

Life Science Social Media Marketing Survey January 2011

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Executive Summary p. 1

Survey Methodology and Demographics

Survey was executed online using SurveyMonkey, and a list of the questions can be found at <http://comprendia.com/images/lssmsurvey.pdf> Responses were elicited from marketing, sales, management, and business development professionals working in life science companies whose products are not FDA regulated. Respondents were vetted to remove agencies and those that didn't qualify or didn't finish the survey. Thirty-three respondents resulted, with 70% being in a marketing function (**slide 4**). Company size varied, with four bins from small (1-10 employees) to large (1000+) all being roughly equal (**slide 5**). Products that the respondents manage or sell were well distributed as well (**slide 6**), with Services and Protein-based Consumables leading with 27.1% and 18.1% responding, respectively. Customer base for most is very broad, with a rough average of 75% of respondents marketing or selling to different types of work places and levels of researchers/managers (**slide 7**).

It should be noted at this time that the respondents likely represent a somewhat 'social media savvy' group due to the way that they were recruited (e.g., Twitter, LinkedIn, or those already having an interest in social media). In addition, the number of respondents (33) is small and is not intended to be statistically significant, but rather a small sampling for demonstrating possible needs and trends.

Advertising Strategies

For what the survey considered to be traditional, or broadcast, forms of advertising, respondents indicated the strongest preference (37% of respondents) to keep the same level of advertising, with the next preference (29%) to increase levels (**slide 8**). A dramatic difference can be seen with regards to new media advertising planning

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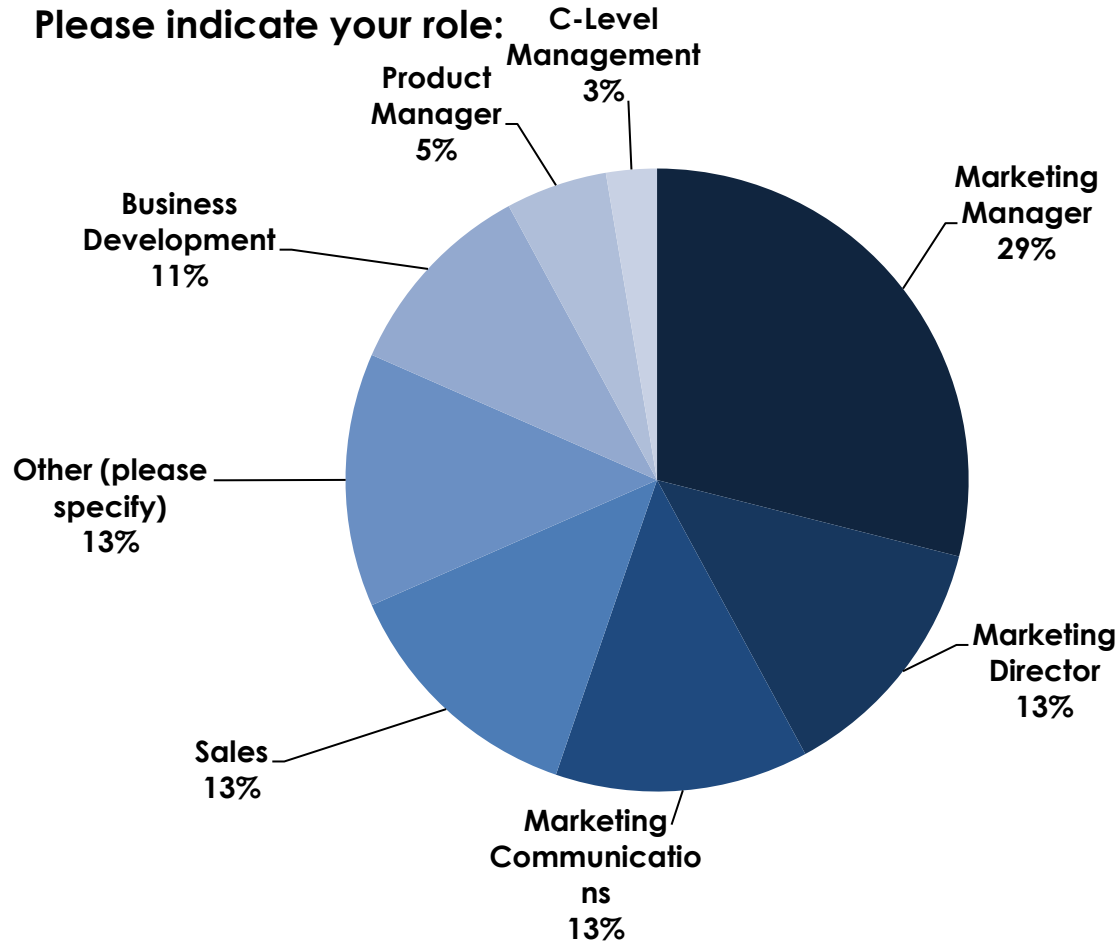
(slide 9), with 52.9% indicating they will increase and a miniscule 1.3% indicating they will decrease levels. Moreover, when asked about shifting budgets to online and social media, all respondents indicated making or having already made a shift, with 52% indicating a shift to both online and new/social media **(slide 10)**.

Advertising Tactics

Life science marketers gave a mixed response regarding the monitoring of their brand externally **(slide 11)**, with 60.4% indicating that they monitor social networks, and 42.4% indicating they don't monitor at all (a few respondents chose incorrectly on this question, resulting in these two summing to >100%). Brand monitoring using Google Alerts was mentioned several times in the 'Other' category. When asked about their utilization of company branded social media **(slide 12)**, respondents indicated that Twitter and Facebook are the most popular choices, with 58% and 39% using them daily or 1 or 2 times a week, respectively. When asked how their group will adjust to the increased content needed for social media **(slide 13)**, a majority, 66.7%, feel as though their existing staff will be able to allocate time, with a much smaller number looking to hire new staff (12.1%) or to sponsor external websites (3.0%).

When asked generally which life science web 2.0 sites they would consider sponsoring **(slide 14)**, interest was low, with social networks, forums, and product listing sites being top ranked. The overall interest was split equally between Not Interested/Don't Know, Somewhat Interested, and Interested. Interest in sponsoring specific sites **(slide 15)** was also low, with an overall 50% being 'Not Interested/I Don't Know' in the sites or events we presented, with the BenchFly website and ScienceOnline event marginally leading the others. Despite this low enthusiasm for established sites, respondents had a high level of interest in several of the types of advertising we proposed **(slide 16)**, with 'Ask an Expert Forum' and 'Text Ads' being of interest to half or more of the respondents.

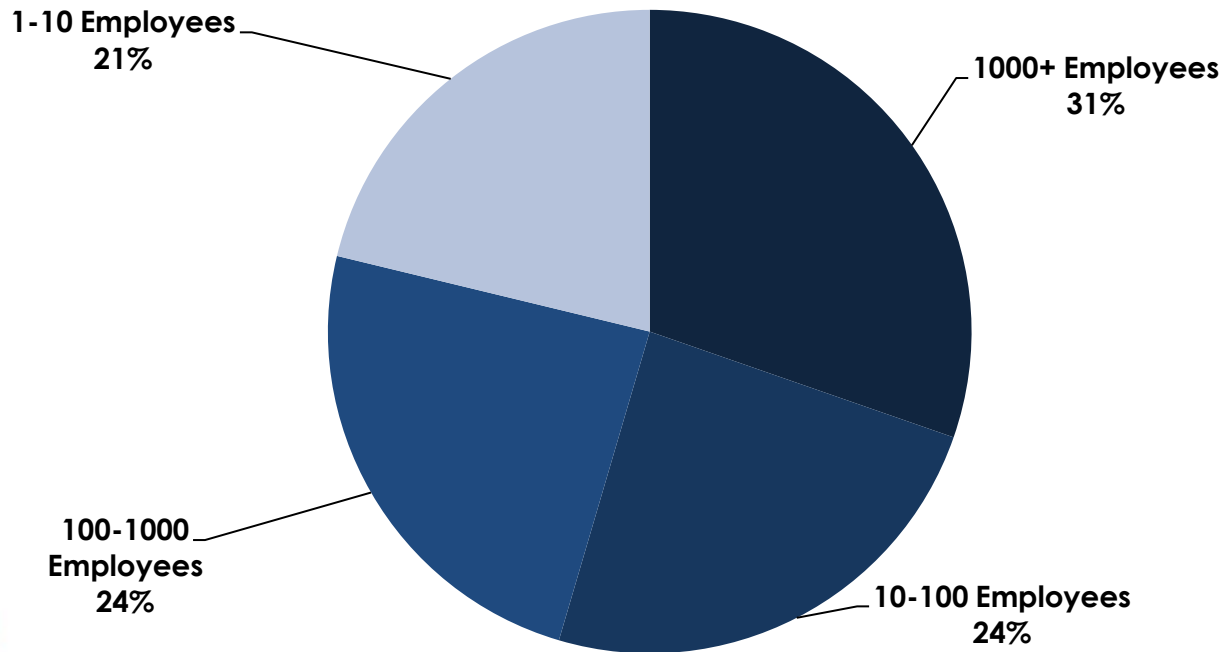
Survey Demographics: Role



Other:
researcher
VP MKT
Bus Dev & Marketing in the US
Advertising Coordinator
Sales & Marketing

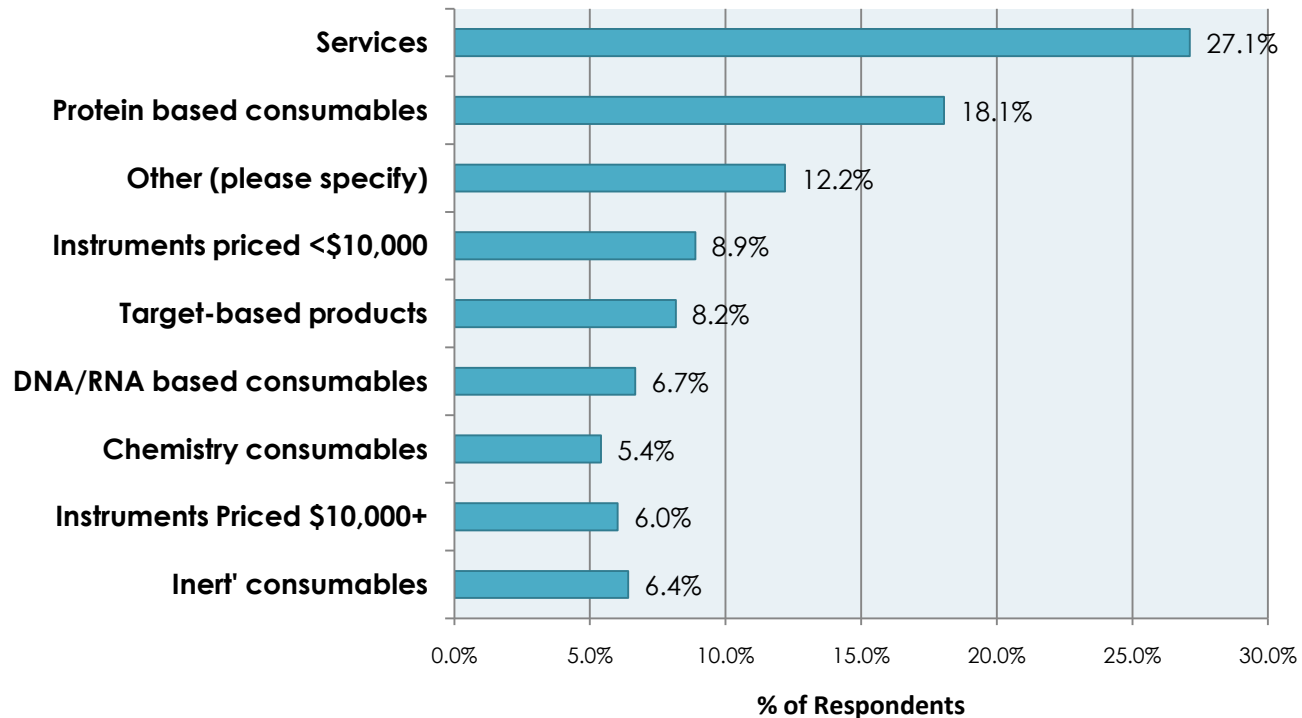
Demographics: Co.Size

Please enter the size of your organization:

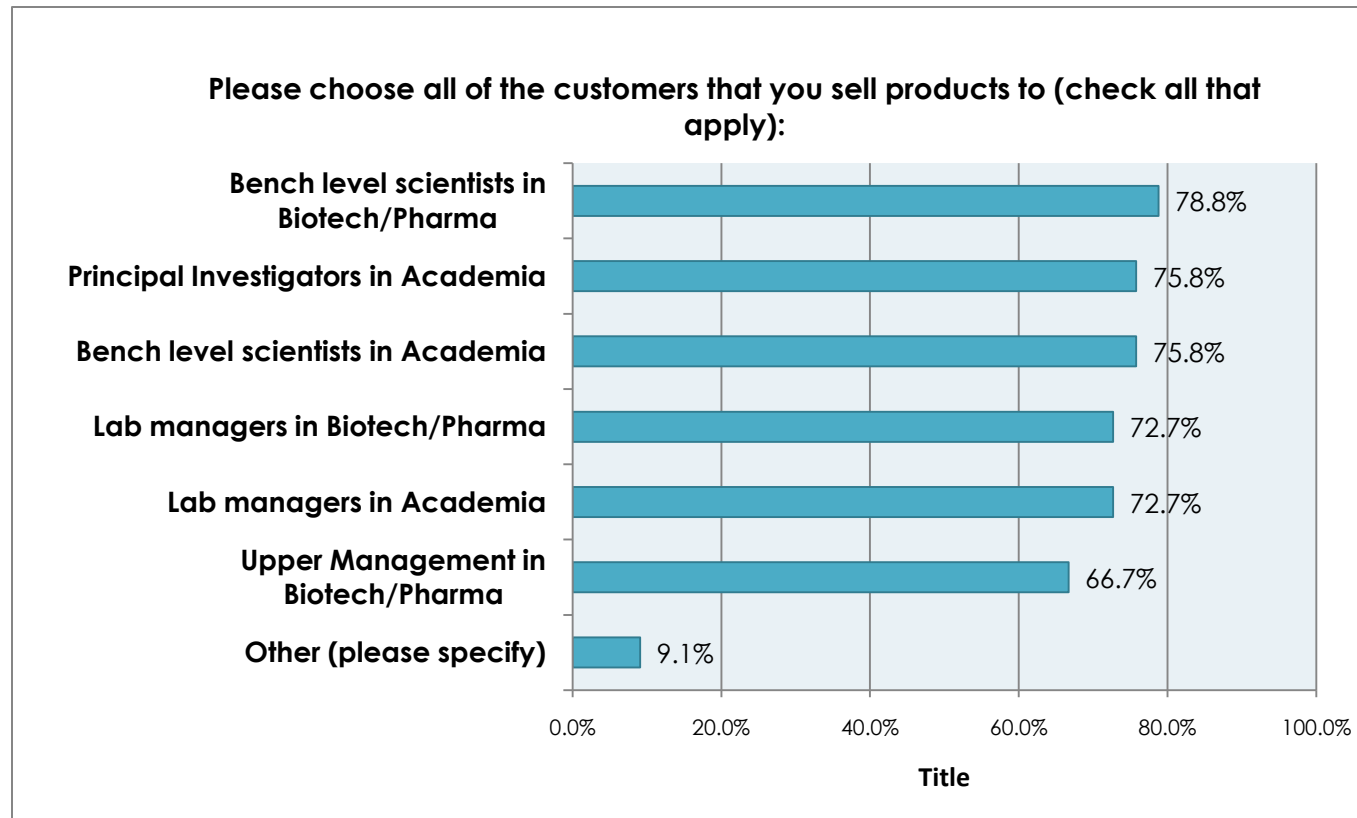


Demographics: Products

Please describe the products you manage or sell (check all that apply):



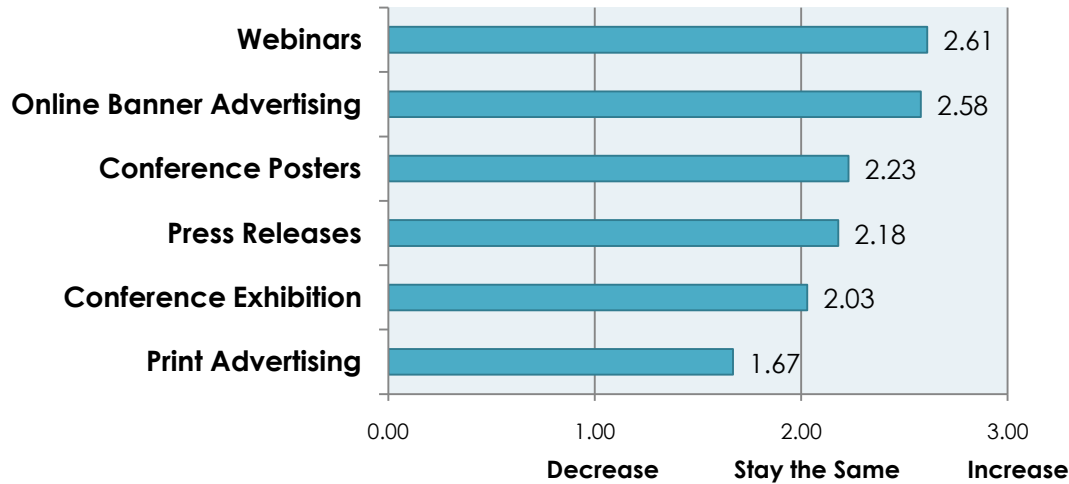
Demographics: Customers



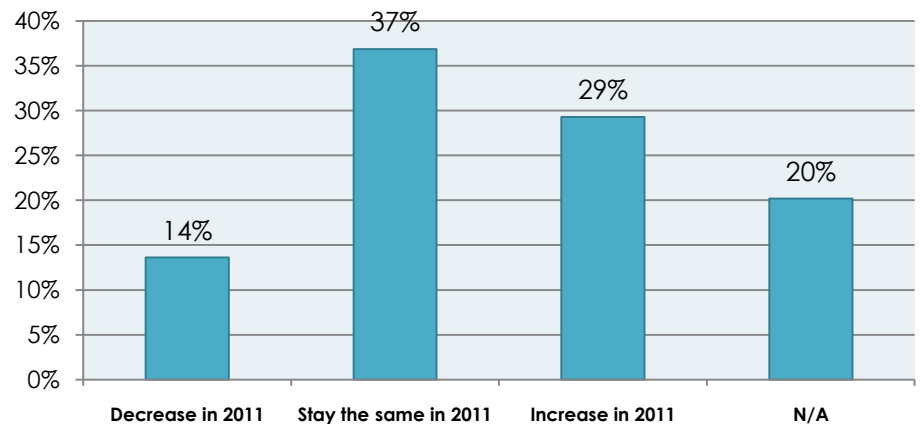
Other (please specify)
NIH, NSF and any other funding agency ;-)
Graduate students, post-docs
Government agencies

Traditional Advertising in 2011

Please indicate how your utilization of traditional forms of advertising and marketing will change in 2011 compared to 2010.

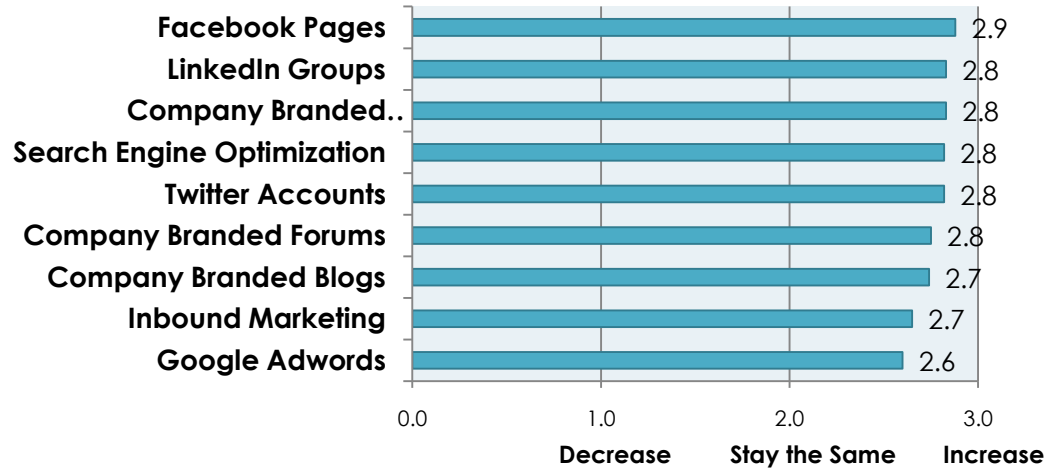


Overall 2011 Traditional Advertising Planning

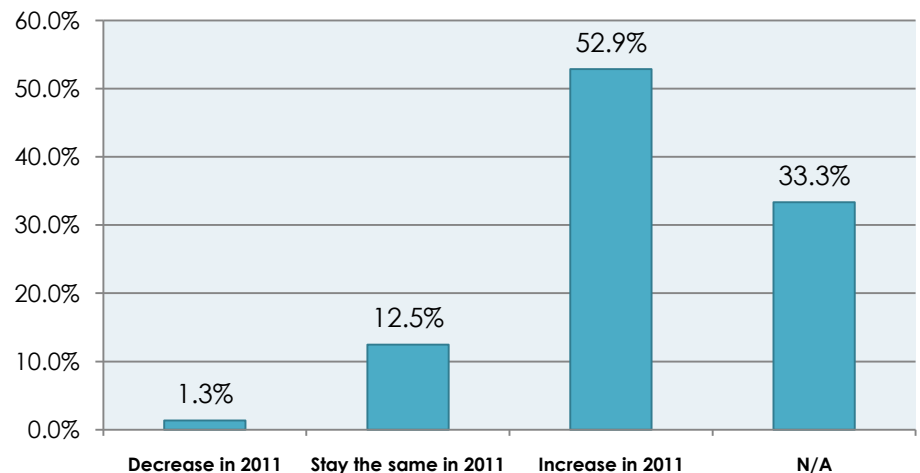


New Media Advertising 2011

Please indicate how your utilization of the following marketing tactics will change in 2011 compared to 2010.

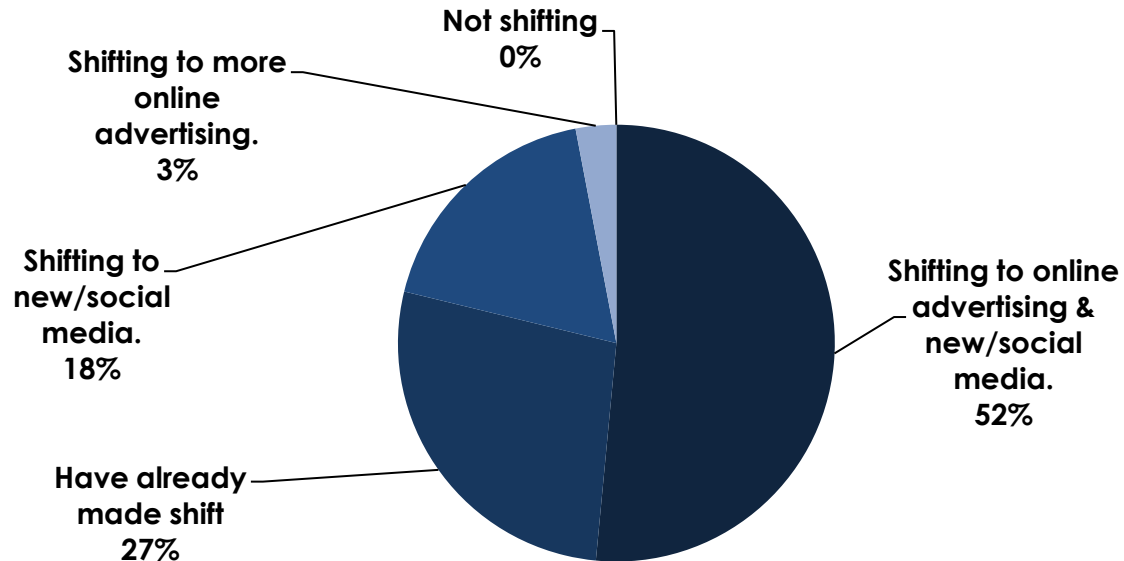


Overall 2011 New Media Advertising Planning

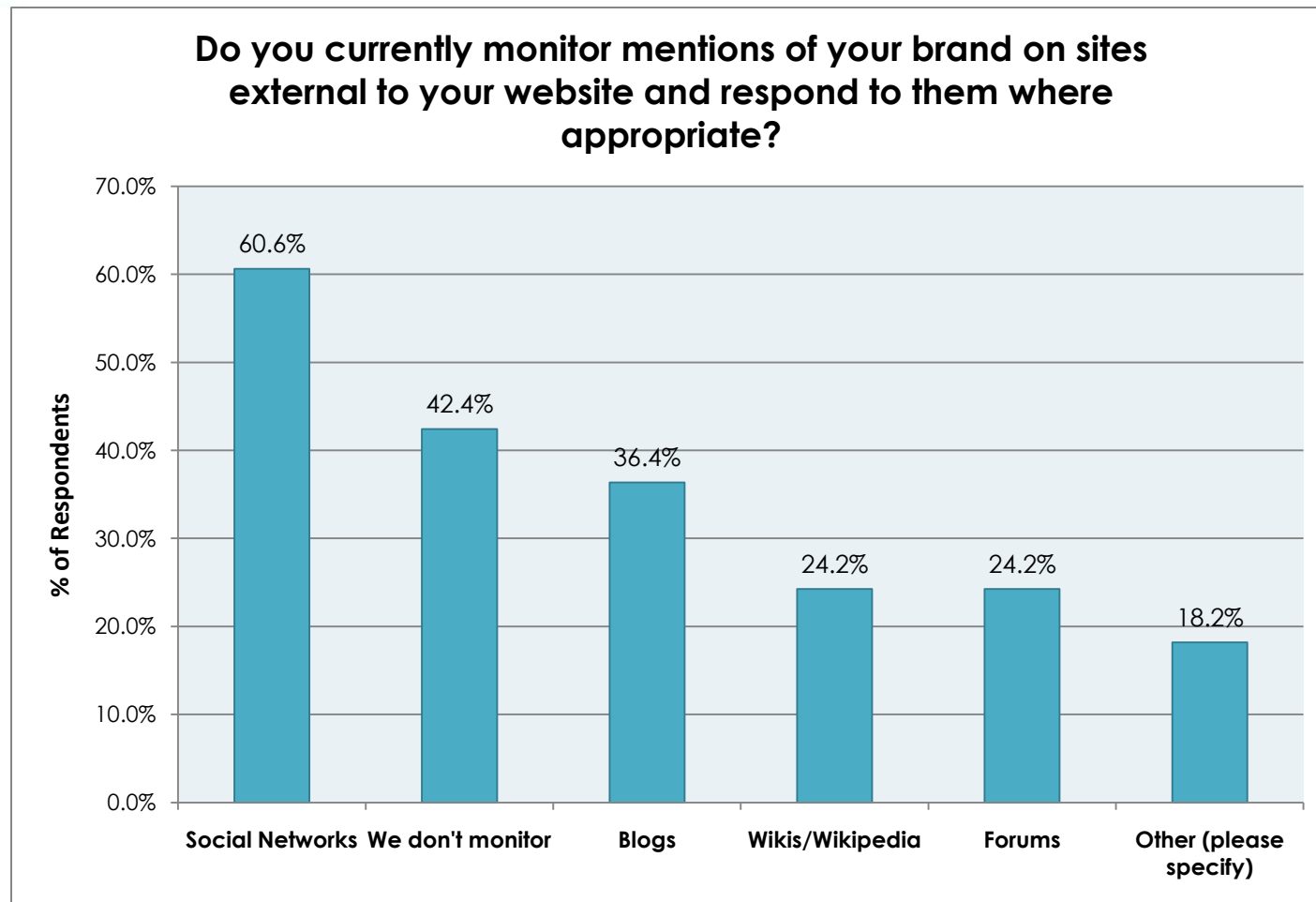


2011 Marketing Budget Shifts

How does your marketing budget in 2011 compare to 2010?



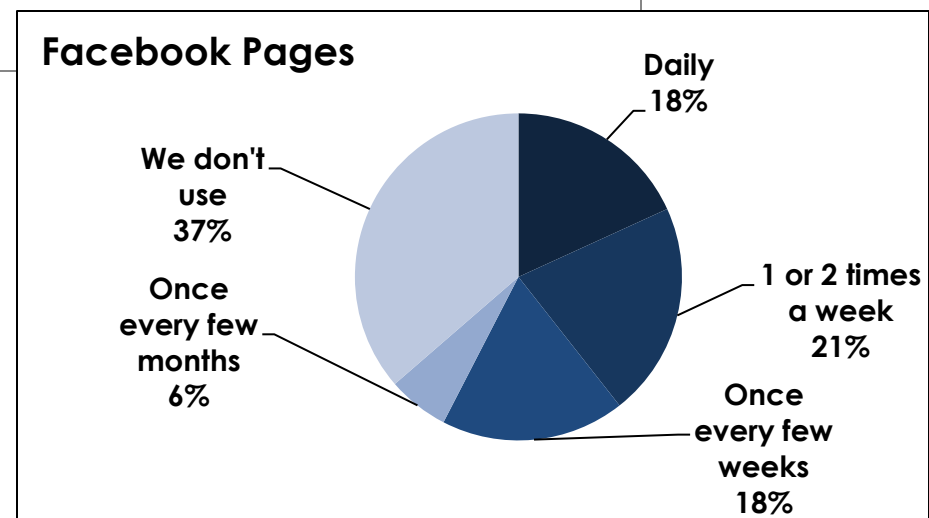
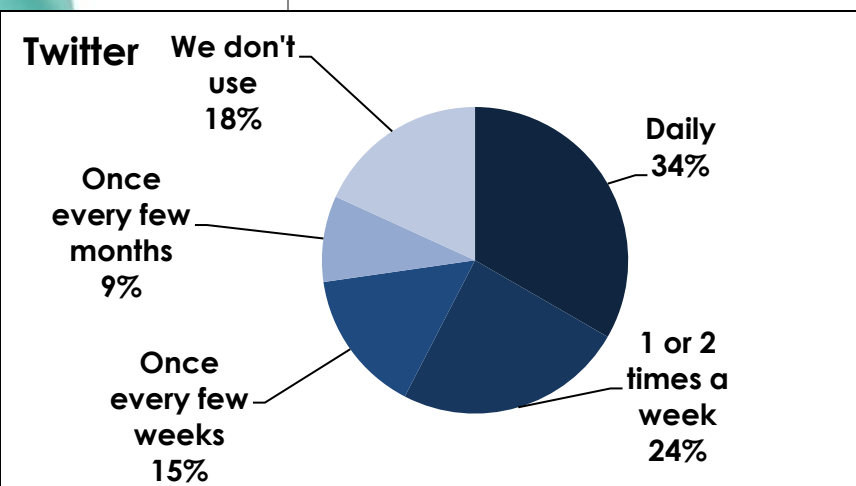
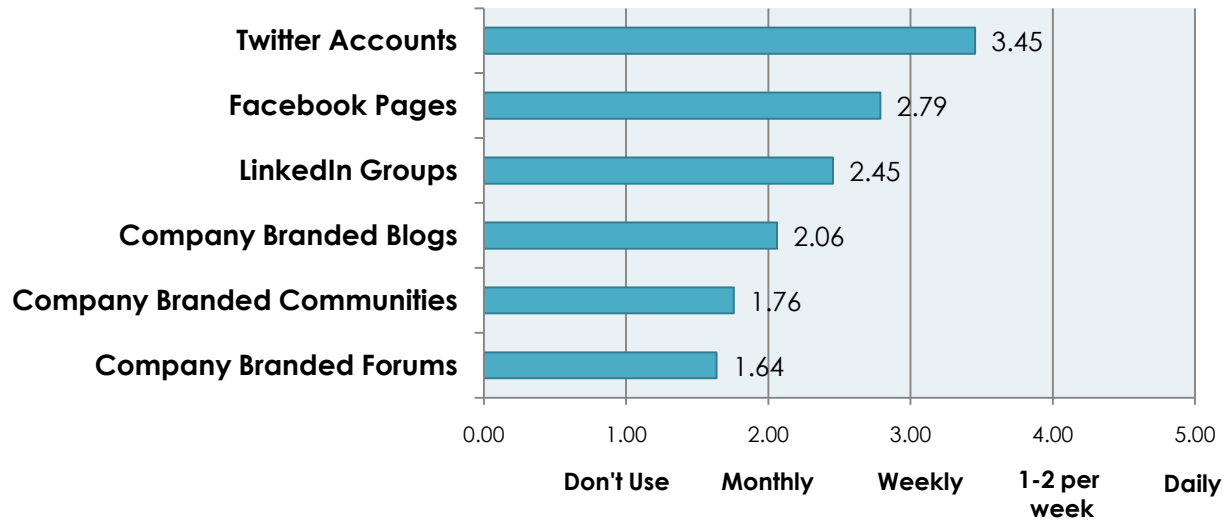
Brand Monitoring



Other
Don't know
Published papers
Monitor with Google Alerts
Google Alerts for all
Google keyword alerts
online directories

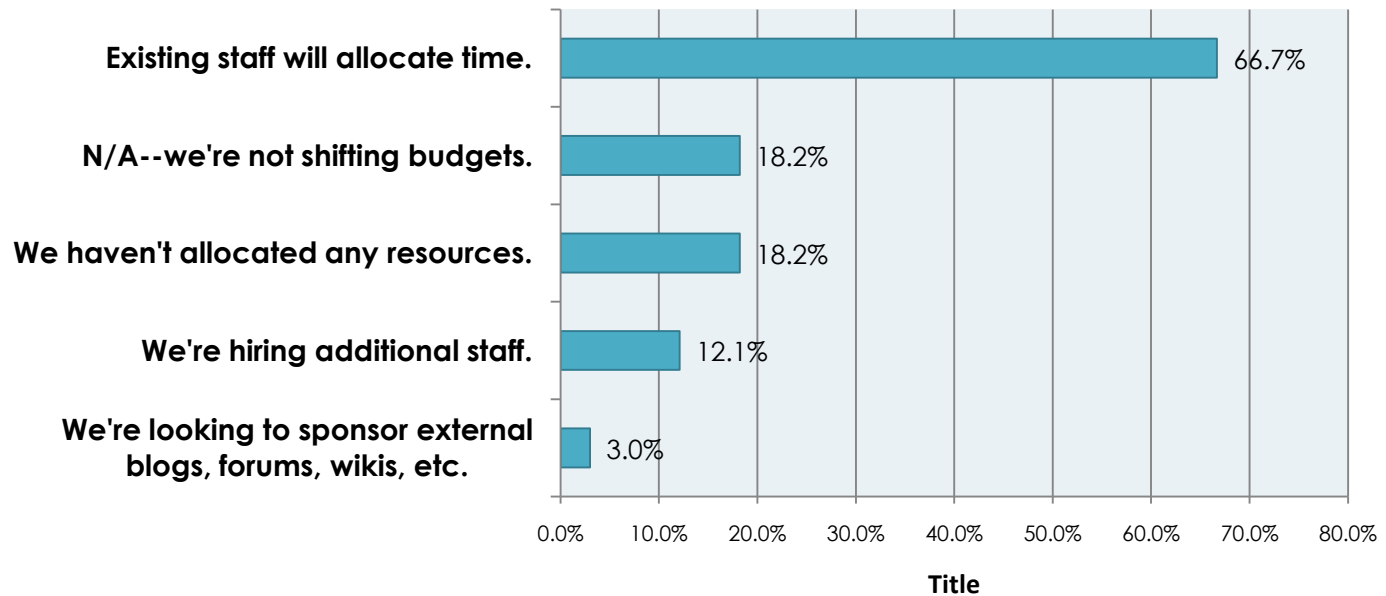
Company Hosted Social Media

Please indicate how often your company utilizes the following branded social media (hosted or maintained by your company)



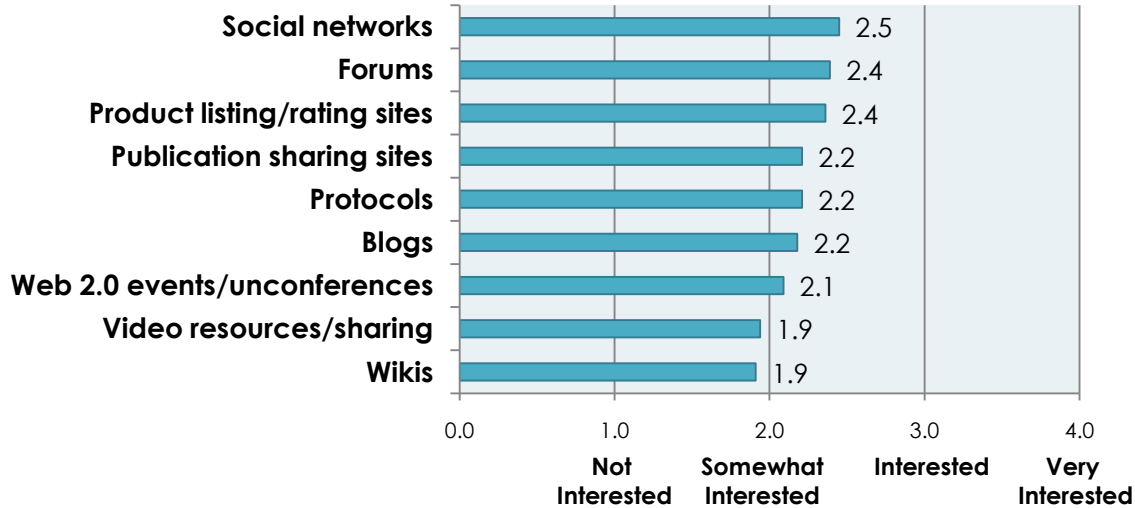
Creating 2.0 Content

If you're shifting your marketing budgets in 2011 towards new and social media, how will you create the additional content required for blog posts, status updates, etc. (check all that apply)?

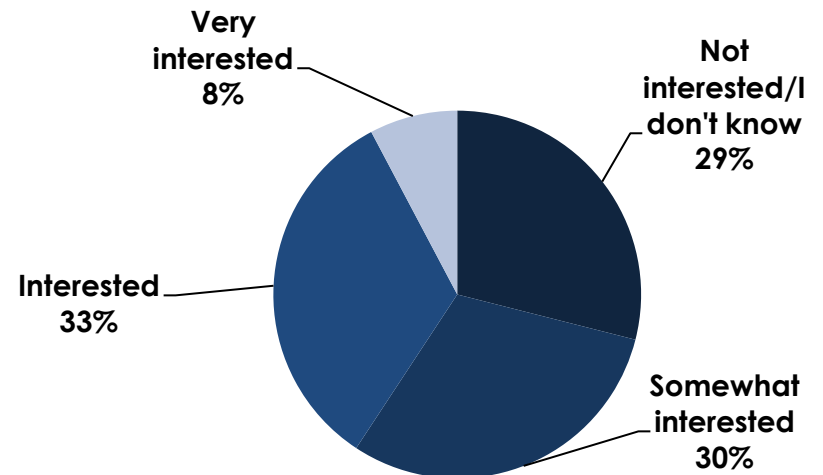


Sponsoring 2.0: General

Interest in Sponsoring Life Science 2.0

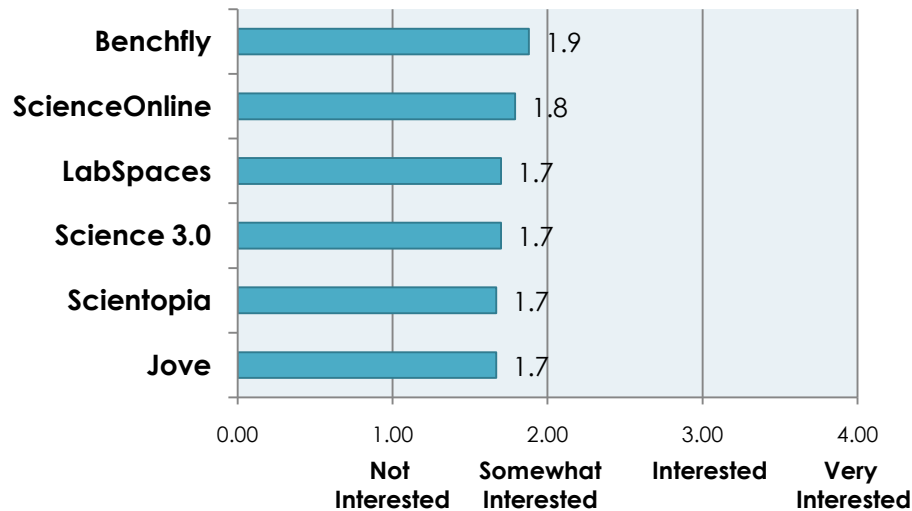


Overall Life Science Web 2.0 Interest

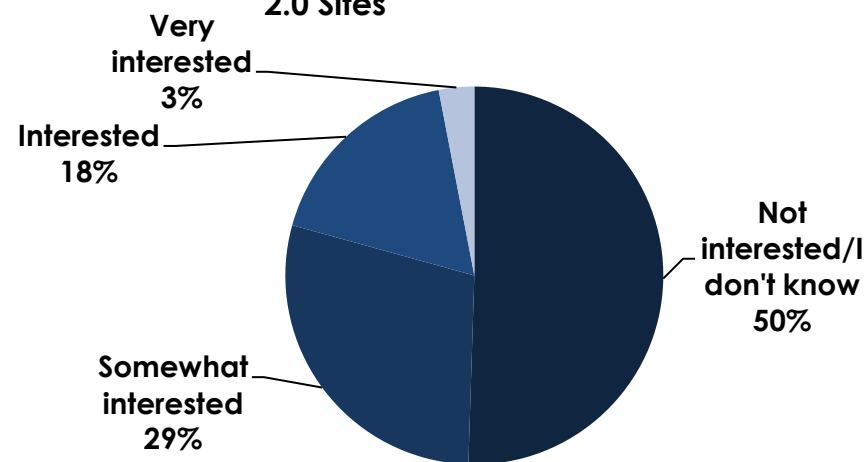


Sponsoring 2.0: Specific

Please indicate your level of interest in working with or sponsoring the following life science-specific new and social media (click on item and it will open in another window):



Overall Interest in Specific Life Science Web 2.0 Sites



Types of Sponsorships

For external new and social media applications or events, please indicate the kind of sponsorships you are most interested in (check all that apply):

