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5 Biotechnology Marketing Strategy Tips

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The biotechnology and healthcare industries are complex sectors to sell to. Maybe you have a product that is targeted to one specific group. Or maybe your product has many applications across hospitals and labs, and you need to determine how to sell to multiple audiences.

No matter your challenges, embarking on a new marketing strategy for your biotech business doesn't have to be stressful.

Here at Metric, we've spent years helping biotechnology companies reach their target audiences through unique, targeted marketing campaigns.

In this guide, we've put together five marketing tips to help you improve your biotech digital marketing efforts today.

1. Identify and Speak to Your Audience

Your marketing strategy should center around your ideal audience(s). Since an assistant or tech may be responsible for searching for and ordering new products, your messaging should be clear to scientists and non-scientists alike.

Start your audience brainstorming by answering these questions:

- What are the use cases for my product?
- Who can use my product?
- Who benefits most from my product?
- Who will find and order this product online?
- Who will make the final decision about whether to purchase this product?

Once you've identified your audience segments, you can craft messaging strategies that speak directly to them.

Use the following questions to guide your messaging:

- What does my audience need/want?
- What challenges keep my audience up at night?

- What are the pain points my product alleviates?
- What is better or unique about my product compared to competitors?

The answers to these questions can provide a strong foundation to establish your brand's messaging guidelines.

2. Use Search Engine Optimization to Help Your Target Audience Discover Your Website

Search engine optimization (SEO) strategies help to get your message discovered by researchers and medical professionals who are actively looking for your product's solutions. SEO is rooted in providing the best experience for your website visitors through easily findable and scannable content on an easy-to-navigate website.

Here are a few best practices to prioritize when building your SEO strategy for your website:

Use the right keywords

Performing in-depth keyword research and using terms that your target audience is naturally using will help you reach them in search. There are many keyword research tools that will provide data on the search volume and competition of the words and phrases that your audience is using to search for products and information. Incorporating long-tail keywords into your content can also help you reach users who are searching for more specific information. Although long-tail keywords often have a lower search volume, they are typically more specific, allowing you to better answer the specific needs of the searchers.

Link to internal and external resources

Linking to relevant articles and authoritative resources—both internal and external—provides a better user experience for your readers. But remember: always have external resources open in a new tab so you don't lose your readers to another site.

Improve readability

One way to provide a great experience for website visitors is to ensure your website content is easy to scan, read, and understand. Using bullet points, chunking information under headings and subheadings, and using concise sentences can all help achieve this.

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3. Create Case Studies

Case studies are some of the most effective forms of social proof your biotechnology business can use to attract new leads. They let you share the true stories of how your product has already changed the game for other organizations.

When creating a case study, include information that is compelling to your readers.

- Highlight testimonials from researchers and professionals who've experienced success with your product
- Demonstrate your product's results
- Tell a story of how your product has positively impacted your industry
- Showcase data and visuals

4. Use a Variety of Marketing Formats

Presenting website content in many different formats will allow you to reach your audience—no matter how they prefer to consume information online. Multiple marketing formats can not only enhance the on-site experience for your users, but can also enable you to show up in a variety of searches, whether someone is looking for written text, a photo, or even a video.

When deciding which content format to use, consider the information you want to share and how it should be explained. Would an infographic explain a complex topic better than a written piece of content? Or would a short video be even better?

Content Formats to Consider

Written content: It can be tempting to default to sporadic blog posts, but your goal should be to create content that best represents the information. Instructional guides, eBooks, infographics, case studies, and white papers are additional ways to use written content to build your brand's reputation and spark interest in your products/services.

Videos: Pre-recorded videos, live webinars, and panel discussions that answer your viewers' most common questions are great ways to educate your target audience.

Email newsletters: Sending news, resources, and discounts directly to your contacts' inboxes is a great way to keep your audience engaged with your brand and remind them how they can benefit from working with your company.

5. Distribute, Distribute, Distribute!

Once you've invested the time and money into creating your marketing content, don't let it stagnate on your website.

Case studies, blogs, white papers, infographics, and videos make great content for social media posts and emails. You only need to create the material once, but you can distribute it and repurpose it across multiple channels.

Consider these channels for distributing your content:

- LinkedIn company page and group posts
- Facebook business page and group posts
- YouTube videos
- Email newsletters

- Instagram posts
- Podcasts

Receive Biotech Marketing Help From the Experts

Metric Biotech is a full-service digital marketing agency that is experienced in helping innovative companies reach their target audiences. We'd love to discuss your marketing challenges and help you meet your biotech marketing goals. Contact our team today to find out how we can help you get your innovation out into the world.

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