

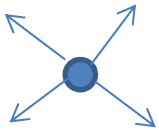
## Outsourced Marketing & Business Development In Life Sciences, Biotech & Molecular Diagnostic

**Bio-Fit 2-3 December, 2014, Lille**

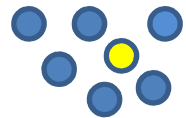




- To find **New customers** for your products / services



- To find **Distributors** in a specific country



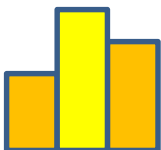
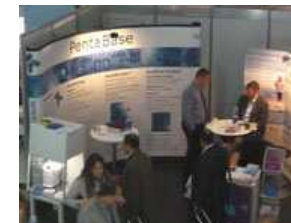
- To find **Partners**

- To launch a **New product or Service**



- To assess your **website attractivity**

- To increase your **visibility**



- To evaluate the **competition**

- Identify & qualify **potential customers, distributors** or **partners** by Phone & e-mail
- Represent your company at a **trade-show, congress** or **business convention**
- Organize a **seminar** or a **webinar** & following-up
- **E-mailing** campaign
- Analyse the attractivity of your **website** (Google Analytics report)
- **Social media**

	To find <b>New customers</b>	To find <b>distributors</b>	To find Partners for Research Project <b>Licensing activity</b>	To Launch a <b>New</b> product or a <b>New</b> service	To Increase your <b>visibility</b>	To evaluate the <b>competition</b>
Identify & qualify valuable contacts by <b>phone &amp; e-mail</b>	x	x	x	x		
Represent your company at a <b>Business Convention, a trade-show or a congress</b> (as visitor or exhibitor)	x	x	x	x	x	x
Organize a <b>road-show</b>	x		x			
Organize a <b>seminar</b> at public or private account	x			x	x	
Organize <b>webinar</b> & following up	x			x	x	
Identy & qualify <b>market place</b> on Internet				x	x	
<b>E-mailing campaign</b> & following up				x		

	To <b>increase</b> your web attractivity	To <b>evaluate</b> your web attractivity	To <b>evaluate</b> Marketing & business development action
<b>Google analytics Report</b>		x	x
<b>Social Media</b>	x		

## Ex 1 Prospection



Phone & e-mail prospection of New customers  
In France & French Swiss Part  
Duration: 2 months , 1 day /week, 9 days in total  
Target: Pharma, Biotech, Diagnostic

### Be Focus !

List of contacts in Excel File  
(positive list, negative list, BtoBio list)

Excel file content (information to collect)

First e-mail to introduce your services

To prepare the phone call  
(2-5 min.introduction, PPT presentation,FAQ, available pdf,  
Position / competitors, main assets, questions to ask)

E-mail adress to send e-mail to potential customers

Phone call & e-mail to potential customers  
On 2 half-days /week  
(10-12 calls /half-days)

Visit or conf call with PPT presentation for leads

Following-up every 2 weeks  
You receive an excel file Up-dated



**209 contacts**  
**18 Leads:**  
3 Pharma  
8 Biotech  
7 Diagnostic



Phone & e-mail prospection of partners  
 Duration: 1 months , 4 days in total  
 Target: Diagnostic  
 Objective: find one partner

**Be Focus !**

- List of contacts in Excel File  
(positive liste, negative liste, BtoBio liste)
- Excel file content (information to collect)
- First e-mail to introduce your Technology
- To prepare the phone call  
(2-5 min.introduction, PPT presentation,FAQ, available pdf,  
Position / competitors, main assets, questions to ask)
- E-mail adress to send e-mail to potential customers

Phone call & e-mail to potential partners  
 On 2 half-days /week  
 (10-12 calls /half-days)

Following-up every 2 weeks  
 You receive an excel file Up-dated



70/94 contacts  
 18 potential partners

1 agreement signed  
 with a major Diagnostic  
 company




### Preparation

- Long Term /short term Strategy
- Newsletters in form & reviewed
- Segment the database by countries or by area
- Split general e-mail adress/specific e-mail adress

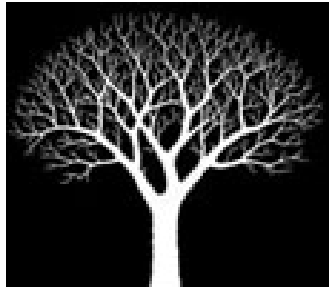


### Mission

- E-mailing send & report & notes
- Bounced e-mail verification & correction (in option)
- 1<sup>st</sup> e-mailing
- 2d & 3d e-mailing to people that didn't opened the e-mail at 2-5 days intervals
- In option: 2d e-mail to people that open the 1<sup>st</sup> e-mail to plan a conf call



**You keep in mind of your customers & prospects**  
**You up-date your Customer Relation ship Management (CRM)**  
**You can see if a country or a specific domain is more interested in your activity**



### Architecture analysis of your website

- Segmented to each type of customers Pharma, Biotech /Diagnostic / Nutraceutical/Cosmetics
- Separation of Products / Services or Therapeutic Dev / Services
- 1 page /Item
- Keep your website Up-dated!



### Engagement of your visitors

- Do visitors read your strategic pages ?
- How far visitors are interested in your company, products or services ?

### What could be improved ?

- Increase the number of visitors with **Valuable information** that could interest Your customers.
- Develop **Social Media** including Valuable information for your customers.
- Newsletters (including where you will attend / the possibility to register)



Register to the Newsletters



## Ex 4 Google Analytics (GA) Report



**Ask the right questions !**

Correlate GA with Marketing &  
Business development Activity

Correlate with the sales results



Monthly Report

- Excel file & a doc.  
summerized the data &  
evolution month by month



**Help you to:**

**Select the marketing events with a good conversion rate**

**Make an Early evaluation of Business development action**

**Evaluate the impact of social media, referent website, e-mailing Campaign**



<b>Number of single visits</b>
<b>% of new visitors</b>
<b>Mean time /visitor</b>
<b>Number of pages by visitors</b>
<b>% of Rebond</b>

**Number of visits by country (or area) (% of visits)**

<b>Channel (new single visit)</b> (% of rebond, mean time spend, number of pages/visit)
Organic Search
Direct Search
E-mail
Referent website
Social network

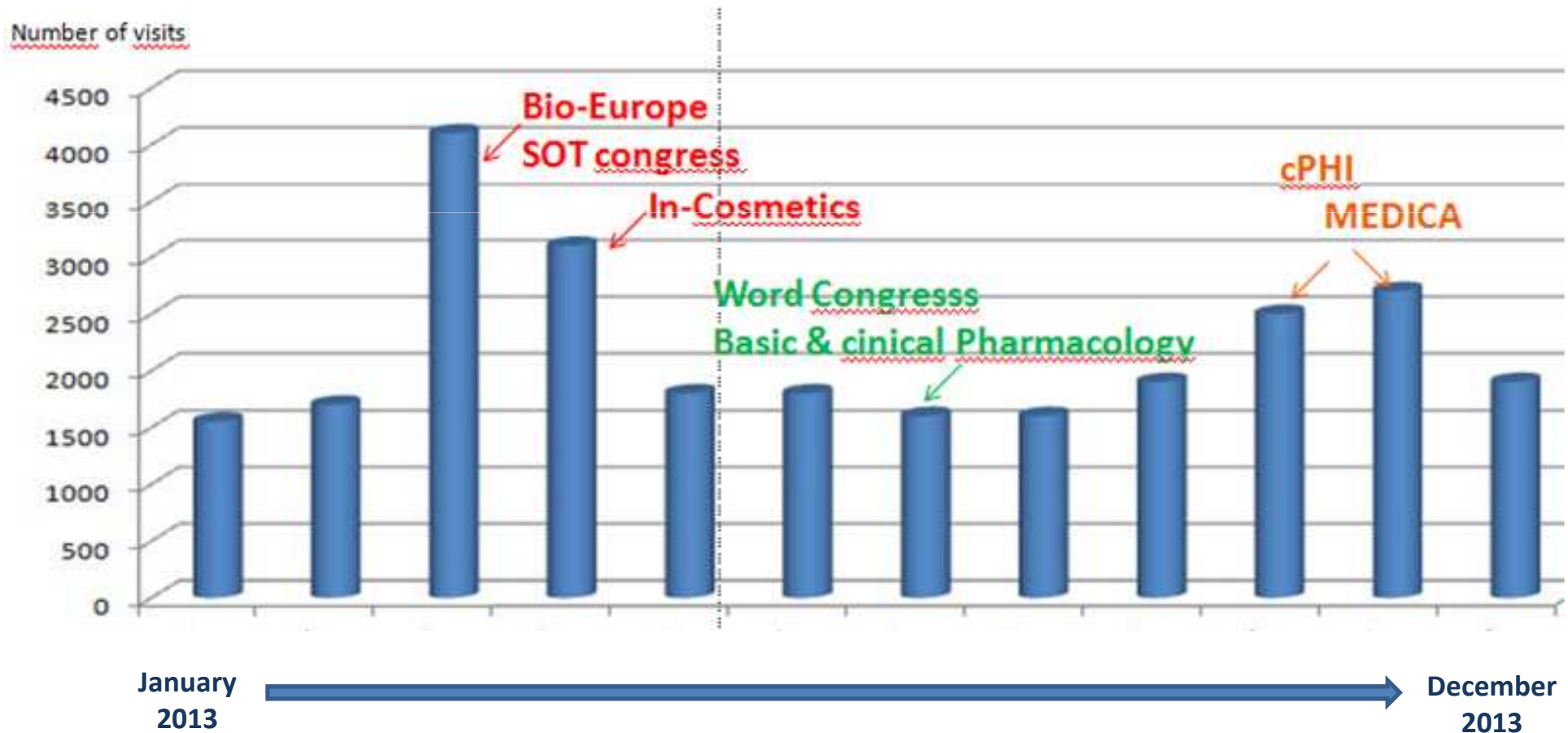
<b>Most popular pages</b>
page1
Page2
Page3
Flow of visitors on the different pages
<b>Relevant pages (number of pages viewed)</b>
<b>service in BD- operational</b>
service in BD- operational-traffic website
service in BD- operational- e-mailing
service in BD- operational-prospect engagement
service in BD- Stay in the mind of your prospects
news: compare the attractivity of your website
news: 2 new services
total service in BD - operational
<b>service in BD- strategic</b>
experience
contact

<b>Number of maximal interaction</b>
n+1
n+2
n+3
n+4
n+5
n+6
n+7
n+8
n+9
n+10

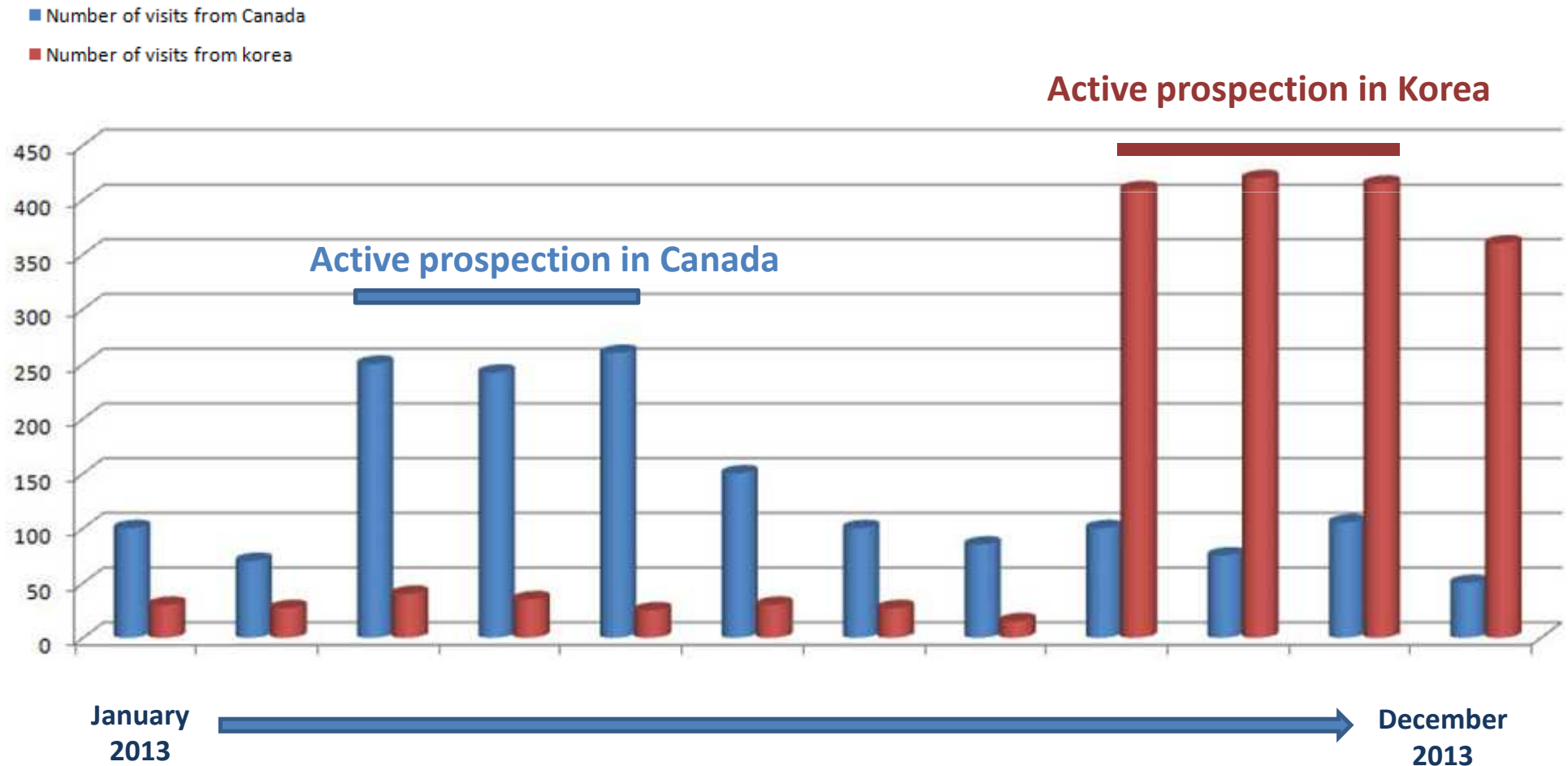
<b>Marketing event</b>
<b>Business Development Action</b>
<b>E-mailing campaign</b>
<b>Modifications on the website</b>
biopharmaceutical-news#1
Réseaux sociaux
Google+
LinkedIn
Facebook
Twitter



Evaluate the impact on your e-visibility after a marketing event using Google analytics



Evaluate the impact on your e-visibility after prospecion in specific countries using Google analytics



- Identify & qualify New customers, partners or distributors by Phone & e-mail  
=> Mission of 1-2 months / minimum 1day /week

- Represent a company at a business convention / Trade show /congress  
=>Exclusive or non-exclusive representation
- Organize Seminar or webinar

- E-mailing campaign  
=> 4-12 e-mailing campaigns/year will be recommended
- Google Analytics Report  
=>Minimum a 6 months contract will be recommended
- Social Media  
=> Creation of an account +content strategy+regular news

- Customize on **focused** external missions
- Add **highly qualified human** resources to your own staff
- **Enrich your team** with complementary experience
- Assess your services and products within a highly competitive environment
- Reduce costs by using non-exclusive representation at commercial events
- **Focus your own activity on deal making**
- **Accelerate your ROI**

**Thank you for your attention**



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