

Print
\$3,200

Site License
\$5,200

Print + Site License
\$5,200

Company-Wide License
\$6,500

**BUY THE
REPORT** 

REPORT OVERVIEW



Digital Marketing to Life Scientists: Social Media and Email Best Practices

OCTOBER 2013



■ TABLE OF CONTENTS

■ STUDY SCOPE.....	3
■ REPORT HIGHLIGHTS.....	4
■ OVERVIEW.....	8
■ SAMPLE DATA.....	11
■ METHODOLOGY.....	13
■ PRICING.....	15
■ ABOUT BIOINFORMATICS LLC.....	16



■ STUDY SCOPE

This report will help you to:

- Understand how life scientists use social media to:
 - Engage with life science suppliers
 - Connect, communicate, network, and collaborate with other scientists
- Determine how life scientists use social media to support their research
- Identify most popular social networking sites/platforms
- Understand scientists' engagement with vendor social media
- Explore the impact of vendor social media on customer behavior
- Assess receptivity to banner ads located on social media sites
- Understand how life scientists perceive vendor-generated emails
- Pinpoint best email practices
- Detail privacy expectations and concerns
- Describe how scientists recommend products and services to their peers



■ REPORT HIGHLIGHTS

Understanding Scientists' Usage of Social Media

- Frequency with which researchers use social media for personal or work
- Social media sites viewed/posted on for personal use
- Reasons for using social media for personal use
- Social media sites viewed/posted on for research/work purposes
- Science-oriented social media sites (e.g., ResearchGate, Biocompare) viewed/posted on for research/work purposes
- Reasons for using social media for research/work purposes
- Perceived advantages of using social media to support research/work
- Average hours spent each day engaged in social media for personal use and/or to support research/work

Usage of Social Media From Vendors to Support Your Research

- Sources of social media from vendors used to support research/work
- Devices used to access vendor-sponsored social media to support research/work
- Frequency of using vendor-sponsored social media to support research/work
- Life science vendors "followed" or "liked" via social media
- Reasons for "following" or "liking" certain life science vendors via social media



■ Report highlights (continued)

Communicating with Vendors via Social Media

- How reliable scientists believe the information provided by vendors through social media is
- How reliable scientists believe the information provided by scientific peers through social media is
- Reaction to vendors engaging in social media
- Content and relationship preferences with vendors through social media
- Social media sites used to follow SPECIFIC vendors (39 vendors offered as choices)
- Perceived impact of social media on vendor relationships
- Likelihood of going to vendor website after seeing vendor content on a social media site
- Likelihood of clicking on a banner ad for a product of interest if it is located on specific types of social media sites
- Types of posts on vendor-sponsored social media sites that influence the decision to purchase specific products from that supplier
- Vendor that has the best social media content
- Vendor that has the most entertaining social media content
- Vendor that is the most responsive to its customers via social media



■ Report highlights (continued)

Communicating with Vendors via Email

- Vendor email lists subscribed to and vendor emails typically read (39 vendor choices offered)
- Vendor offering that would be most likely to entice scientists to subscribe to an email list
- Day of the week and time of day emails are most likely to be read
- "Sender name" that would make most likely encourage a scientist to open a vendor's email
- Subject line that would most likely encourage a scientist to open a vendor's email
- Content that would most likely encourage a scientist to click on a link in a vendor's email
- Features that make a vendor email interesting
- Opinions on the use of email by vendors



■ Report highlights (continued)

Privacy and Your Personal Information

- How closely privacy policies are reviewed
- Frequency of "making up" information in required fields to register for a vendor's email list without having to supply personal information
- Levels of confidence that suppliers will respect and protect your privacy
- Levels of confidence that social media (e.g., Facebook, Google+, LinkedIn, Twitter) will respect and protect privacy

Bonus Question

- Imagine the co-founder of Facebook pledged \$50 million in start-up funding to the scientist with the best idea for a science-oriented social media website. You have just 60 seconds to describe your idea to a panel of judges...Go!

BUY THE
REPORT 

■ OVERVIEW

For suppliers who want to develop a thoughtful social media and email marketing strategy, **Digital Marketing to Life Scientists: Social Media and Email Best Practices** provides a tactical guide for harnessing the power of the Internet to reach out to customers in a meaningful way. The report identifies where (and how) scientists spend their time on social media platforms and how they rely on email outreach to inform the buying decision. Rather than trial and error (and hoping for the best), vendors can use this primary research to structure their online outreach in a way that **inspires** scientists to subscribe, read and click through.

Invest in the most direct source of information from the scientists who buy your products and the expert team that has been monitoring your customers since 1994.





■ Overview (continued)

What **does** make a scientist click through, and what makes him or her hit delete? When are your customers most receptive to receiving emails from you? How does a supplier become a trusted voice in the social media conversation? Do banner ads work on social sites? Do scientists find science-specific social sites to be more credible/useful? This report explores these questions and more. Additionally, scientists weigh in on which vendors have gotten the dialog just right—and which ones haven't.

Done right, digital marketing is an exciting and cost-effective way to positively impact revenues. Conversely, a heavy price can be paid for **missing** the mark. Blacklisted by research institutions or companies, added to do-not-send lists, reported as spam, blocked from forums, and losing sales due to an unclear call-to-action, a failed campaign can undermine the entire marketing effort.



■ Overview (continued)

This study will help suppliers understand the nature of their online relationships with researchers—what engenders customers to a brand and what gets ignored, complained about or dragged into junk.

For suppliers who want to master the online conversation, **Digital Marketing to Life Scientists: Social Media and Email Best Practices** provides data-driven best practices to help optimize electronic marketing platforms in such a way that builds relationship, inspires loyalty and calls a scientist to action.

FREE data set through November 22, 2013 with purchase of the report. Regularly a \$1,200 value.

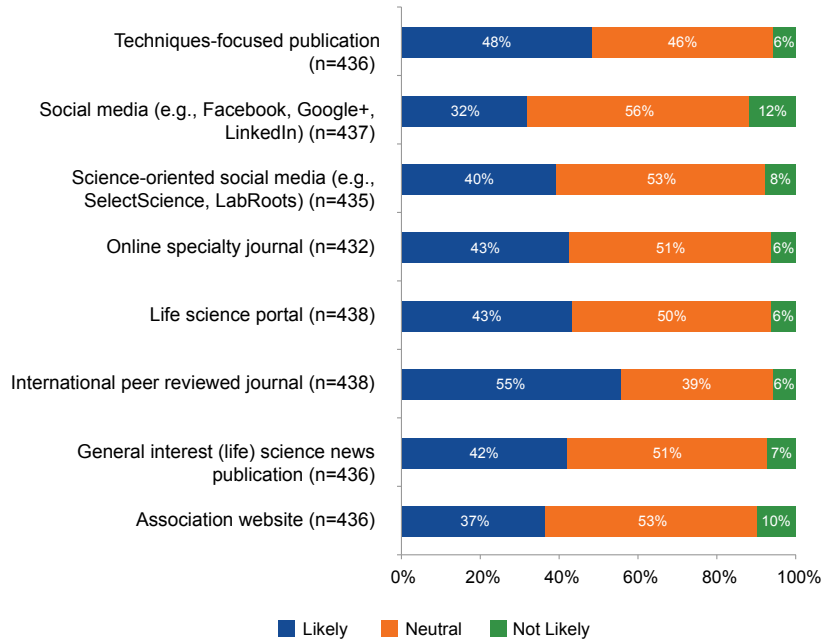


Digital Marketing to Life Scientists: Social Media and Email Best Practices

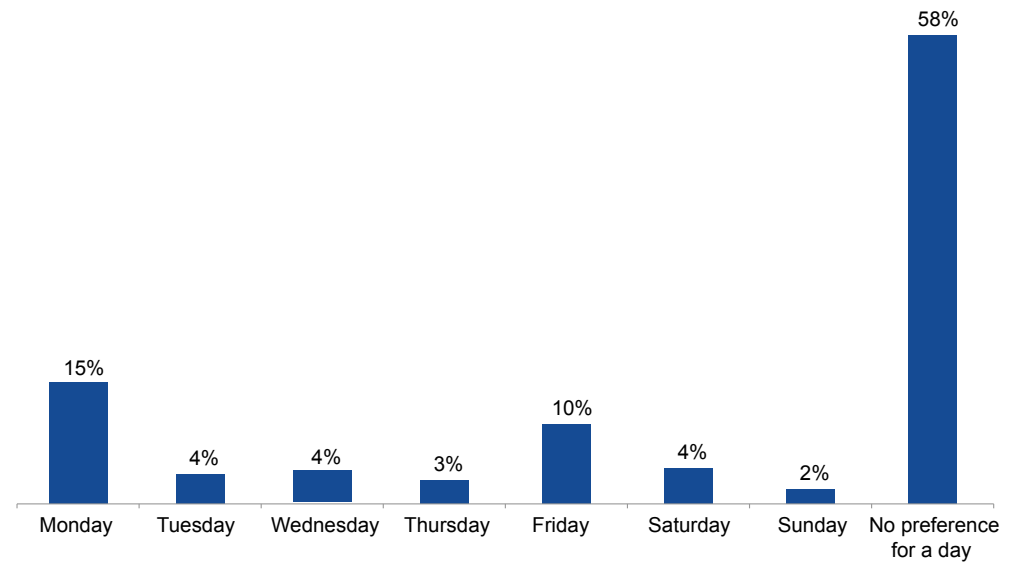


SAMPLE DATA

LIKELIHOOD TO CLICK ON A BANNER AD BY WEBSITE TYPE



DAY MOST LIKELY TO READ EMAILS

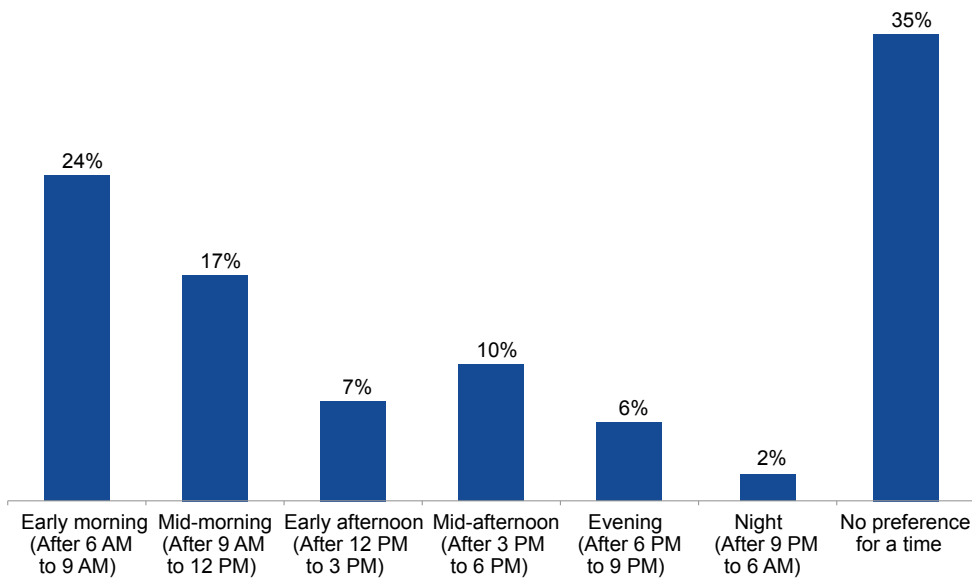


Digital Marketing to Life Scientists: Social Media and Email Best Practices

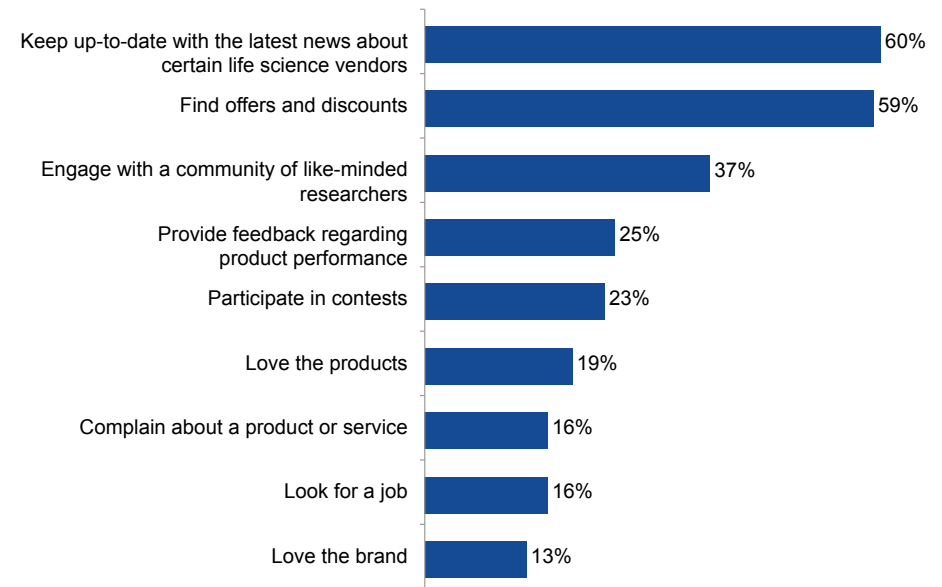


SAMPLE DATA

TIME OF DAY MOST LIKELY TO READ VENDOR EMAILS



REASONS FOR FOLLOWING OR LIKING LIFE SCIENCE VENDORS USING SOCIAL MEDIA

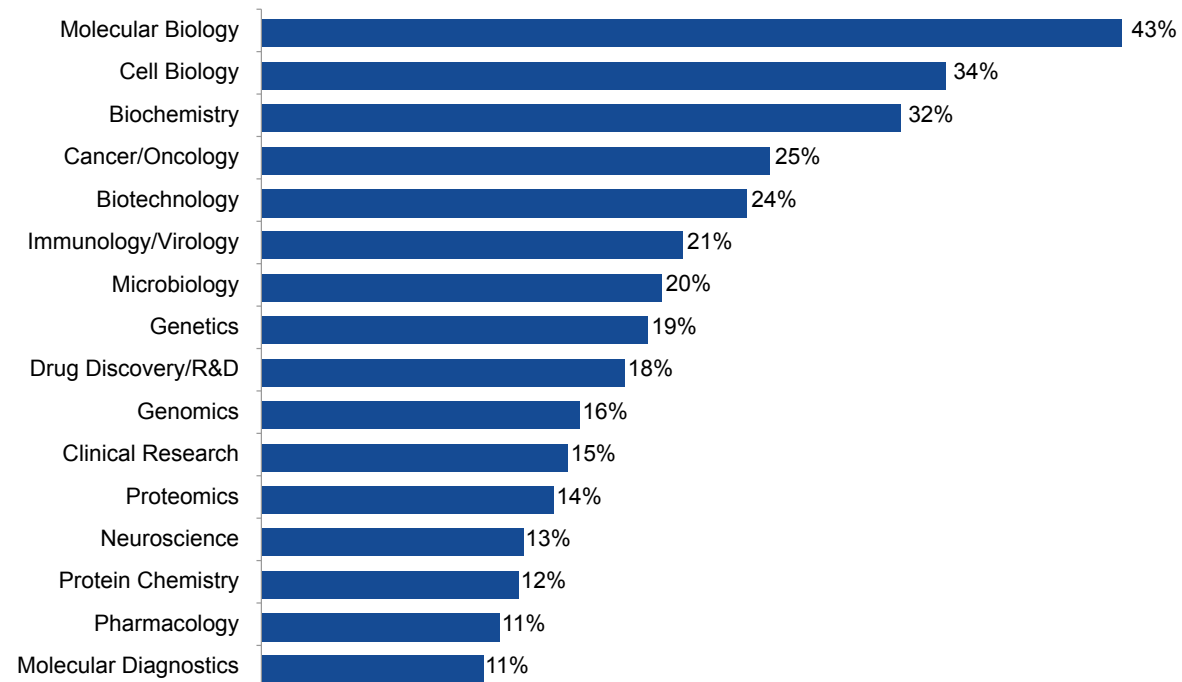




METHODOLOGY

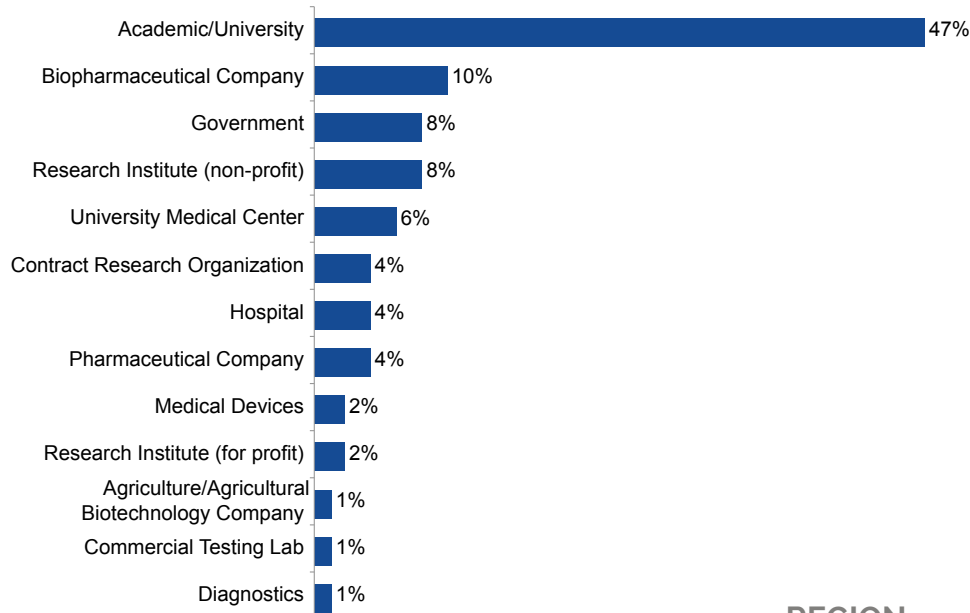
Digital Marketing to Life Scientists: Social Media and Email Best Practices is based on responses to a 45-question online survey for life scientists conducted by BioInformatics LLC (Arlington, Virginia, USA). 845 life scientists participated in the survey between September 24 and September 30, 2013.

TOP AREAS OF RESEARCH

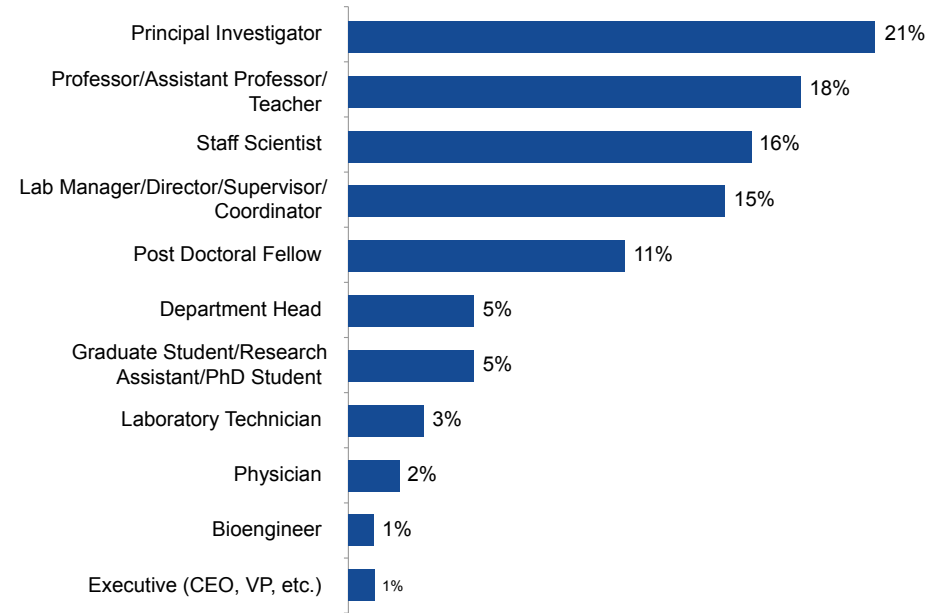


Digital Marketing to Life Scientists: Social Media and Email Best Practices

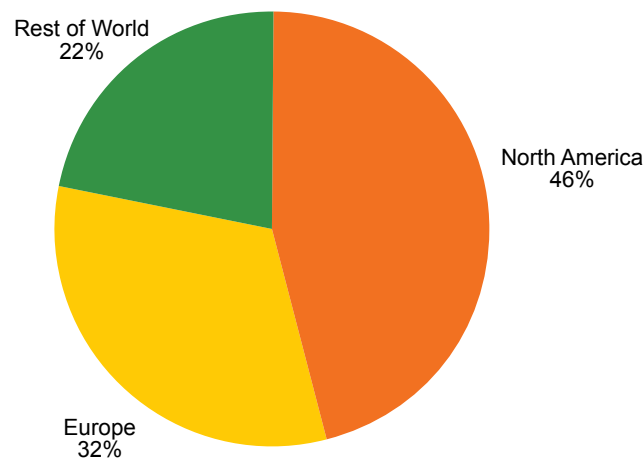
TOP MARKET SEGMENTS



LEADING JOB POSITIONS



REGION





■ ACT NOW

Until November 22, 2013, the purchase of this report will include a **FREE copy of the dataset**, delivered in Excel format. Regularly a \$1,200 value, a complimentary dataset will be included with your order:

Print	\$3,200
Site License	\$5,200
Print + Site License	\$5,200
Company-Wide License	\$6,500

With your purchase of this report, we also invite you to set up a meeting with our report team of scientific and business analysts. We can answer any questions you may have about the survey results, and we can also share what we believe to be the significant trends affecting your market.

Recent report titles:

Life Science Instrumentation: Brand Performance	June 2013
The Market for Primary Cells & Stem Cell –Derived Cells	May 2013
Enhancing the Customer Experience	March 2013
Best Practices for Advertising to Life Scientists	February 2013



■ ABOUT BIOINFORMATICS LLC

Since our inception in 1994, BioInformatics LLC has provided critical market intelligence to leading companies serving the life science, medical and pharmaceutical industries. We support clients across the entire market spectrum—from scientific research to diagnostics and therapeutics—providing high-level management with market insights.

Our published reports allow marketing professionals to share in the results of broad-based market studies that provide access to high-quality research at an affordable price. Our custom research is tailored to the specific needs of the companies' executive management.

For more information about BioInformatics' product and service offerings, please visit our website at www.gene2drug.com, call **703.778.3080 x13**, or email m.follin@gene2drug.com

