

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

Bio-Europe Spring 9-11 March, 2015, Paris

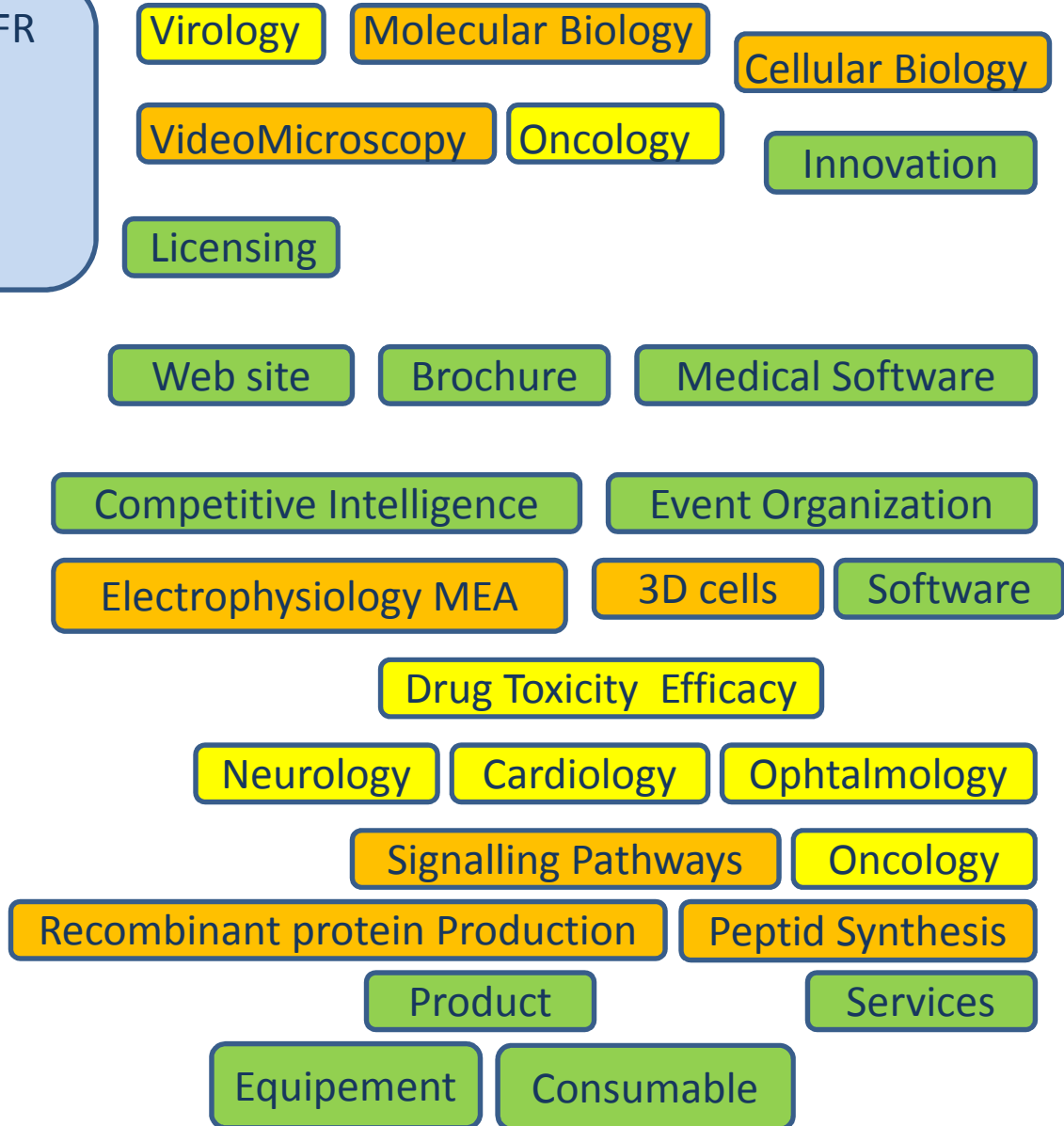


5th Level , Pasteur Institute, Paris, FR
PhD ,CNRS, Montpellier, FR
LES Training

Callimedia

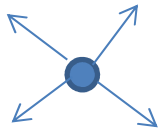
European Biotech Crossroads

Biocell Interface

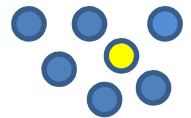




- To find **New customers** for your products / services



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



- To find **Partners**

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

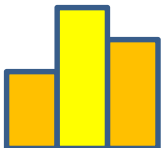


- To assess your **website attractivity**

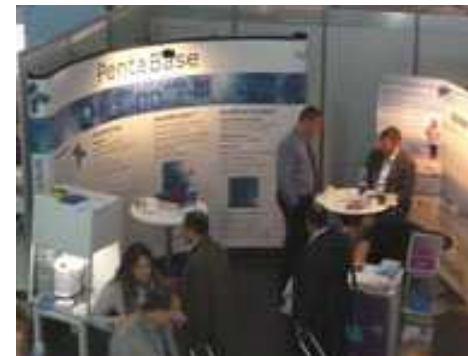


- To increase your **visibility**

Register to the Newsletters



- 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**

R&D services

Drug Discovery

Drug Development

Drug Toxicity

Drug Efficacy

Pharma - Biotech

IVD

Nutraceutical

Cosmetic

Chemicals

Ex 1 Prospection for New customers



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 +Report**

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 list, negative list, BtoBio list)

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 address/specific e-mail address




Mission

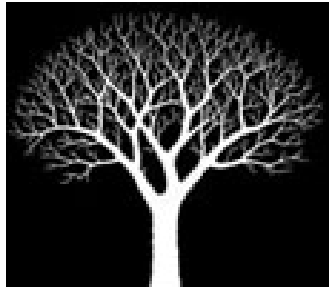
- E-mailing send & report & notes
- Bounced e-mail verification & correction (in option)

- 1st 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 1st 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



Preparation

Ask the right questions !

Correlate GA with **Marketing & Business development Activity**

Correlate with the **sales results**



Mission

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

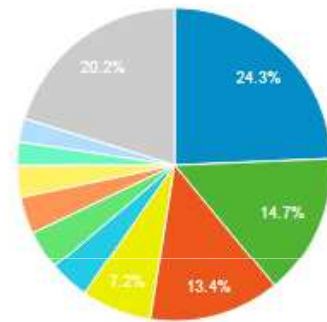
Evaluate the impact of social media, referent website, e-mailing Campaign

January December

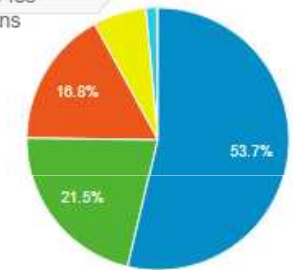
- Number of single visits
- % of new visitors
- Mean time /visitor
- Number of pages by visitors
- % of Rebond

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

-  France
-  Russia
-  United States
-  United Kingdom
-  Brazil
-  Germany
-  India
-  Belgium
-  Canada
-  Switzerland

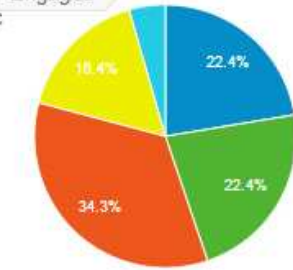







Toutes les sessions



-  Organic Search
-  Referral
-  Email
-  Direct
-  Social
-  (Other)

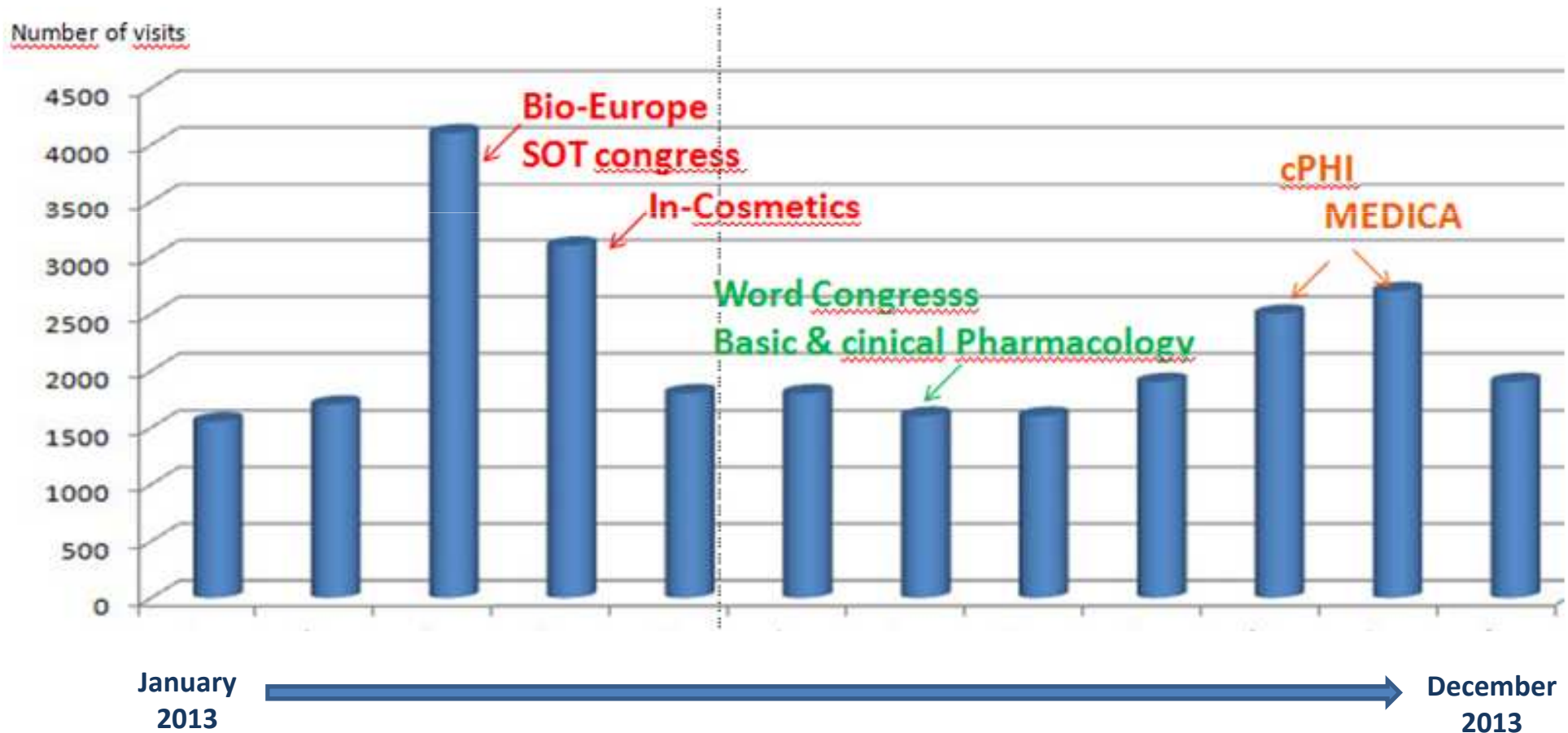
Really Engaged Traffic



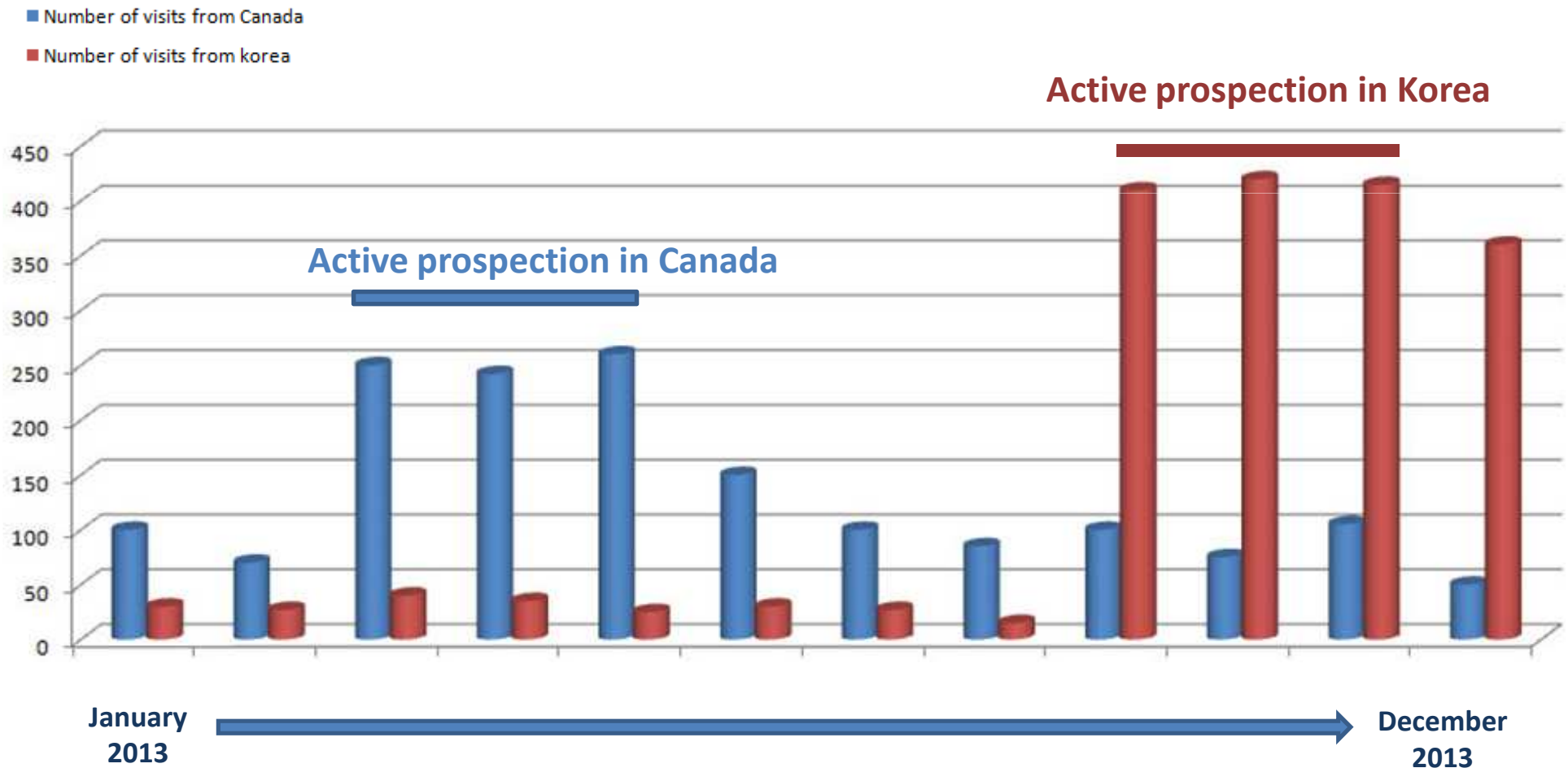
-  Organic Search
-  Referral
-  Email
-  Direct
-  Social
-  (Other)

Page	Pages vues	% Pages vues
1. /	374	30,99 %
2. /events/pharma-biotech-events/	185	15,33 %
3. /events/in-vitro-diagnostic-events/	128	10,60 %
4. /experience-jean-claude-muller-sanofi-nathalie-accomero-ao-marketing-life-sciences/	70	5,80 %
5. /biopharmaceutical-news-week-4-2015/	46	3,81 %
6. /all-news/	45	3,73 %
7. /biopharmaceutical-news-week-6-2015/	45	3,73 %
8. /contact/	40	3,31 %
9. /services-in-bd/services-business-development-operational-marketing/	35	2,90 %
10. /services-in-bd/services-business-development-strategy/	34	2,82 %

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

- Based on Fee for Services
- Preparation & report free of charges- not included in the time of the mission
- Highly flexible to your need

- 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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