

# Life Science Marketing Survey 2012

Survey of Marketing, Business Development,  
and Sales Professionals involved in the sale  
of non-FDA regulated products.

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# Summary of Results

This survey was promoted to life science marketing, business development, sales and management professionals through the Biotech Marketing Group on LinkedIn and through Comprendia's website and network. Survey questions can be downloaded at [http://comprendia.com/publicdownloads/2012\\_Marketing\\_Survey\\_Questions.pdf](http://comprendia.com/publicdownloads/2012_Marketing_Survey_Questions.pdf).

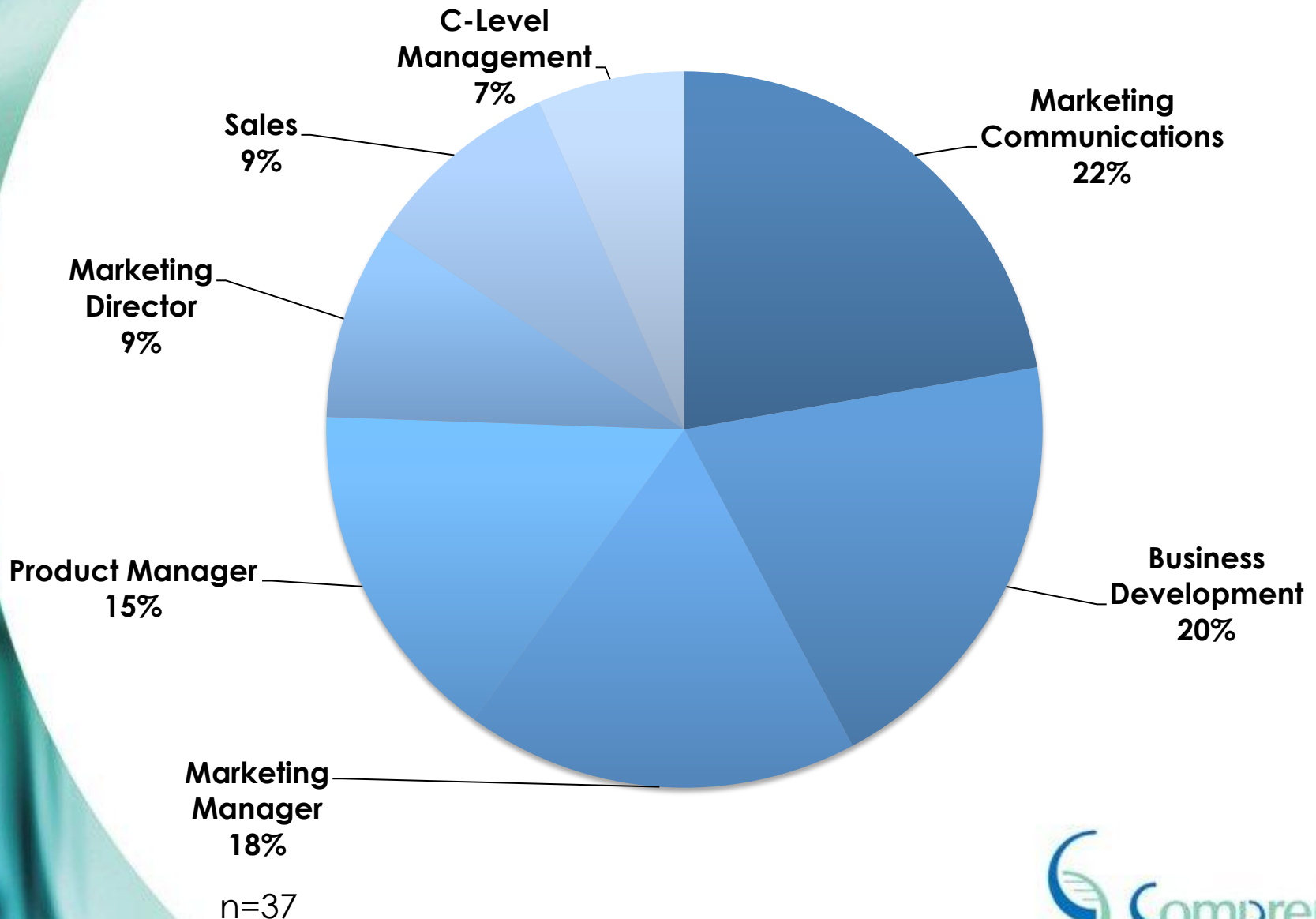
Thirty-seven people completed the survey. The top three occupations were Marketing Communications, Business Development, and Marketing Manager (Question 3), with the majority working at companies between 1 and 100 employees (Question 4).

The biggest product area for respondents was Services (Question 5) with most of the other options being roughly equal. Regarding customer identity, respondents chose almost all options equally (Question 6). When asked about their challenge from a broad perspective in an essay question (Question 7), the general consensus was a need for better lead generation.

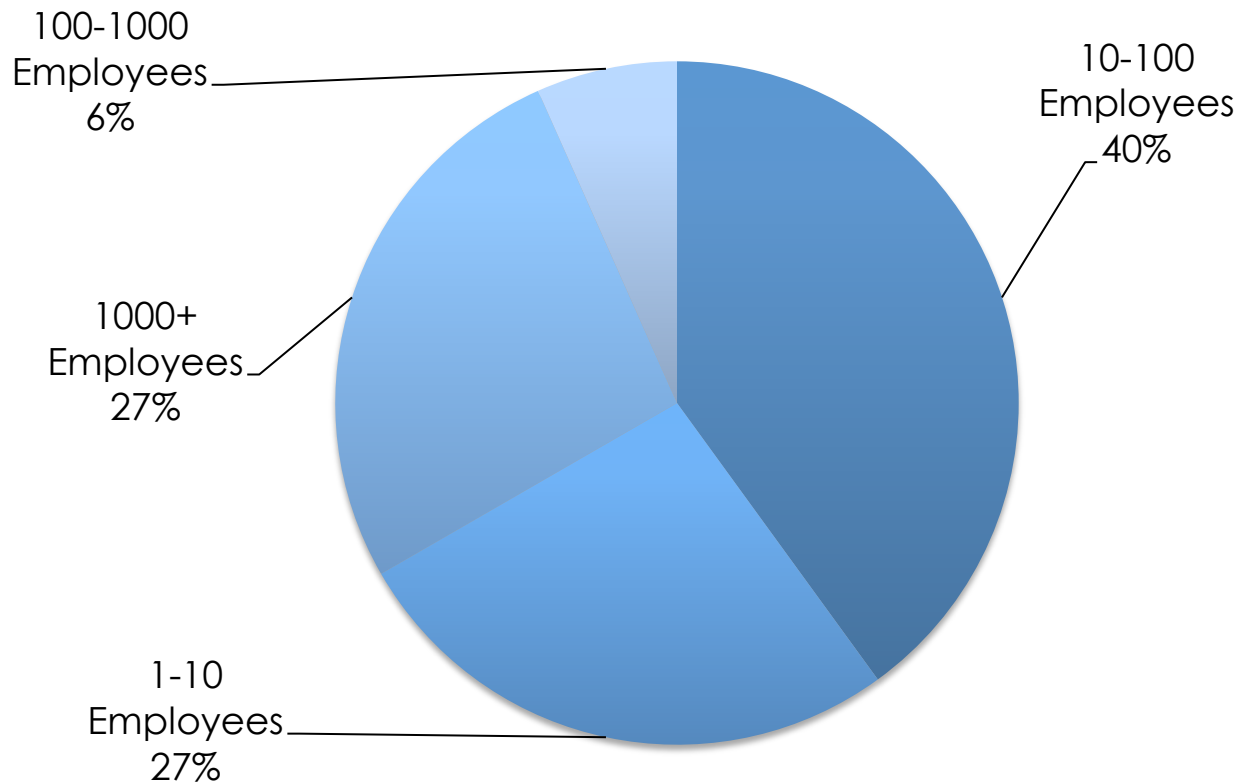
When asked about non-digital marketing activities for 2013, self-hosted events, white papers, and press releases were the top choices (Question 8). For digital marketing activities in 2013, webinars, SEO/inbound marketing, and web 2.0 were the top choices, with interest in these tactics being greater than non-digital methods (Question 9).

Respondents were asked for their most challenging items in 2013, and indicated that lead generation and capture, engaging thought leaders, and customer engagement were the biggest issues (Question 10). The last question posed a series of statements which respondents were asked to indicate their agreement on, and engagement, resources, and metrics were the biggest issues (Question 11).

# Q3. Please indicate your role:

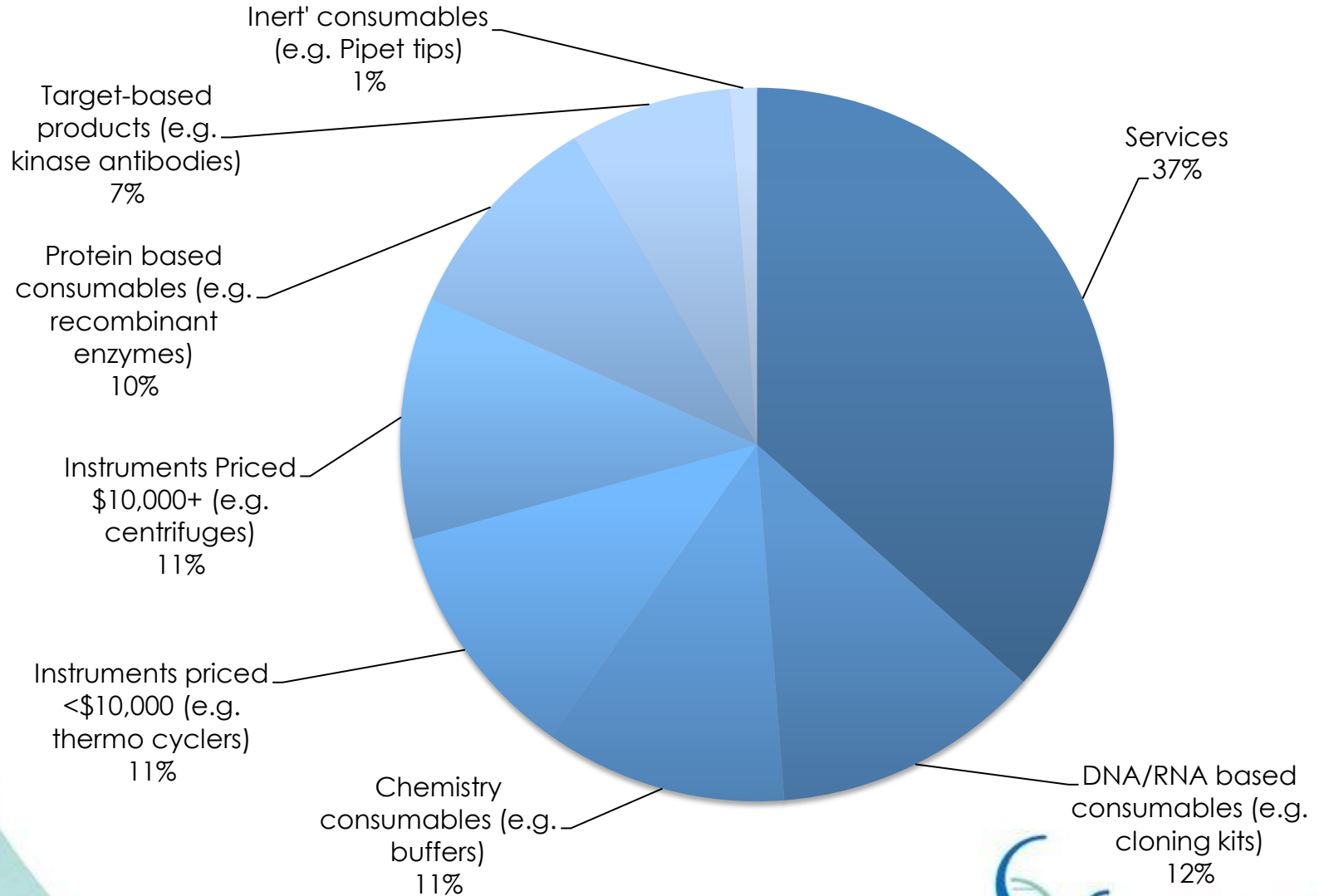


## Q4. Please enter the size of your organization:



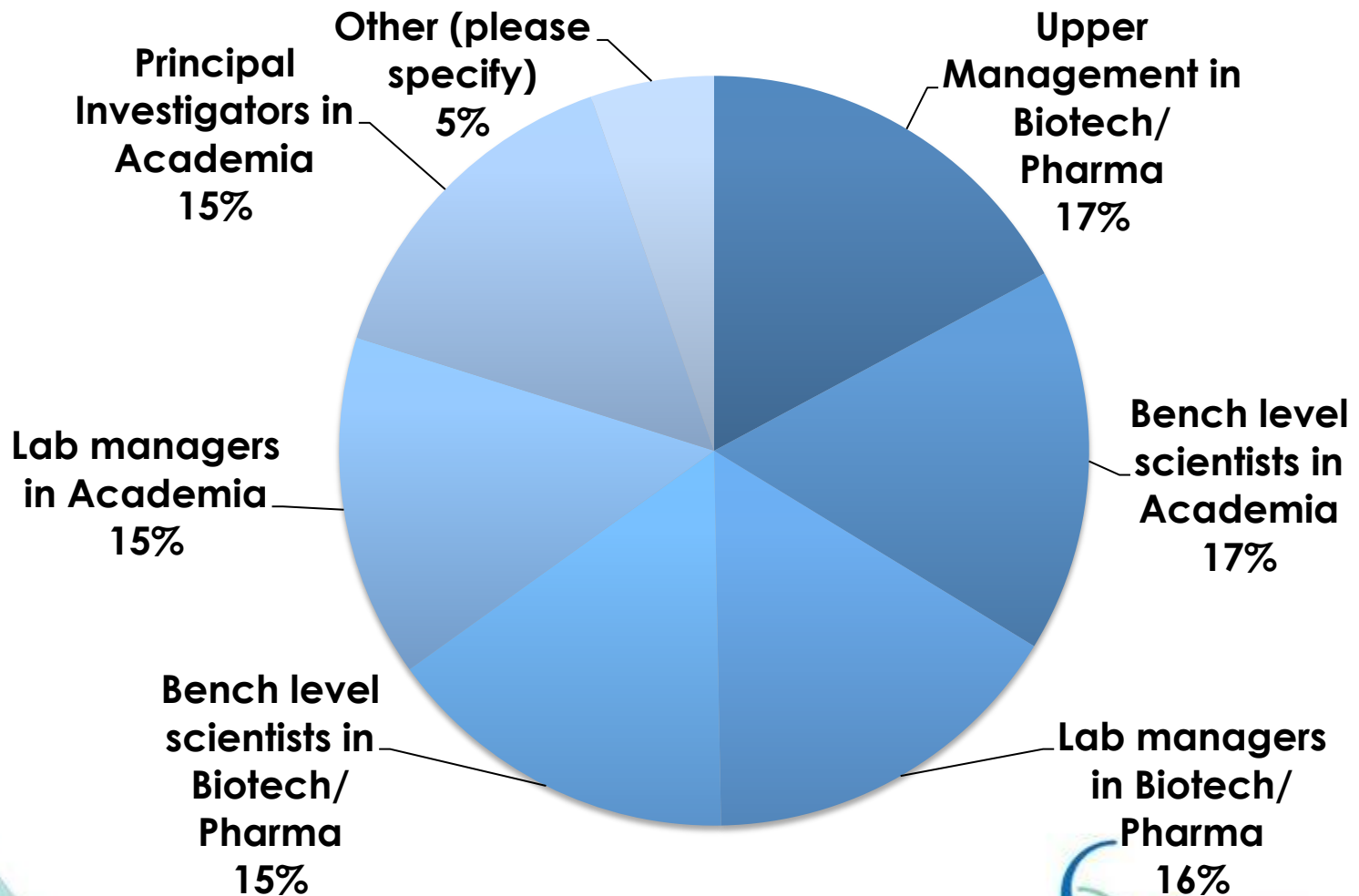
n=37

# Q5. Please describe the products you manage or sell (check all that apply):



n=37

Q6. Please choose all of the customers that you sell products to (check all that apply):

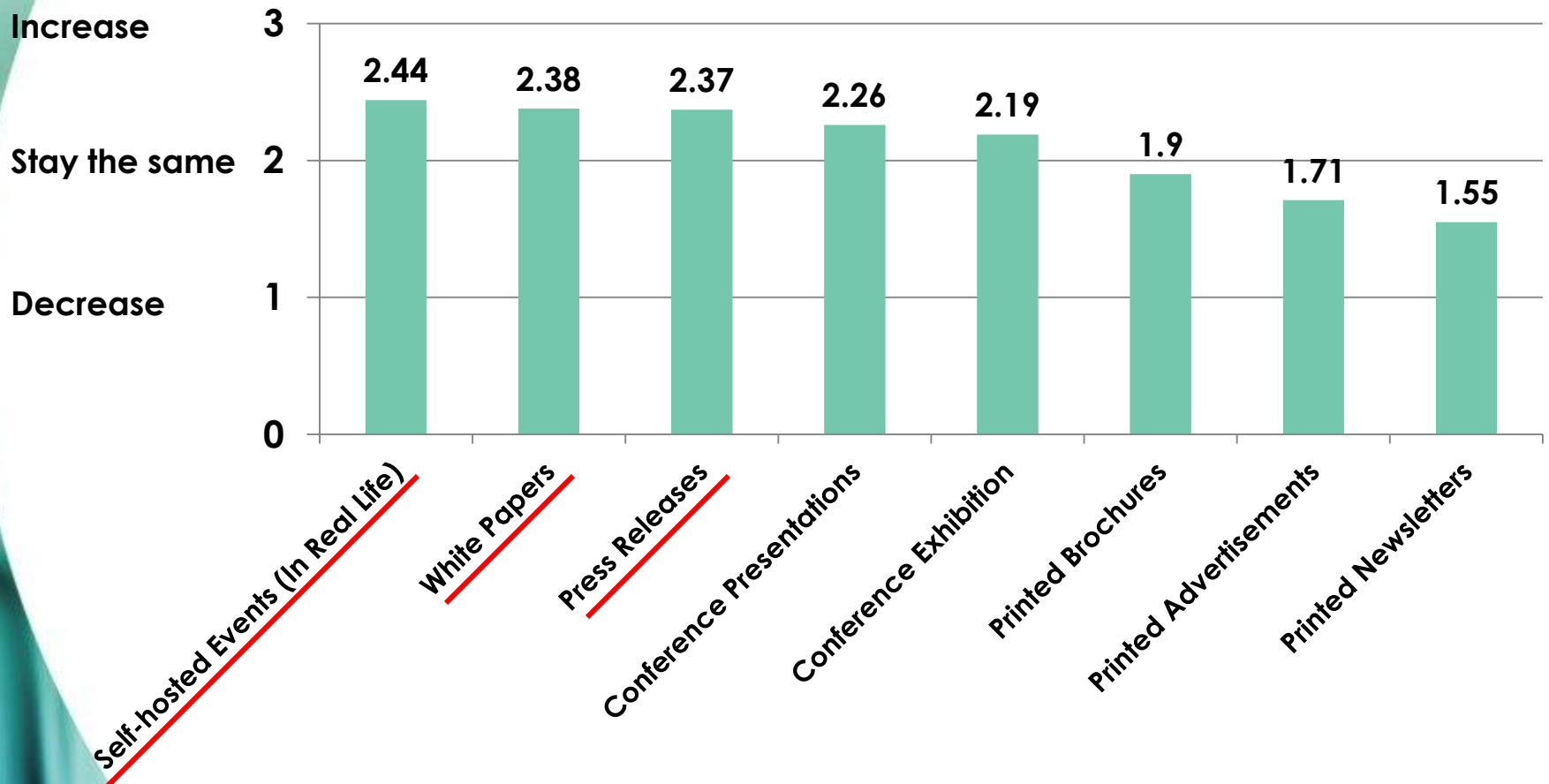


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# Q8. Please indicate how your utilization of NON-DIGITAL advertising and marketing will change in 2013 compared to 2012.

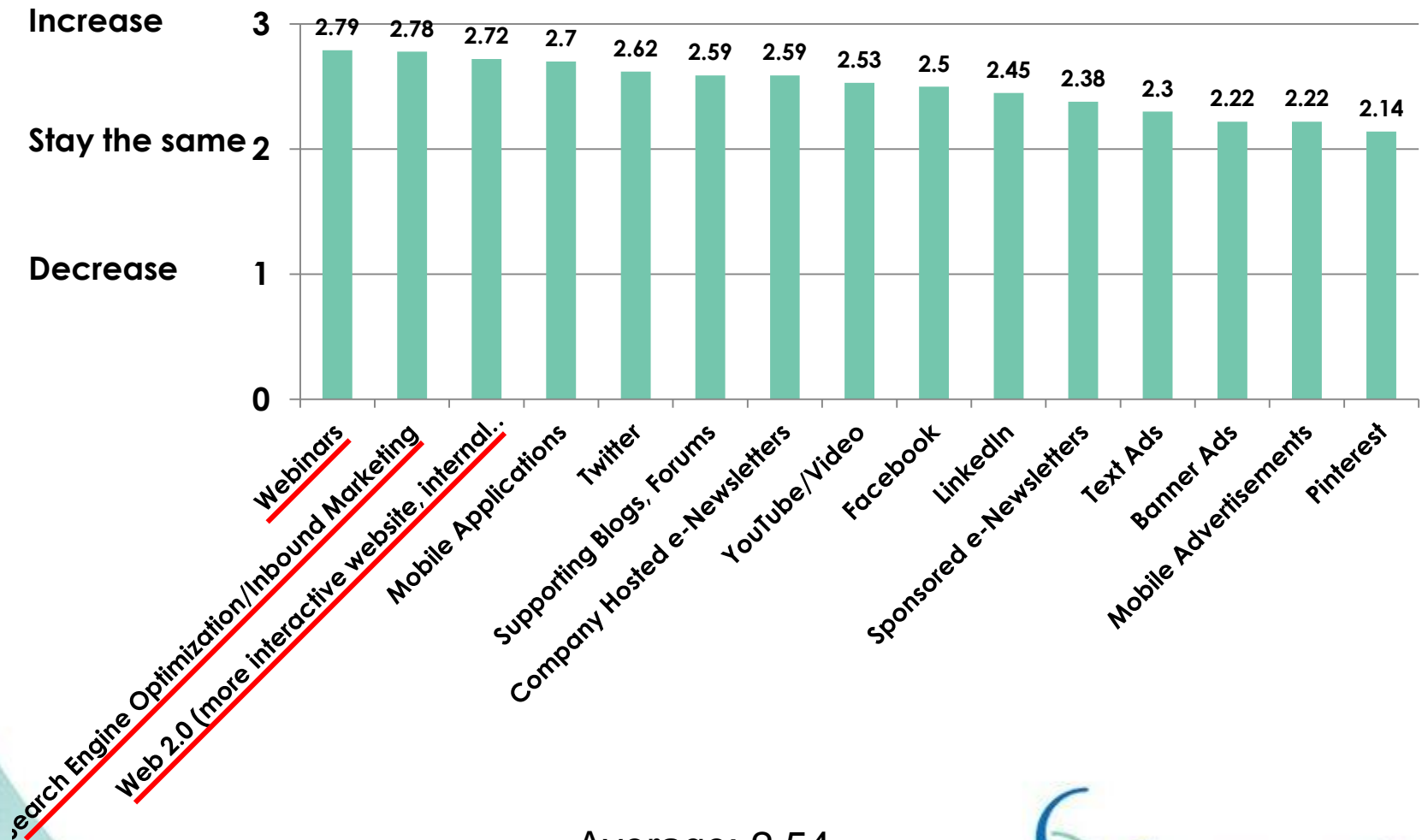


n=37

Average: 2.11



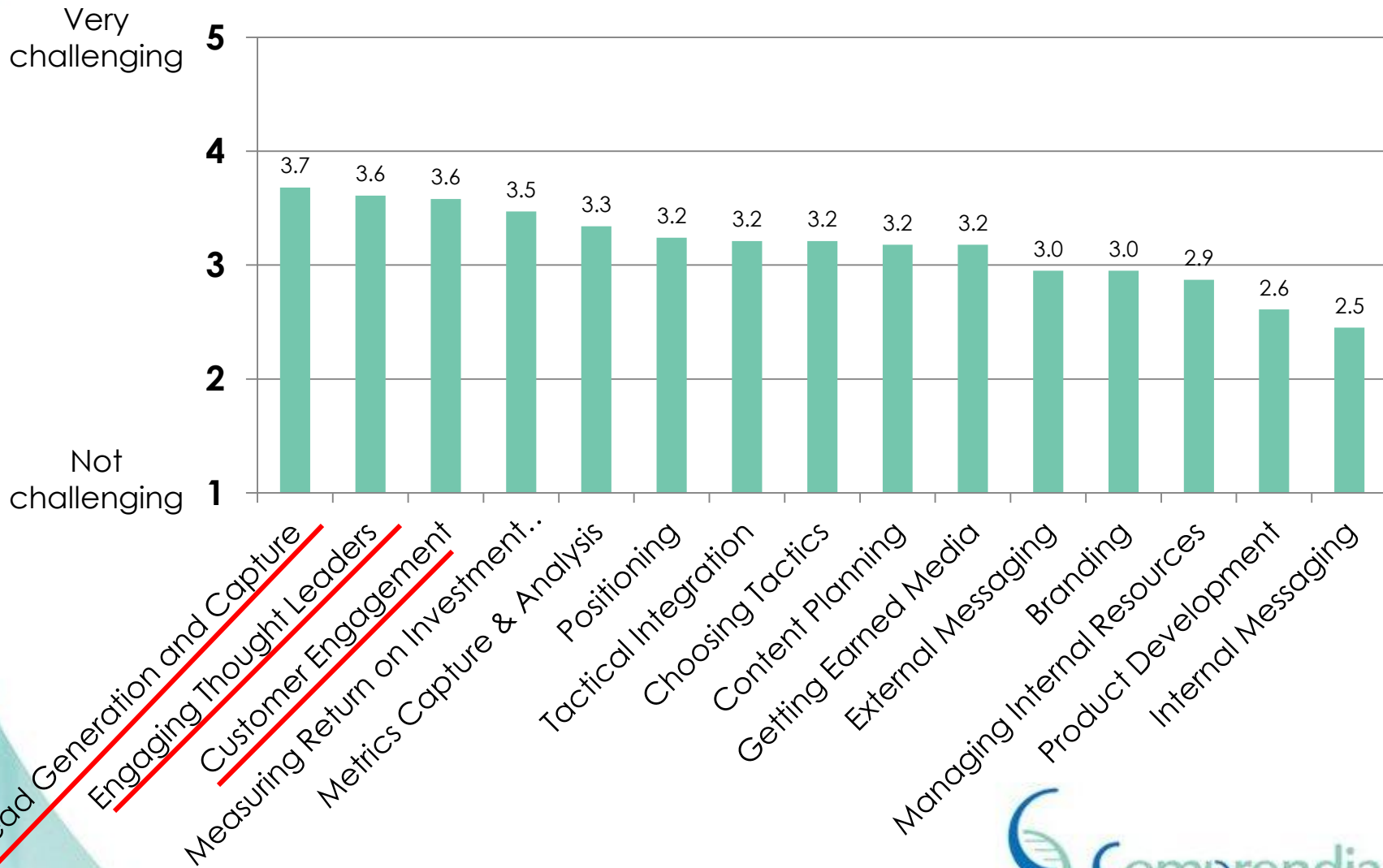
# Q9. Please indicate how your utilization of DIGITAL advertising and marketing will change in 2013 compared to 2012.



n=37

Average: 2.54

Q10. indicate which areas are challenging by ranking the topics below on a scale of 1 to 5.



n=37

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# Q11. Read each sentence below, and indicate your level of agreement or disagreement for each statement.

5=Strongly Agree

Proving return on investment (ROI) is still an issue for social media in our company.	3.55
We lack the time to create the additional content needed for the marketing channels we are using or wish to use.	3.36
We are not impressed with the results of our social media efforts so far.	3.33
Our management has embraced social media and digital marketing.	3.32
Our online brand provides value to our customers.	3.27
We are struggling with the integration of digital, social, and traditional marketing strategies and tactics.	3.14
We would like to sponsor blogs and forums but don't know where to start.	3.02
We need help defining social media policies for our company.	2.89
Our customers are engaged with our online presence.	2.89
We need help with social media basics.	2.84
We have developed procedures to effectively use and monitor digital and social media strategies.	2.65

1=Strongly Disagree

n=37