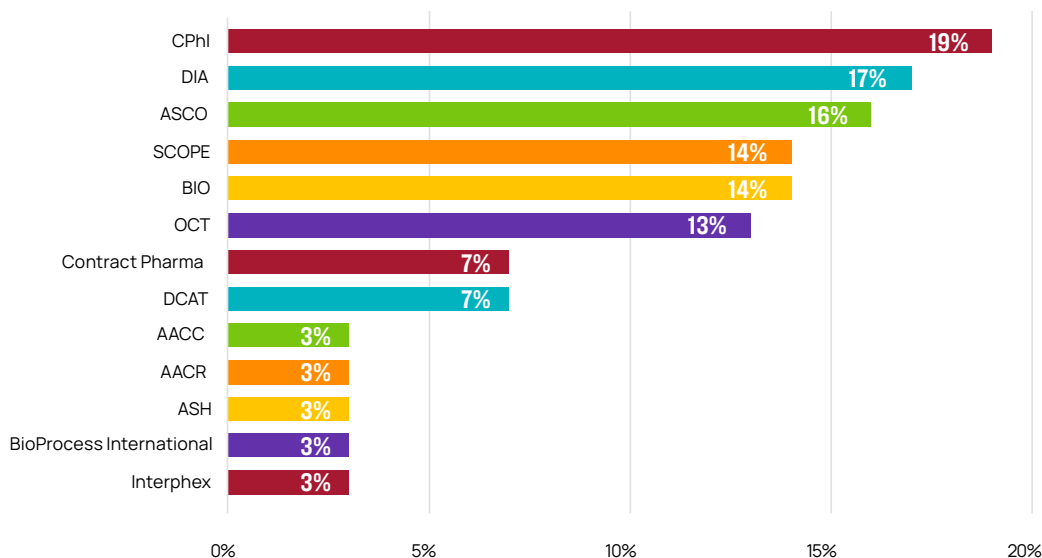
Companies that devote a higher proportion of revenue to marketing are more likely to use new sales from new leads as a metric to determine trade show success than are companies that spend a lower proportion of revenue on marketing.

Percentage of Companies That Use These Metrics to Determine Trade Show Success by Marketing Budget as a Proportion of Revenue			
Metric	1% or Less	2-4%	5% or More
Number of leads generated	77%	85%	71%
New sales from these leads	56%	74%	90%



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

The top three shows are **CPhI**, **DIA**, and **ASCO**. They were identified as the top three industry events by 19%, 17%, and 16% of survey respondents, respectively.

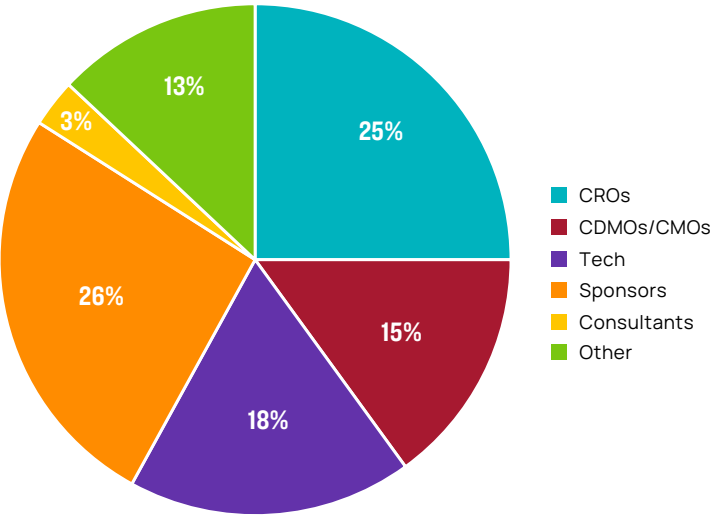


Platform	CROs	CDMOs/ CMOs	Software/ Tech	Sponsors
CPhI	3%	79%	5%	3%
DIA	27%	0%	35%	0%
ASCO	43%	0%	5%	6%
SCOPE	13%	0%	40%	0%
BIO	10%	37%	5%	3%
OCT	20%	0%	30%	0%
Contract Pharma	3%	32%	0%	0%
DCAT	0%	32%	0%	3%
AACC	0%	5%	0%	10%
AACR	13%	0%	0%	0%
ASH	0%	0%	0%	3%
Bioprocess International	0%	5%	0%	6%
Interphex	0%	5%	5%	6%

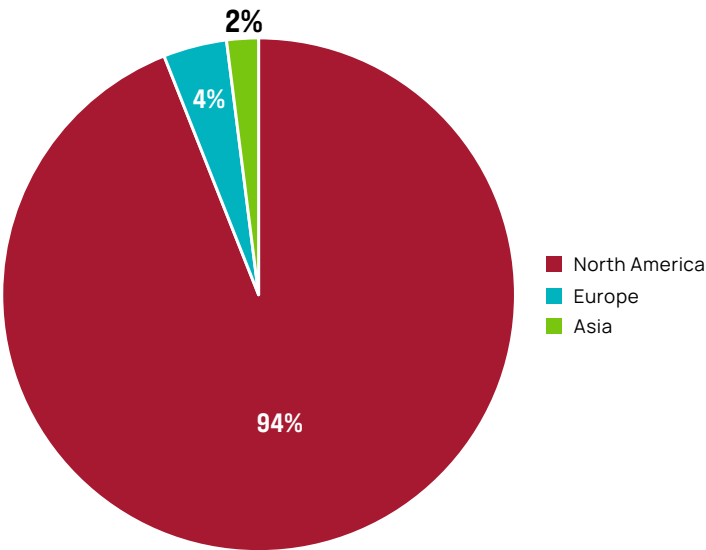
CRO respondents are inclined to attend ASCO or DIA. CDMO respondents are more likely to attend CPhI or BIO. Software/tech respondents are partial to SCOPE or DIA.



Company type

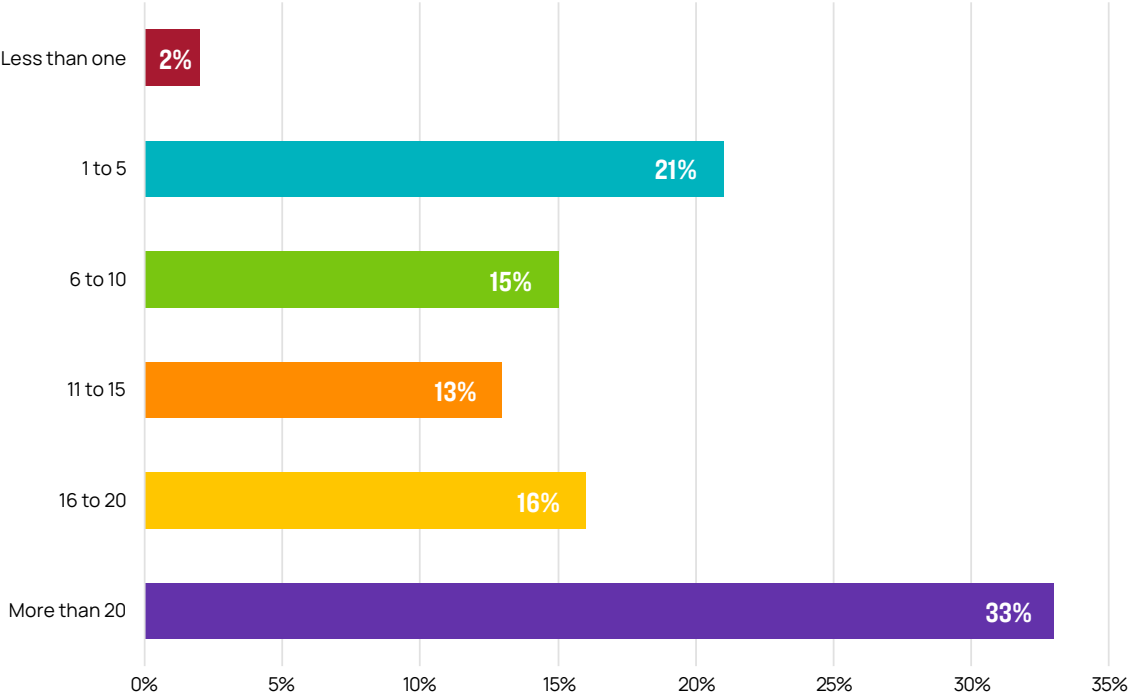


Office location

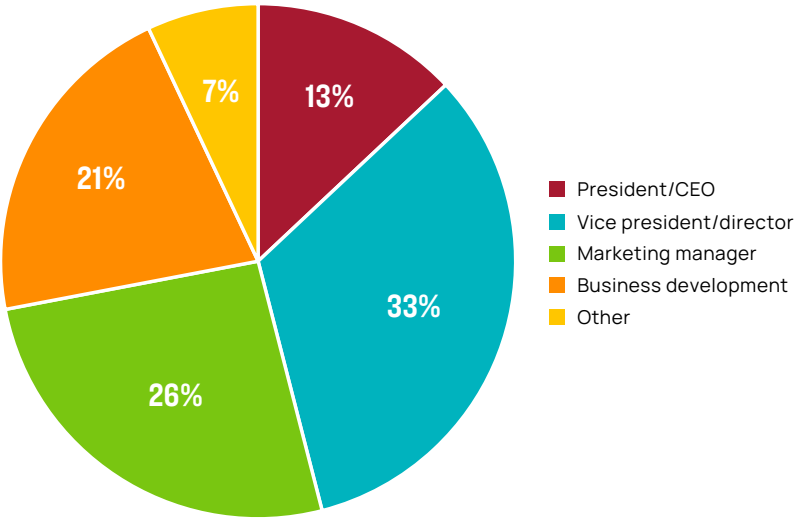




Years worked in the life sciences industry



Job function



The icon for Drug Development Services (DDS) features a stylized blue and red molecular structure with a red circle containing a white dot, and a red horizontal bar with a white dot.

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.

The icon for Marketing Terms features a stylized bar chart with four bars of increasing height, colored in red and blue.

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.



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About SCORR Marketing

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