

## MARKETING YOUR LIFE SCIENCE BRAND IS NO EASY TASK.

*Simplify your strategy with this checklist of major marketing cornerstones and watch your bottom line grow.*

### GOAL SETTING

- Review last year's performance
- Create SMART goals with your team, then prioritize and delegate
- Define necessary resources

### DIGITAL MARKETING STRATEGY

- Create a strategy based on your findings from your market research and analysis
- Balance your outbound and inbound marketing strategies
- Measure the performance of your initiatives and experiment with what's most effective

### EVENTS & TRADESHOWS

- Create an event calendar based on shows that are relevant to your business
- Develop an exhibit/booth that stands out from the competition
- Gather information at events and be sure to follow up with any connections

### PRODUCT & SERVICE LAUNCHES

- Create a roadmap of the year ahead
- Dedicate significant resources to launches
- Announce new launches across all digital platforms

### MARKET RESEARCH & ANALYSIS

- Stay current on evolving market trends
- Define target audience and their needs
- Define competitors and audit their activities
- Check-in with current customers and gather feedback
- Assess your current strengths, weaknesses, opportunities, and threats

### PARTNERSHIP & COLLABORATION

- Outsource any initiatives your team doesn't have the time or expertise for
- Identify potential trusted partners who have a reliable track record and expertise
- Foster a collaborative and responsive relationship with partners for optimal results

### INTERNAL TEAMS

- Ensure internal teams are aligned on all initiatives, brand ideologies, and/or goals
- Ensure your team has all the skill, knowledge, and materials to succeed
- Track performance and create a feedback loop for continuous improvement

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