How Can Content Marketing Drive Scientists to Action?

There’s a Reason Why Everyone Is Talking About It

Stimulate Their Curiosity

A BioInformatics survey of over 800 life scientists concluded that engaging content is consistently effective in capturing the attention of life scientists. 1 Scientists aren’t inspired by marketing jargon. They’re inspired by concrete benefits that impact their research. That’s why many life science organizations are using content marketing to deliver valuable information to their audience. Content marketing builds trust with your science-minded customers, and over time, turns your audience into brand advocates.

Content Marketing for a Life Science Audience

Online Content

- Articles and White Papers: 54%
- Protocol Guides: 42%
- Virtual Summits: 22%
- Sponsored Webinars: 21%
- Videos: 18%

Print Content

- Posters: 48%
- Themed Booklets: 34%
- Posters: 23%
- Ads: 21%
- Outserts: 18%

Content marketing allows your brand to cut through the rhetoric and engage with even the most skeptical scientific audiences. Now is the time to leverage content marketing strategies to keep your company top of mind for the prospects and clients who matter most.

To learn more about content marketing for life scientists, read our whitepaper on the topic at connect.acspubs.org/content-insights.

Make Them Want to Share

Here are the types of content that scientists share most often with their colleagues:

- Peer-reviewed scientific articles: 69%
- Online scientific articles: 60%
- Vendor websites: 69%
- Online scientific articles: 60%
- Online presentations: 18%
- Webinars: 18%

4 Steps to Crafting a Science-Focused Content Marketing Strategy

Not sure where to start? Follow these steps to make sure your efforts yield content that resonates with life scientists.

Step 1: Define Your Core Message

What are you trying to say? Build a solid messaging platform that’s benefit-driven and addresses relevant audience concerns.

Step 2: Tell a Great Story

Why should people care about your message? Make your message stick by weaving a narrative that builds trust over time and across a variety of marketing channels.

Step 3: Develop an Editorial Calendar

How, when and where will your story be told? Without a plan, your content can become scattered and inconsistent.

Step 4: Extend Your Reach

Is your content making it into the hands of potential customers? Use social channels to broaden your impact.

There’s a Reason Why Everyone Is Talking About It

Content marketing allows you to cut through the noise and engage with your audience with valuable information. It’s a best practice to leverage content marketing strategies to keep your company top of mind with the prospects and clients who matter most.

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