



11th Annual

2023 SURVEY REPORT: Health & Life Sciences Marketing Trends



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OBJECTIVE

SCORR Marketing (SCORR) recently conducted our eleventh annual survey assessing marketing trends in the health sciences industry (sometimes also referred to as the life sciences industry). The survey is conducted to gain a greater understanding of:

- The extent to which companies engage in marketing activity (e.g., developing an annual marketing plan)
- How and where companies spend their marketing budgets
- How their agencies or internal marketing teams are performing across a variety of functions (e.g., social media, trade shows, website development)
- Which tactics work best

These insights can be a valuable resource to health science marketing professionals, benchmarking their spending, activities, and performance in comparison to other companies in the industry.

METHODOLOGY

SCORR developed the questions and administered the survey using a web-based tool. SCORR recruited participants by email, using SCORR's own database as well as industry databases, along with direct messages to marketing communication professionals via LinkedIn.

- The survey was fielded from August 4, 2023, through September 10, 2023.
- There were 111 respondents who completed the survey.
- More than one-half (54%) of the respondents were CEOs, presidents, or directors.
- 86% either make the final decision or are part of the team that makes decisions.
- 84% have worked in the industry for six or more years.
- Respondent demographics by company type, office location, years worked in the health/life sciences industry, and job function can be viewed on pages 38-39.



PRESENTATION OF DATA

In addition to presenting topline results for each survey question, SCORR also analyzes and, at times, presents cross tabulations and includes observations based on our analysis of comparative data in the following ways:

Year-over-Year (YoY) Change – Occasionally, we observe a YoY change (e.g., 2022 vs. 2023) that stands out and present this data.

Company Type Variation – This report will at times present survey results by company type – CROs vs. CDMOs/ CMOs vs. software/tech companies vs. sponsors.

- Sponsors are companies that develop drugs and hold patents for approved drugs
- Sponsors sometimes outsource discovery, preclinical, and clinical research functions to contract research organizations (CROs)
- Sponsors sometimes outsource the development and manufacture of drug products to contract manufacturing organizations (CMOs) or contract development manufacturing organizations (CDMOs)
- Sponsors sometimes enlist software/tech companies to help process the huge amounts of data that are generated and collected during the drug development process

Budget Size Variation – At times, this report presents differences in perceptions and performance across companies with varied marketing budgets. As a proportion of revenue:

- About one-fourth (26%) of respondent companies allocate 1% or less of their annual revenue to marketing
- About one-fourth (23%) devote between 2-4%
- And about one-fourth (26%) invest 5% or more

This report, where appropriate, will present survey results by proportional marketing spend to demonstrate differences between those companies that invest more and those that do not.

Agency Utilization Variation – Almost three-fourths (72%) of respondent companies outsource some or all their marketing to an external agency. This report, where appropriate, will also present survey results to illustrate differences between those companies that use an agency from those that do not.



Introduction

Both the [health sciences](#) industry and the [marketing](#) world are in states of constant change.^{1,2} In this, our eleventh annual Marketing Trends Survey Report, we discuss the convergence of how health sciences and marketing has changed in the past year. Our goal is to provide information on what health science marketers have done regarding marketing investment, priorities, and activity, agency utilization, digital marketing, and trade show marketing.



Marketing Activity Trends

Percentage of DDS Companies That Perform Particular Marketing Activities by Year					
Activity (% Yes)	2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
Develop an annual marketing plan	75%	87%	81%	77%	-4%
Regularly analyze your competitors	71%	75%	75%	70%	-5%
Regularly seek feedback from clients on ways to improve	64%	73%	78%	68%	-10%
Develop an annual public relations/communications plan	31%	54%	45%	36%	-9%

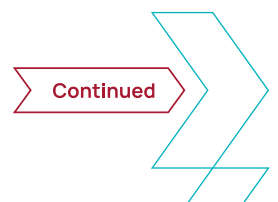
*DDS refers to Drug Development Services companies – here they are all respondent companies other than sponsors (biotech, med device, or pharma).

Marketing Plan – More than three-fourths (77%) of respondent companies developed an annual marketing plan. However, this reverses a previous trend of more companies developing annual marketing plans. [Annual planning](#)³ is a necessary and sometimes overlooked process, and developing an [annual marketing plan](#)⁴ will help a company achieve its goals.

Competitor Analysis – More than two-thirds (70%) of respondents said their companies regularly analyze their competitors. This is slightly down from previous years. This means about one-third of respondent companies are “likely missing out on [important intelligence](#) that could help [their] brand grow.”⁵

Client Feedback – The percentage of respondent companies that regularly seek client feedback decreased from 78% in 2022 to 68% in 2023. This is unfortunate as, “[without this feedback](#), you won’t know if you satisfy the people you exist for – your customers.”⁶

PR/Communications Plan – More than one-third (36%) of respondents said their companies did not develop an annual public relations/communications plan. This is somewhat discouraging as these plans leverage [messaging](#) through many different channels and opportunities like thought leadership and earned media and in turn lead to brand awareness and lead generation.”⁷





Marketing Spend Trends

Marketing Spend Change From 2022 to 2023 by Selected Areas			
Area	Companies That Increased	Companies That Decreased	*Increase/Decrease +/-
Trade shows/events/booth	56%	12%	+44%
Website/apps/interactive development	46%	11%	+35%
Brand/identity development	37%	10%	+27%
Content creation	35%	9%	+26%

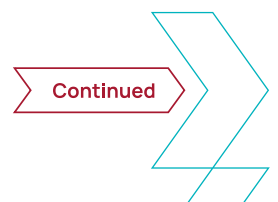
*This column shows the difference (or plus/minus, or "+/-") between the percentage of respondent companies that increased spend and the percentage of respondent companies that decreased spend.

Trade Shows – Due in large part to COVID, trade show spend declined drastically in 2020 and 2021 before increasing in 2022. Trade show spend continued to increase in 2023 as more than one-half (56%) of respondents said their companies increased trade show investment. With trade show investment approaching pre-COVID levels, it is especially important for companies to define their [trade show strategy](#).⁸

Websites – From 2022 to 2023, almost one-half (46%) of respondent companies increased their investment in websites. About two-thirds of respondents (64%) said their companies updated their website’s design or layout in the past year. As websites serve as a major source for brand awareness and lead generation, it is essential to [regularly update them](#).⁹

Brand/Identity Development – More than one-third (37%) of respondents said their companies increased their spend on brand/identity development from 2022 to 2023. This is despite only one-fourth (25%) whose companies updated their overall brand image in the past year. Successfully [establishing a brand](#) “helps people identify a company and form opinions about it.”¹⁰

Content Creation – More than one-third (35%) of respondent companies increased their investment in content curation. In addition to demonstrating expertise and thought leadership, content curation can help [drive sales](#).¹¹





Agency Utilization/Satisfaction Trends

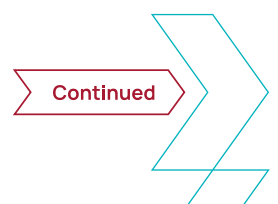
Percentage of DDS* Companies That Contract Work Through an External Marketing Agency by Year					
2019 DDS	2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
55%	58%	80%	65%	70%	+5%

*DDS refers to Drug Development Services companies – here they are all respondent companies other than sponsors (biotech, med device, or pharma).

Agency Utilization – Though the percentage of companies that contracted work in 2023 (70%) is down from its peak in 2021 (80%), the five-year trend is up. Companies should consider the pros and cons when considering [outsourcing their marketing](#).¹²

Satisfaction Level by Agency Utilization			
Satisfaction Level	2021	2022	2023
Completely satisfied	22%	19%	15%
Mostly satisfied	55%	43%	60%
A little dissatisfied	10%	20%	15%
Very dissatisfied	6%	2%	3%
Unsure	7%	16%	8%

Agency Satisfaction – Respondents to this year’s survey were more satisfied with their marketing agencies than were last year’s respondents but not as satisfied as respondents from the 2021 survey. The percentage dissatisfied decreased from 22% in 2022 to 15% in 2023. It is important for agencies to [gauge client satisfaction](#) because, “dissatisfied clients tend to take their business elsewhere if they aren’t happy.”¹³





Digital Trends

Average DDS Company Ratings for Social Media Platforms by Year						
Platform	2019 DDS	2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
LinkedIn	4.06	4.20	4.42	4.33	4.47	+0.14
Twitter (now "X")	3.08	2.80	2.63	2.98	2.07	-0.91

*DDS refers to Drug Development Services companies – here they are all respondent companies other than sponsors (biotech, med device, or pharma).

Digital Trends – While LinkedIn’s five-year trend is up, Twitter’s (now “X”) is down substantially. Twitter’s rating decreased from 3.08 in 2019 to 2.07 in 2023. Changes to Twitter in the past year may have led to an [increase in harmful](#) content that in turn has resulted in [declining revenue](#).^{14,15}



Trade Show Trends

Change From 2019 to 2023 for Companies That Use Selected Metrics*				
Metric	2019	2022	2023	Change*
Number of leads generated	82%	80%	82%	+2%
New sales from these leads	56%	73%	56%	-17%
Brand awareness	53%	41%	43%	+2%
My company does not look at metrics to determine trade show success	5%	9%	10%	+1%

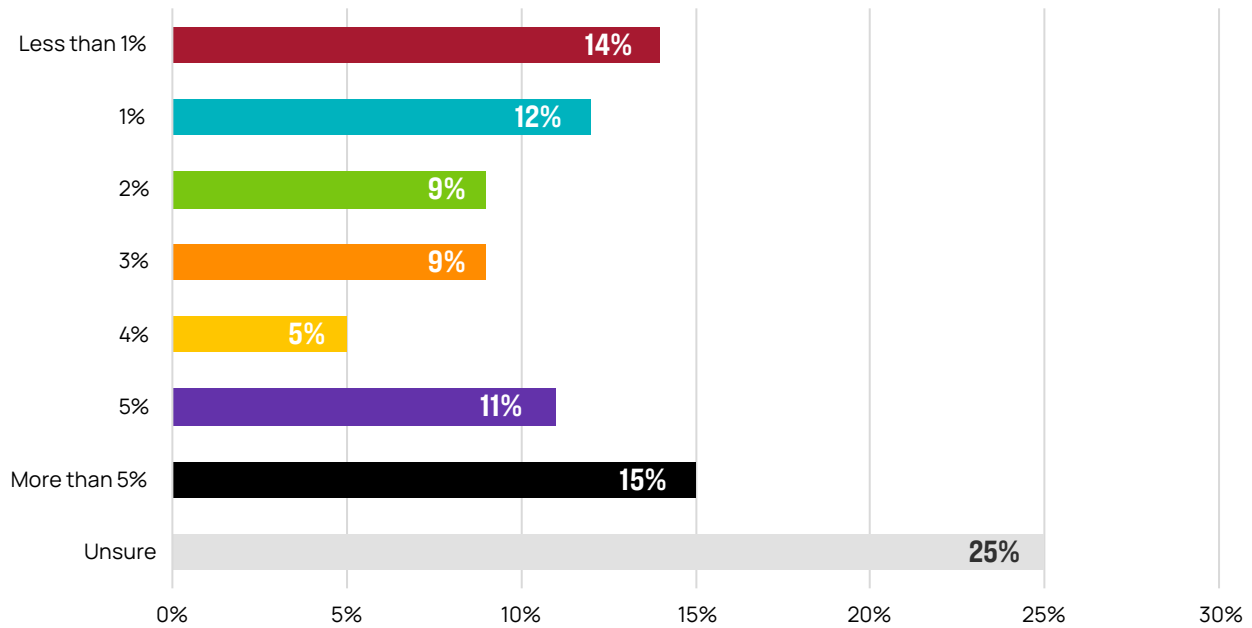
*Table excludes 2020 and 2021 because trade show questions were paused in 2020 and 2021 due to the COVID-19 pandemic.


Trade Show Trends – Last year, there appeared to be an increased emphasis on new sales. The percentage of respondent companies that used new sales from leads generated as a metric to determine whether the show is successful increased substantially from 2019 (56%) to 2022 (73%). However, the percentage decreasing back to 56% in 2023 could be a result of the stabilization of trade shows post-COVID to be not just focused on new sales, but with a stronger focus on brand awareness and lead generation. Whatever metrics are used, try not to be one of those 10% of companies that do not use metrics at all. It is advisable to both use and monitor some [metrics](#) to determine return on investment (ROI).¹⁶



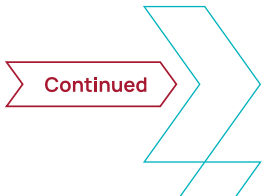
Approximately what percentage of your company's annual revenue is your annual marketing budget?

The survey includes respondents from companies that have relatively low ad budgets as well as from companies that have relatively high ad budgets. As a proportion of total revenue, 26% have an annual marketing budget of 1% or less of annual revenue, while another 26% have an annual marketing spend of 5% or more of annual revenue.



 Sponsors tend to allocate a greater proportion of annual revenue to marketing. Among DDS companies, software/tech companies invest the most in marketing; almost two-thirds of them allocate at least 2% of their annual revenue to marketing.

Marketing Budget as a Percentage of Revenue by Company Type				
Marketing Budget as a Percentage of Revenue	CROs	CMOs/CDMOs	Software/Tech	Sponsors
1% or less	52%	30%	6%	8%
2-4%	15%	48%	39%	11%
5% or more	10%	0%	23%	57%





How would you best characterize your 2023 marketing spend in each of the following areas?

Trade shows continue to be the largest item in many health/life science company marketing budgets. Website/apps/interactive development is the next-largest item.

Characterized Marketing Spend by Area					
Area	Did not spend anything	Small budget item	Medium budget item	Big budget item	N/A
Advertising	14%	32%	32%	20%	3%
Brand/identity development	14%	30%	35%	19%	2%
Collateral	12%	55%	25%	5%	4%
Content creation	8%	31%	41%	17%	3%
Market research	26%	38%	22%	12%	3%
Marketing automation	25%	36%	25%	9%	5%
Public relations	32%	40%	20%	4%	5%
Social media	11%	51%	28%	8%	2%
Strategic planning	19%	44%	23%	11%	3%
Trade shows/events/booth	8%	11%	23%	55%	4%
Webinars/podcasts	23%	37%	29%	8%	4%
Website/apps/interactive development	9%	30%	38%	20%	4%

Big or Medium Marketing Spend by Area by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Content creation	57%	59%	61%	68%
Trade shows/events/booth	86%	94%	83%	78%

Among DDS companies, CDMOs invest the most in trade shows, while sponsors allocate the most in content creation.

 Companies that outsource some or all their marketing to agencies are considerably more likely to categorize their marketing spend for trade shows or their website as big or medium budget items.

Big or Medium Marketing Spend by Area by Agency Utilization		
Area	Agency	No Agency
Content creation	84%	61%
Trade shows/events/booth	61%	48%





How did your marketing spend change from 2022 to 2023 in each of these categories?

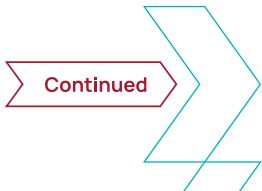
All evaluated areas saw marketing spend increase from 2022 to 2023. This is a continuation of what we reported in last year's report covering 2021 to 2022. The areas with the largest increases were **trade shows, websites, and brand/identity development**.

Marketing Spend Change From 2022 to 2023 by Area							
Area	Increased a lot	Increased a little	Stayed the same	Decreased a little	Decreased a lot	N/A	*Increase - Decrease
Advertising	9%	25%	40%	14%	3%	10%	+17%
Brand/identity development	15%	22%	47%	9%	1%	6%	+27%
Collateral	1%	18%	62%	10%	2%	7%	+7%
Content creation	8%	27%	51%	8%	1%	5%	+26%
Market research	5%	12%	59%	12%	2%	11%	+3%
Marketing automation	6%	21%	55%	3%	2%	14%	+22%
Public relations	5%	14%	55%	8%	3%	16%	+8%
Social media	8%	26%	53%	6%	3%	4%	+25%
Strategic planning	6%	20%	62%	3%	1%	8%	+22%
Trade shows/events/booth	14%	42%	26%	9%	3%	5%	+44%
Webinars/podcasts	5%	23%	45%	14%	2%	11%	+12%
Website/apps/interactive development	14%	32%	38%	8%	3%	5%	+35%

*This column shows the difference (or plus/minus, or "+/-") between the percentage of respondent companies that increased spend and the percentage of respondent companies that decreased spend.

Among DDS companies, CROs increased their allocation for social media the most while CDMOs had the highest increase in their allocation to trade shows and events.

Marketing Spend Change [Increase - Decrease] From 2022 to 2023 by Area by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Social media	33%	18%	6%	30%
Trade shows/events/ booth	43%	71%	44%	43%



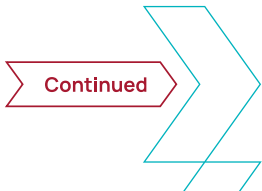


Companies that invest a larger proportion of their revenue are most inclined to increase their spend on brand/identity development, content creation, and social media.

Marketing Spend Change [Increase – Decrease] From 2022 to 2023 by Area by Marketing Budget as a Proportion of Revenue			
Area	1% or Less	2-4%	5% or More
Brand/identity development	28%	0%	45%
Content creation	17%	16%	45%
Social media	28%	8%	45%

Marketing Spend Change [Increase – Decrease] From 2022 to 2023 for Trade Shows/Events/Booth by Agency Utilization		
Trade Shows/Events/Booth	Agency	No Agency
2022	41%	26%
2023	39%	61%

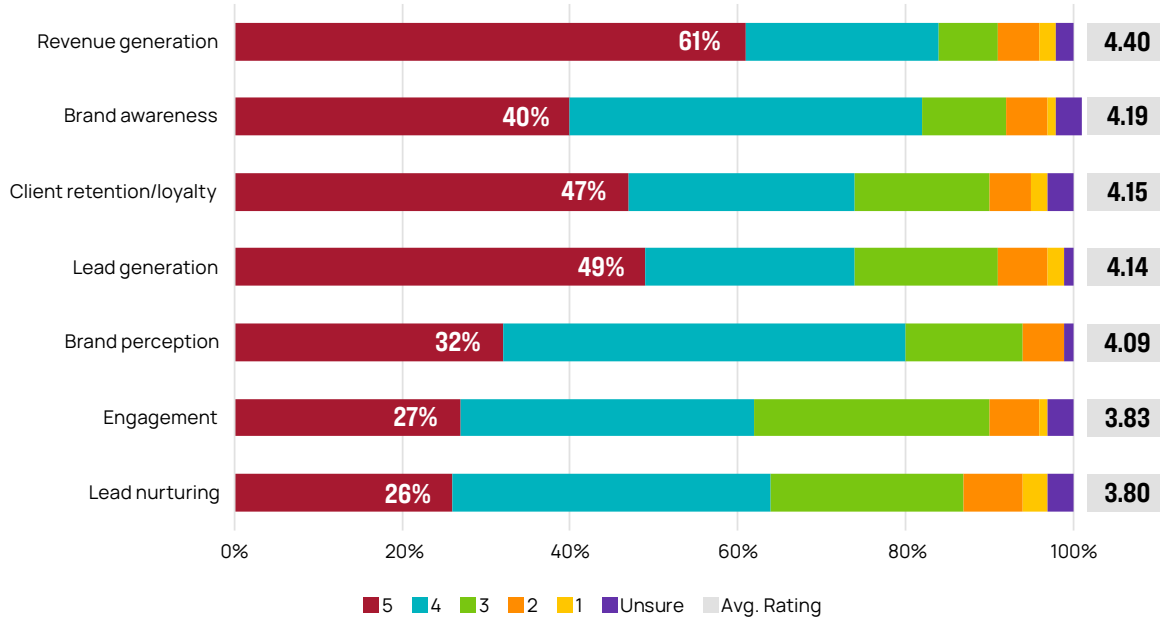
Companies that did not outsource any marketing functions were more than twice as likely to increase their year-over-year expenditures on trade shows in 2023 than in 2022. A possible reason: some of these companies that held off on increasing the trade show spend from 2021 to 2022 decided it was time to do so from 2022 to 2023.





How important are each of the following marketing goals to your company? (on a 1-5 scale, 5 being most important)

Revenue generation has been and continues to be the most important marketing goal, followed closely by brand awareness, client retention/loyalty, and lead generation.



Among DDS companies, there are some years where revenue generation is a much more important goal than brand awareness, and some years where revenue generation and brand awareness are rated as near equals. In 2023, they are rated as near equals.

Average Ratings of DDS Companies for Goals by Year

Goal	2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
Revenue generation	4.62	4.33	4.64	4.32	-0.32
Brand awareness	3.97	4.34	4.07	4.25	+0.18



Companies that allocate a higher proportion of their annual revenue to marketing place a far greater importance on both revenue generation and lead generation than do companies that dedicate a lower proportion.

Average Rating for Goals by Agency Utilization

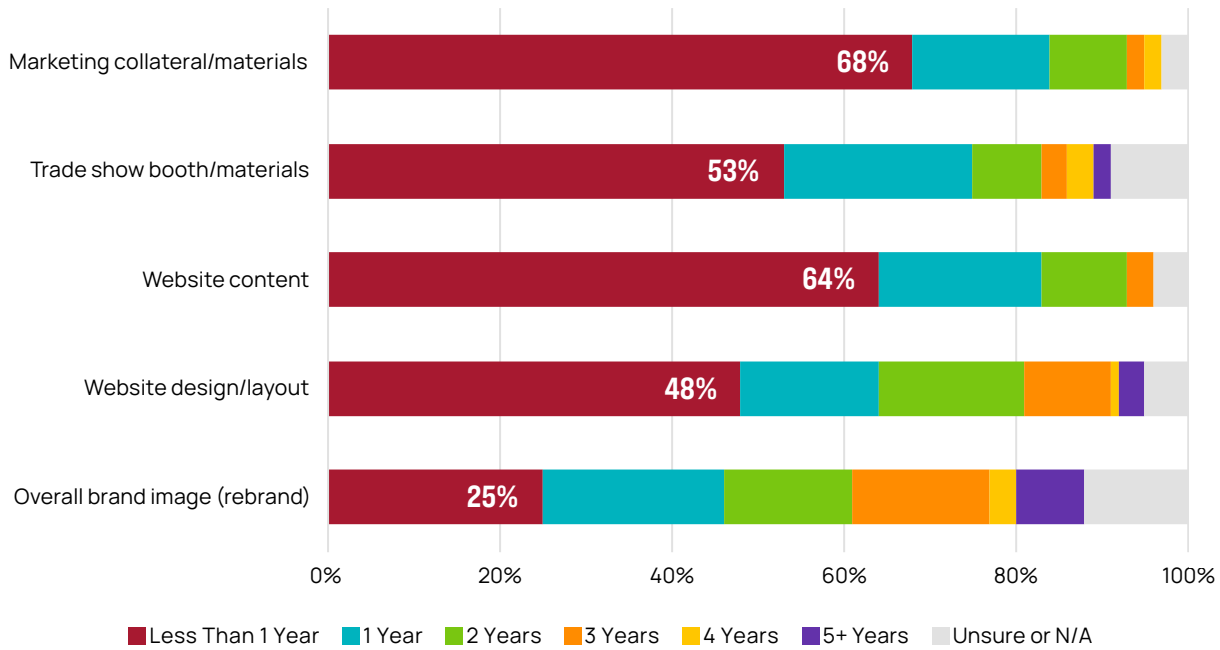
Area	Agency	No Agency
Revenue generation	4.53	4.07
Lead generation	4.34	3.61



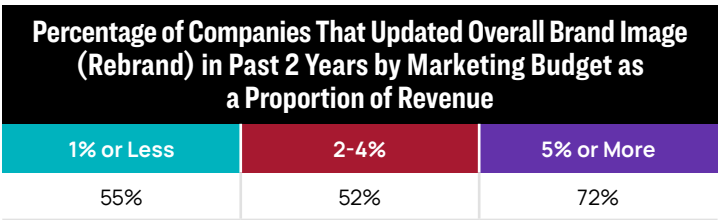


How long has it been since your company last updated the following?

In the past year, 84% percent of respondents say their companies have updated their **marketing materials**, while 83% updated their **website content**. Less than one-half (46%) updated their **overall brand image**.



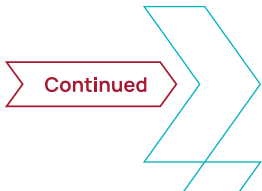
Companies that allocate a lower proportion of their revenue to marketing are less likely to have rebranded than companies that devote a higher proportion of revenue to marketing.



Percentage of Companies That Updated in Past 2 Years by Agency Utilization

Area	Agency	No Agency
Trade show booth/materials	96%	65%
Website design/layout	76%	94%

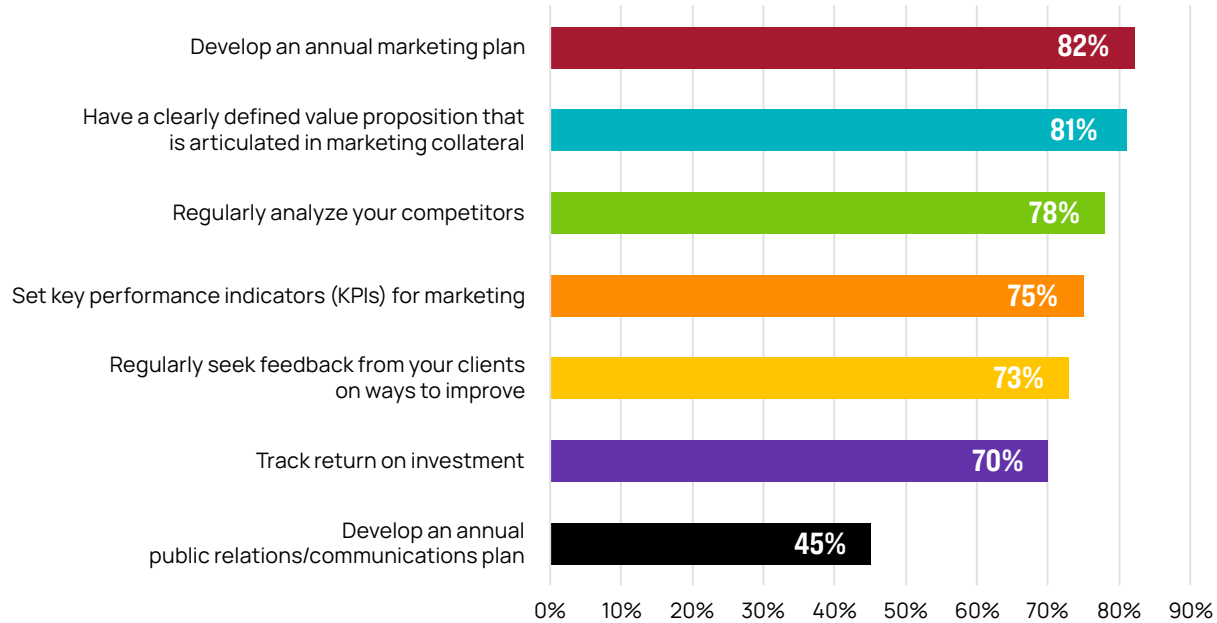
Companies that utilize an agency are much more likely to have updated their trade show booth/materials. However, companies that did not utilize an agency are more likely to have updated their website design/layout in the past two years.





Which of the following activities does your company engage in?

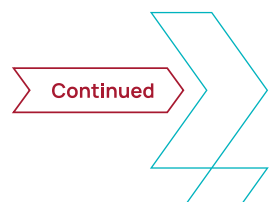
Less than one-half (45%) of respondents say their companies developed an **annual public relations/communications** plan. This is the same percentage as reported in last year's report.




Since the increase from 2020 to 2021 of respondents reporting development of an annual marketing or PR/comms plan, these percentages have been trending downward. The 77% whose companies develop an annual marketing plan in 2023 is close to the 75% in 2020.

Percentage of DDS Companies That Perform a Marketing Activity by Year

Activity (% Yes)	2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
Develop an annual marketing plan	75%	87%	81%	77%	-4%
Develop an annual public relations/communications plan	31%	54%	45%	36%	-9%





 **62% of sponsors developed an annual PR/comms plan. Among DDS companies, slightly less than one-third (29%) of CROs did.**

Percentage of DDS Companies That Develop an Annual Public Relations/Communications Plan by Company Type			
CROs	CMOs/CDMOs	Software/Tech	Sponsors
29%	47%	44%	62%

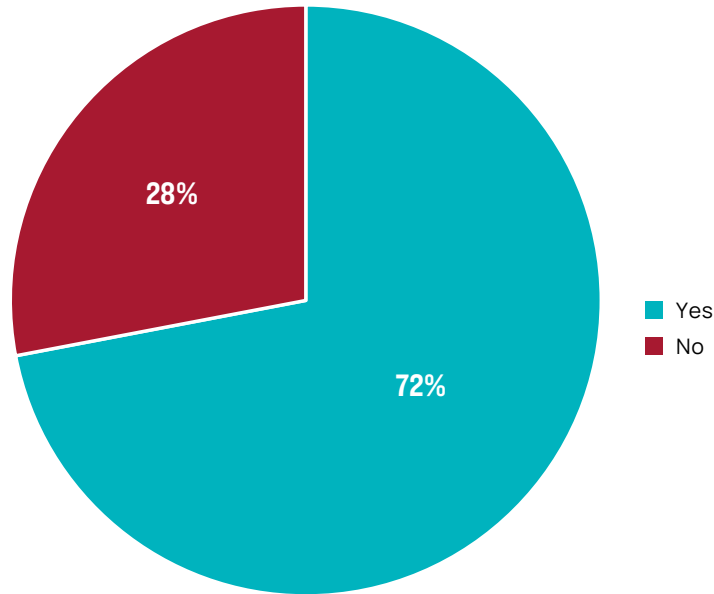
Percentage of Companies That Perform a Marketing Activity by Agency Utilization		
Area	Agency	No Agency
Set KPIs for marketing	84%	52%
Track ROI	79%	48%

Companies that utilize a marketing agency are much more likely to have set KPIs for marketing or to track ROI than are companies that did not utilize a marketing agency.



In the last year, have you contracted any work through an external marketing agency?

About three-fourths (72%) of respondents outsource some or all their marketing work to an external marketing agency.



The percentage of DDS companies that contract work through an external marketing agency increased from 58% in 2020 to 70% in 2023.

Percentage of DDS Companies That Contract Work Through an External Marketing Agency by Year				
2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
58%	80%	65%	70%	+5%

Percentage of Companies That Contract Work Through an External Marketing Agency by Company Type by Year				
Year	CROs	CMOs/CDMOs	Software/Tech	Sponsors
2021	71%	94%	89%	64%
2022	65%	89%	68%	69%
2023	71%	88%	61%	76%

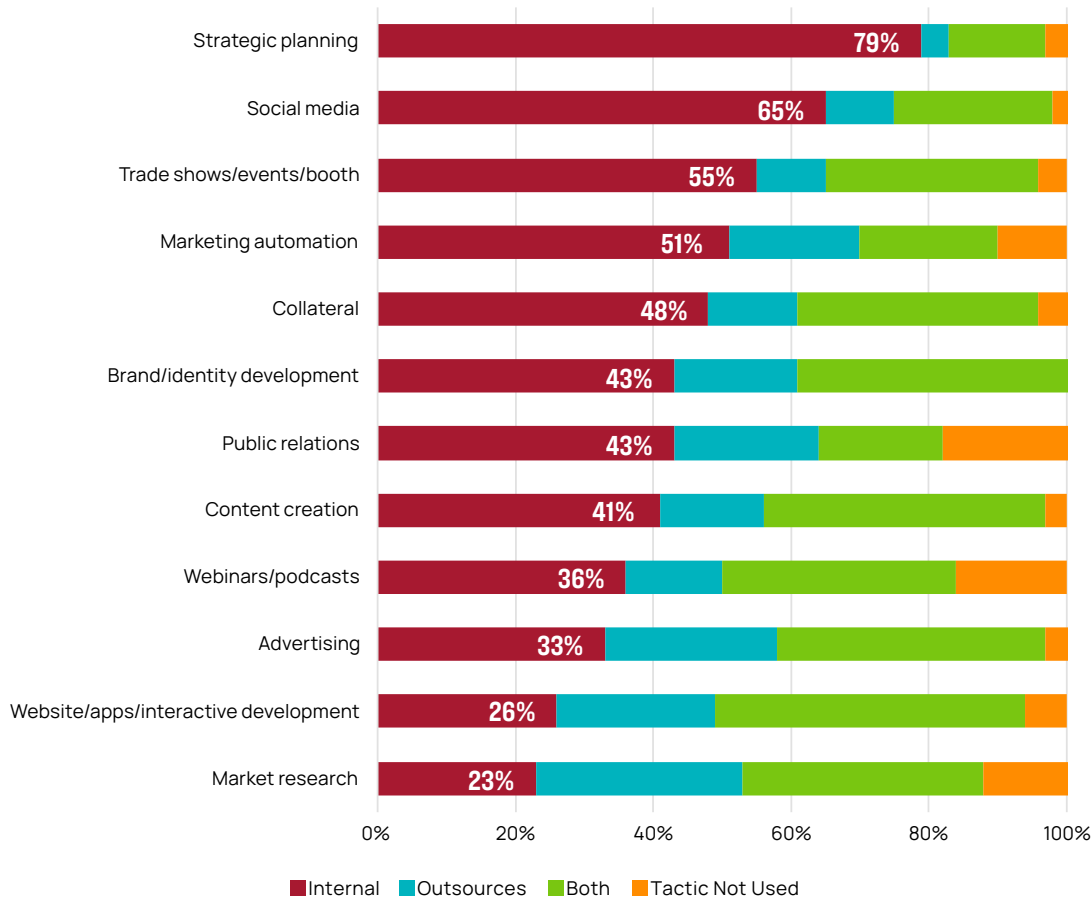
CMOs/CDMOs have been and continue to be the most likely company type to utilize an external marketing agency.






How do you primarily handle each of the following areas?

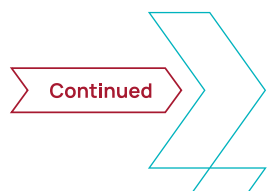
The areas most likely to be handled internally are **strategic planning** (79%) and **social media** (65%). The areas least likely to be handled internally are **market research** (23%) and **website/apps** (26%).



 The percentage of DDS companies that outsourced some or all social media increased from 13% in 2020 to 23% in 2023. For webinars, the percentage increased from 35% in 2020 to 67% in 2023.

Percentage of DDS Companies That Outsource a Marketing Activity by Year					
Area Outsourced*	2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
Social media	13%	28%	20%	23%	+3%
Webinars/podcasts	35%	53%	44%	67%	+23%

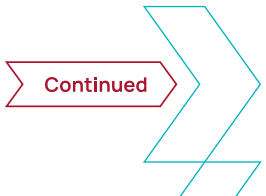
*Percentages include companies that completely and only partially outsource that activity.





Percentage of Companies That Outsource a Marketing Activity by Area by Company Type				
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Trade shows/events/ booth	20%	67%	27%	50%
Website/apps/ interactive dev.	87%	73%	45%	68%

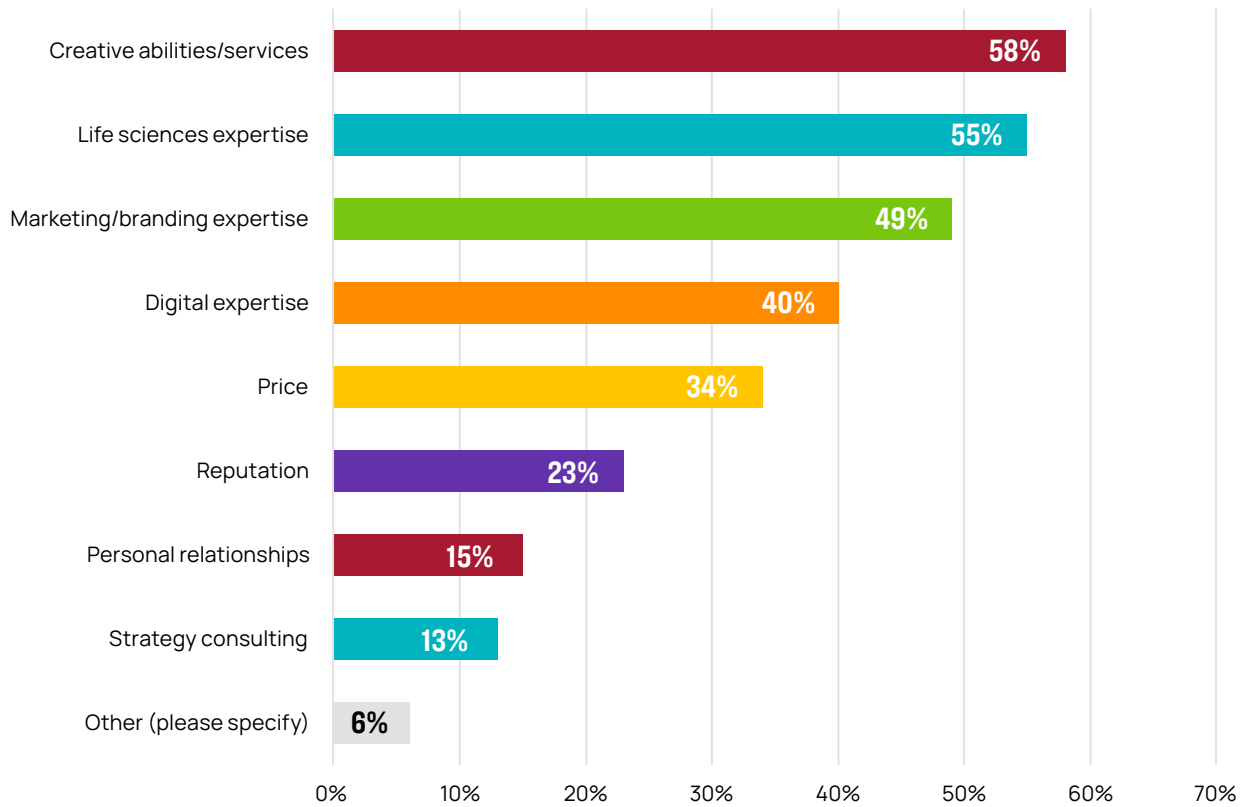
CROs are more likely to outsource website development work. CDMOs are more likely to outsource trade show work.





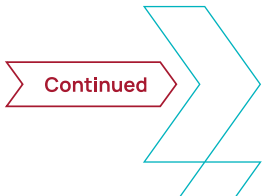
What are the top three attributes you look for when selecting a marketing firm? (Select up to three attributes.)

The attributes companies most seek when selecting a marketing agency are **creative abilities/services** and **life sciences expertise**.




Among DDS companies, while respondents most seek creative abilities/services, the largest percentage increases from 2020 to 2023 are for marketing/branding expertise and digital expertise.

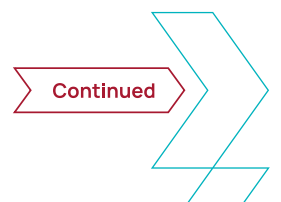
Percentage of DDS Companies That Look for Each Attribute by Year					
Attribute	2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
Creative abilities/services	46%	70%	63%	54%	-9%
Marketing/branding expertise	35%	61%	32%	50%	+18%
Digital expertise	27%	37%	49%	42%	-7%






The percentage of CMOs/CDMOs seeking creative abilities/services from their marketing agency has decreased from 2021 to 2023.

Percentage of Companies That Look for Creative Abilities/Services by Company Type by Year				
Year	CROs	CMOs/CDMOs	Software/Tech	Sponsors
2021	59%	87%	69%	64%
2022	60%	76%	60%	50%
2023	53%	40%	73%	64%






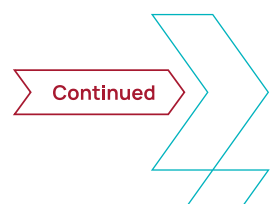
How do you look for a new marketing agency? (Select all that apply.)

Respondents still primarily obtain information about agencies from people they know. Since 2020, the top two responses are **word-of-mouth** and **prior relationship**.

Year	2020	2021	2022	2023
Word-of-mouth	73%	85%	80%	80%
Prior relationship	63%	62%	68%	70%
Online search	41%	51%	36%	39%
Trade show	15%	6%	10%	13%
Other	15%	6%	6%	1%

 **CROs, CDMOs, and sponsors are each more than twice as likely to gather information about marketing firms via prior relationship than by online search.**

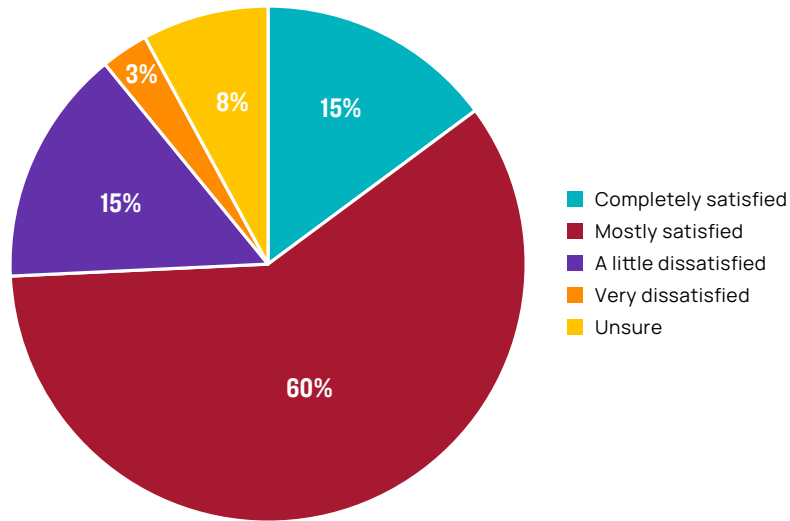
Percentage of Companies That Sought Information on Marketing Agencies by Company Type				
Method	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Prior relationship	87%	60%	55%	82%
Online search	40%	27%	45%	36%







Overall, how satisfied are you with your marketing agency?

For the most part, respondents are satisfied with their marketing agencies. Three-fourths (75%) are either completely satisfied or mostly satisfied.

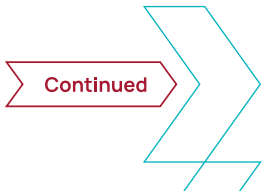


 CROs have been and continue to be the company type whose satisfaction levels are the lowest. One-third of them are either a little/very dissatisfied or are unsure about their assessment.

Percentage of Companies That Are Satisfied With Their Marketing Agency by Company Type				
Level of Satisfaction	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Completely/mostly satisfied	67%	86%	100%	72%
A little/very dissatisfied	13%	7%	0%	25%
Unsure	20%	7%	0%	4%

 In 2021 and 2022, companies that devoted a higher proportion of their revenue to marketing were more likely to be satisfied with their marketing agency than were companies that dedicated less of their revenue to marketing. In 2023, companies with the smallest relative ad budgets had the highest satisfaction level.

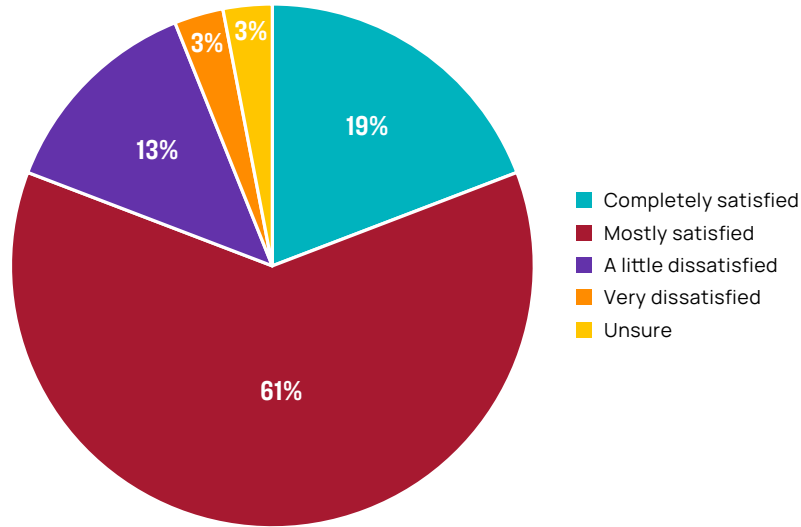
Percentage of Companies That Are Completely/Mostly Satisfied With Their Marketing Agency by Marketing Budget as a Proportion of Revenue			
Year	1% or Less	2-4%	5% or More
2021	62%	81%	82%
2022	61%	67%	77%
2023	90%	65%	74%






Overall, how satisfied are you with your internal marketing department?

Companies are generally satisfied with their internal marketing departments; about one-fifth (19%) are completely satisfied while about three-fifths (61%) are mostly satisfied.

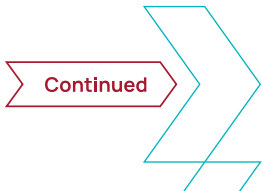


 Companies that do not outsource any marketing functions are slightly more satisfied with their internal marketing departments than are companies that do outsource with their agencies.

Satisfaction Level by Agency Utilization		
Level of Satisfaction	w/ Their Agency	w/ Their Internal Marketing Department
Completely satisfied	15%	19%
Mostly satisfied	60%	61%
A little dissatisfied	15%	13%
Very dissatisfied	3%	3%
Unsure	8%	3%

Satisfaction Level by Year			
Level of Satisfaction	2022	2023	Change
Completely satisfied	33%	19%	-14%
Mostly satisfied	26%	61%	+35%
A little dissatisfied	17%	13%	-4%
Very dissatisfied	5%	3%	-2%
Unsure	19%	3%	-16%

Satisfaction among respondents who did not utilize a marketing agency increased from 59% in 2022 to 80% in 2023.






On a scale of 1-5 (5 being the highest or best), please rate your marketing agency's/internal marketing department's performance in the following areas.

Marketing strategy (3.79) and digital marketing (3.75) have the highest average rating, while client surveys (3.20) and marketing automation (3.28) have the lowest.

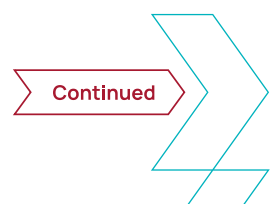
Performance Area	5	4	3	2	1	N/A	Avg. Rating
Marketing strategy	23%	37%	18%	5%	5%	12%	3.79
Digital marketing	19%	35%	17%	10%	1%	18%	3.75
Marketing plans	16%	32%	27%	6%	5%	14%	3.54
Website development	18%	27%	24%	14%	4%	13%	3.47
Social media	11%	35%	27%	7%	5%	14%	3.45
Search engine optimization (SEO)	14%	31%	21%	10%	9%	15%	3.37
Sales enablement/lead generation	14%	31%	22%	11%	8%	15%	3.36
Video/animation development	7%	29%	22%	9%	6%	27%	3.30
Market research	13%	22%	25%	12%	6%	23%	3.29
Marketing automation	12%	23%	19%	18%	4%	25%	3.28
Client surveys	9%	19%	21%	13%	5%	33%	3.20

 **CROs rate their website development more highly than do CDMOs or software/tech companies. Software/tech company respondents rate their video/animation development more highly than do CROs or CDMOs.**

Satisfaction Level by Agency Utilization				
Area	CROs	CMOs/CDMOs	Software/Tech	Sponsors
Website development	3.65	3.43	3.38	3.57
Video/animation development	3.14	2.82	3.73	3.38

Companies' Video/Animation Development Ratings by Agency Utilization by Year			
Year	Agency	No Agency	Difference
2021	3.39	2.64	0.75
2022	3.52	3.00	0.52
2023	3.56	2.59	0.97

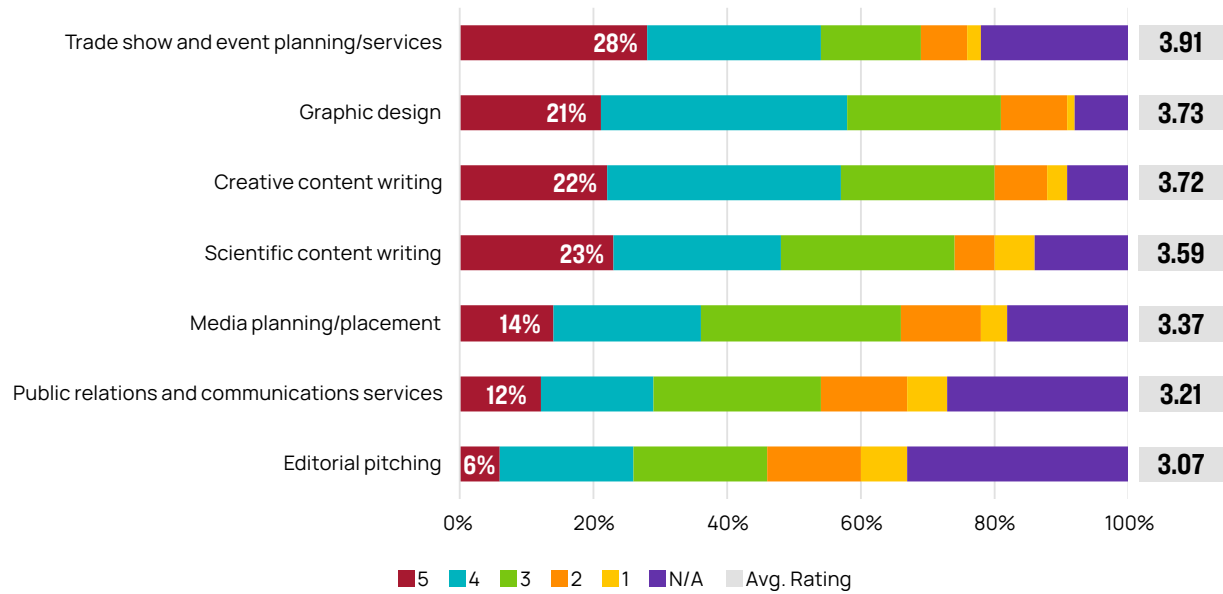
 **Companies that utilize marketing agencies continue to rate the performance of video/animation development more highly than have companies that do not use an agency.**





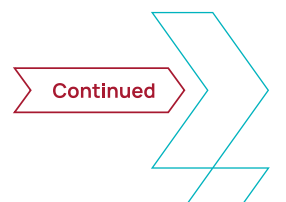
On a scale of 1-5 (5 being the highest or best), please rate your marketing agency's/internal marketing department's performance on the following communications/creative development areas.

The highest-rated communications/creative development area is **trade show and event/planning services** (3.91). Like last year, **editorial pitching** is the lowest-rated area (3.07).



For both types of content writing – creative and scientific – software/tech respondents provide the highest ratings and CROs assign the lowest ratings.

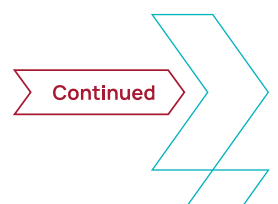
Area	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Creative content writing	3.45	3.50	4.06	3.97
Scientific content writing	3.25	3.40	4.15	3.68





Companies that keep everything in-house rate their internal marketing department's creative and scientific content writing efforts more highly than do companies that outsource these functions to an agency. On the other hand, companies that utilize a marketing agency rate PR/comms services and editorial pitching more highly than do companies that utilize their internal team.

Content/Creative Area Ratings by Agency Utilization		
Area	Agency	No Agency
Creative content writing	3.63	3.93
Scientific content writing	3.53	3.77
PR and communications services	3.32	2.96
Editorial pitching	3.25	2.64






On a scale of 1-5 (5 being the highest or best), please rate how your marketing agency/internal marketing department compares to other agencies in the industry.

In both 2022 and 2023, the highest rating is for **responsiveness**, while the lowest is for **performance reports demonstrating ROI**.

Area	5	4	3	2	1	N/A	Avg. Rating
Responsiveness	33%	39%	15%	5%	1%	7%	4.07
Flexibility	31%	38%	18%	6%	0%	7%	4.00
Quality	24%	45%	20%	5%	0%	6%	3.95
Ease of doing business	26%	41%	21%	5%	1%	7%	3.93
Overall client service	26%	37%	17%	8%	1%	11%	3.89
Timeliness	27%	41%	16%	8%	2%	6%	3.88
Marketing expertise	28%	36%	20%	8%	2%	6%	3.86
Communication	22%	43%	16%	8%	2%	9%	3.82
Project management	20%	39%	26%	5%	1%	9%	3.78
Health sciences/life sciences expertise	25%	30%	23%	10%	4%	9%	3.69
Creative	17%	40%	22%	8%	3%	11%	3.68
Marketing strategy development and consulting	23%	31%	21%	12%	3%	12%	3.66
Value/ROI	16%	35%	29%	9%	1%	10%	3.63
Performance reports demonstrating ROI	13%	23%	27%	16%	7%	14%	3.20

 Among DDS companies, performance reports demonstrating ROI has been one of the lowest-rated areas since 2020.

DDS Companies' Ratings for Performance Reports Demonstrating ROI by Year				
2020 DDS	2021 DDS	2022 DDS	2023 DDS	Change
3.27	2.98	3.31	3.14	-0.17



On a scale of 1-5 (5 being the most effective), please rate how effective the following digital marketing tactics are for your company.

Case studies and **social media** are the highest-rated digital marketing tactics. **E-books** (2.60) and **live social media events** (2.64) are the lowest-rated tactics.

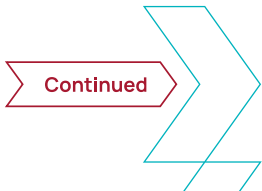
Tactic	5	4	3	2	1	N/A	Avg. Rating
Case studies	19%	37%	22%	8%	5%	9%	3.61
Social media	22%	31%	29%	10%	4%	5%	3.60
White papers	17%	32%	25%	7%	5%	14%	3.58
Webinars	20%	31%	19%	9%	6%	15%	3.57
Digital advertising	19%	31%	25%	9%	5%	11%	3.55
Paid search	18%	21%	26%	9%	5%	22%	3.49
Video	16%	28%	24%	14%	5%	14%	3.44
Email marketing	14%	34%	30%	12%	5%	5%	3.41
Online presentations	14%	28%	25%	9%	8%	16%	3.35
Infographics	5%	25%	29%	14%	6%	21%	3.13
Blogs	8%	23%	22%	13%	14%	21%	3.00
Podcasts	4%	7%	28%	13%	9%	40%	2.73
Live social media events (e.g., LinkedIn Live)	4%	10%	18%	7%	14%	47%	2.64
E-books	3%	15%	12%	9%	17%	44%	2.60

Among DDS companies, software/tech companies assign the highest ratings for case studies, webinars, and live social media events. CDMOs provide the lowest ratings for live social media events.

Tactic	CROs	CMOs/ CDMOs	Software/ Tech	Sponsors
Case studies	3.43	3.42	4.06	3.47
Webinars	3.25	3.57	4.06	3.52
Live social media events (e.g., LinkedIn Live)	2.31	1.80	3.20	2.67

Area	Agency	No Agency
Digital advertising	3.73	3.07
Infographics	3.40	2.46

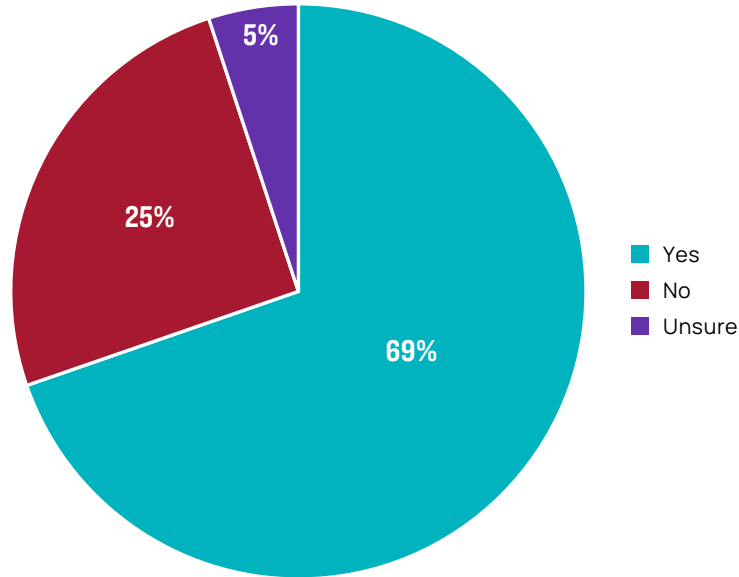
Companies that utilize agencies are more satisfied with digital advertising and infographics than are companies that keep everything in-house.





Do you use social media advertising for your business (e.g., Sponsored Updates on LinkedIn)?

More than two-thirds (69%) of respondent companies use social media advertising for their business.

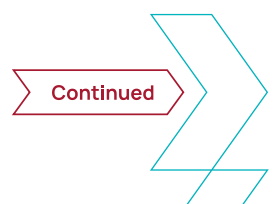


Among DDS companies, utilization of social media advertising increased from 66% in 2019 to 77% 2020 before decreasing each year since.

Percentage of DDS Companies That Use Social Media Advertising by Year				
2019 DDS	2020 DDS	2021 DDS	2022 DDS	2023 DDS
66%	77%	75%	74%	68%

Percentage of Companies That Use Social Media Advertising by Agency Utilization and Year			
Year	Agency	No Agency	Difference
2021	77%	45%	+32%
2022	75%	64%	+11%
2023	74%	58%	+16%

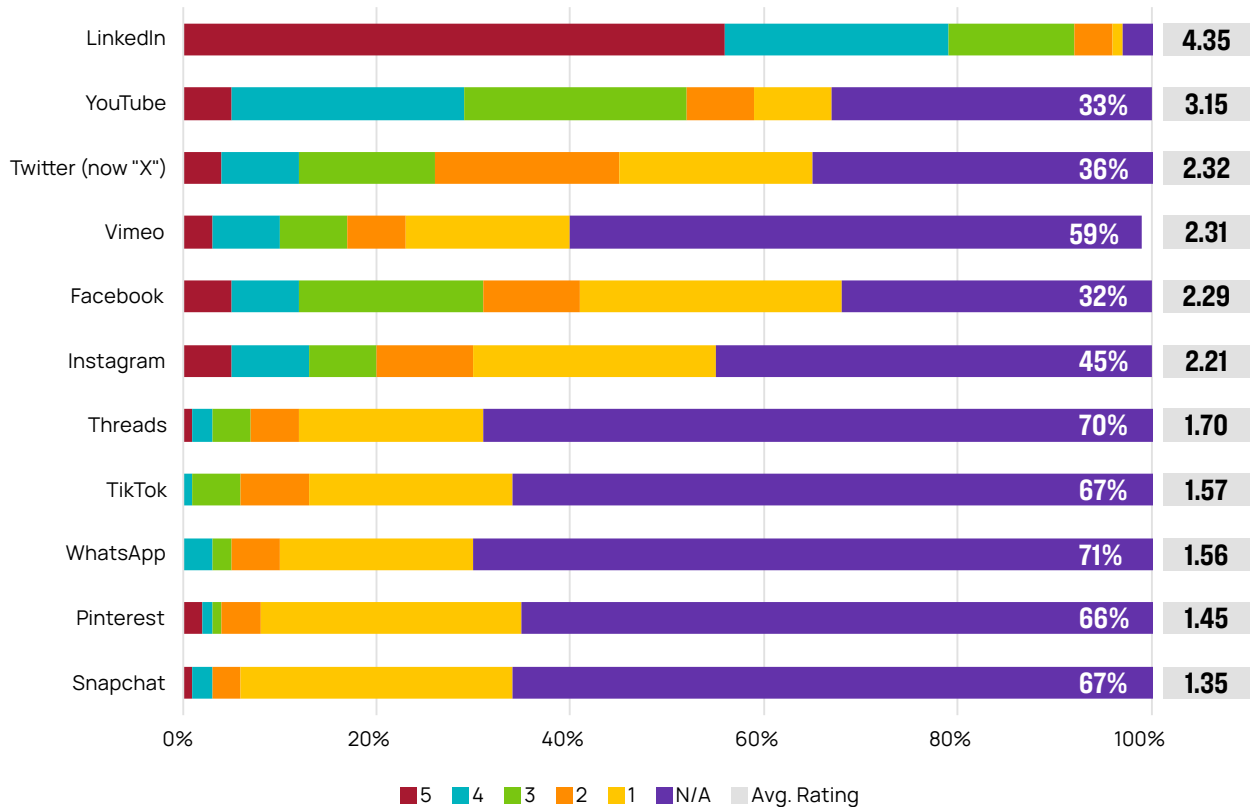
Since 2021, companies that outsource to marketing agencies have been more likely to use social advertising than are companies that do not.



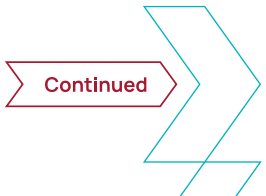


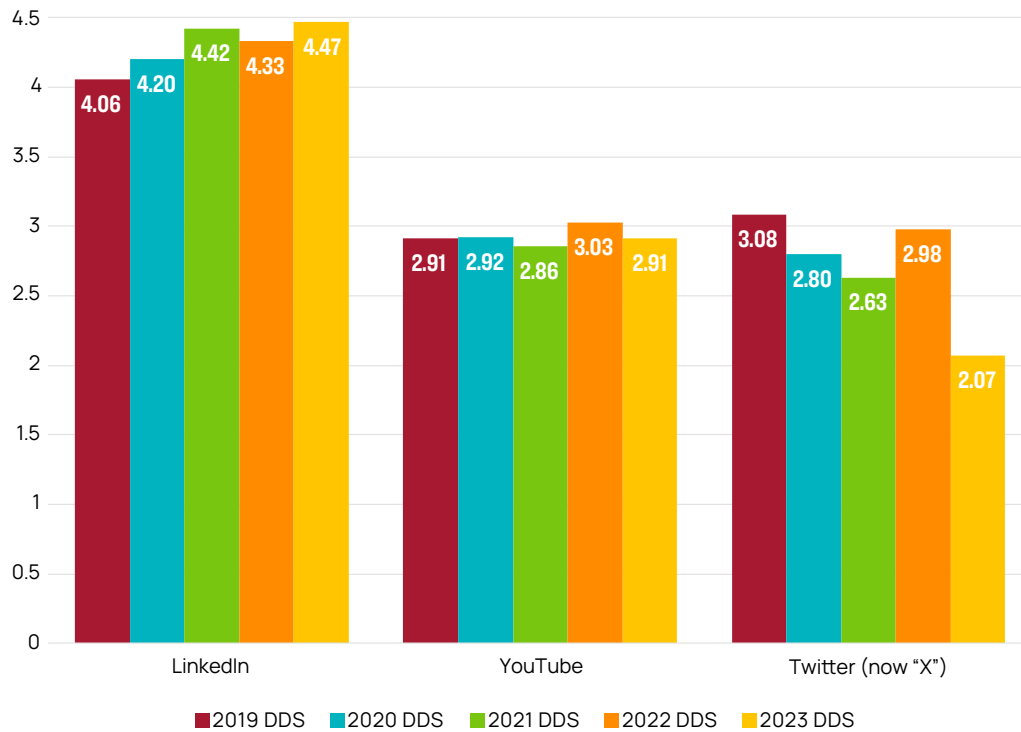
On a scale of 1-5 (5 being the most effective), please rate how effective the following social media platforms are in getting your messaging to your target audience.


An evergreen statement: **LinkedIn** continues to be the most effective social media platform for health science companies.



Among DDS companies, ratings for LinkedIn have increased from 4.06 in 2019 to 4.47 in 2023. Ratings for Twitter (now "X") had fluctuated in the high 2s since 2020 before plummeting to 2.07 in 2023.





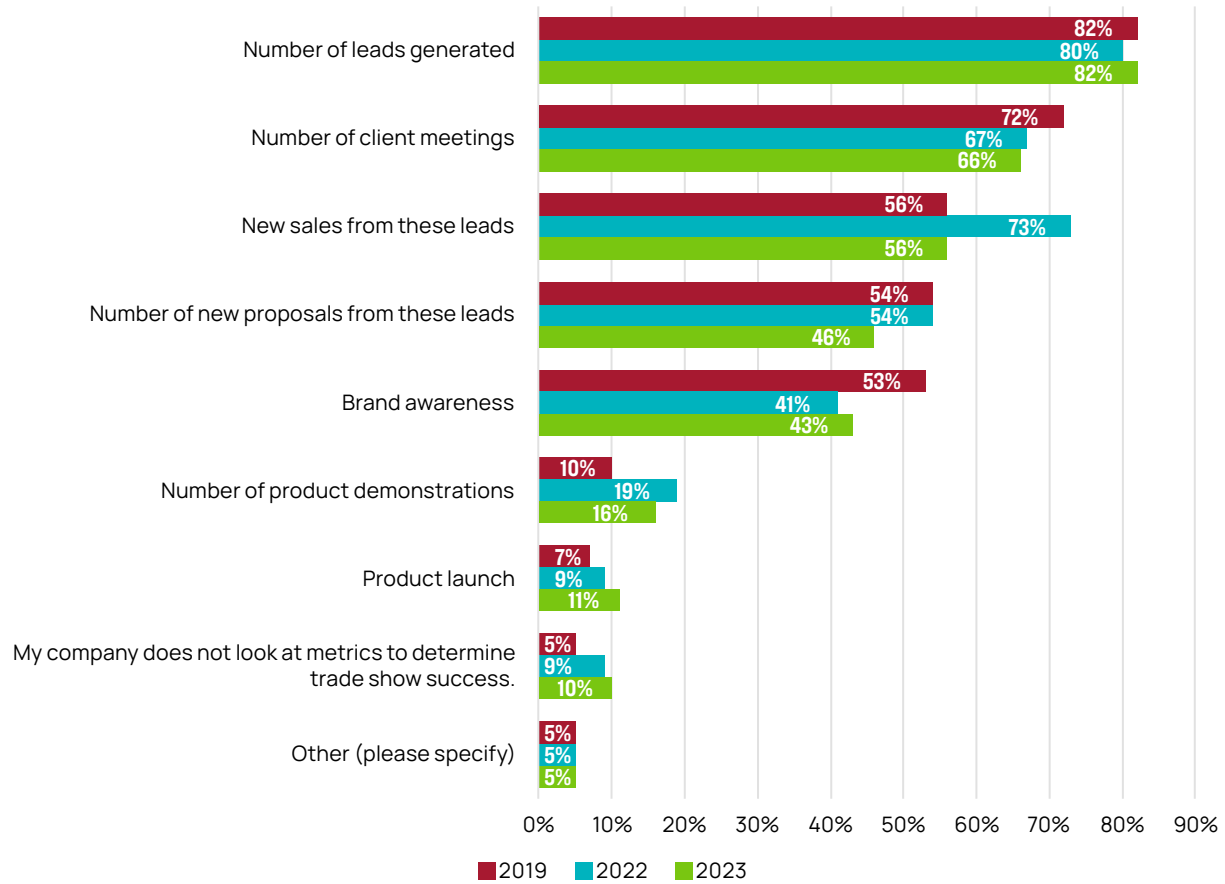

LinkedIn has ratings above 4.00 among each company type. YouTube is rated more highly by sponsors and software/tech companies. And Twitter, while rated below 3.00 among each company type, has an especially low rating among CDMOs (1.70).

Platform	CROs	CDMOs/CMOs	Software/Tech	Sponsors
LinkedIn	4.38	4.56	4.56	4.09
YouTube	2.73	2.75	3.58	3.54
Twitter (now "X")	2.00	1.70	2.75	2.71



Which of the following metrics do you use to determine if attending a trade show was successful?

Number of leads generated was the trade show metric utilized most often in 2019 and continues to be in 2023. Since 2019, brand awareness has been utilized less often.



Companies that allocate a higher proportion of revenue to marketing are more likely to emphasize brand awareness than are companies that spend a lower proportion of revenue on marketing. However, those with lower relative marketing spend are more inclined to use number of client meetings as a determinative metric.

Percentage of Companies That Use These Metrics to Determine Trade Show Success by Marketing Budget as a Proportion of Revenue

Metric	1% or Less	2-4%	5% or More
Number of client meetings	79%	72%	52%
Brand awareness	38%	28%	55%

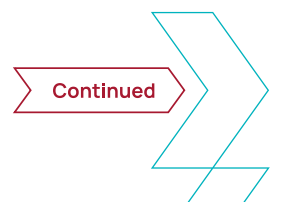




What are the top three industry events that are most effective for your company to attend or exhibit at?

The three shows identified most often in 2023 are **BIO** (19%), **CPhI** (18%), and **DIA** (17%). CPhI and DIA were also among the top three shows in 2022.

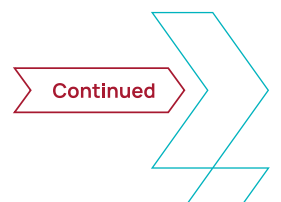
Percentage of Respondents Who Identified a Trade Show as One of the Top Three Industry Events		
Trade Show	2022	2023
BIO	14%	19%
CPhI	19%	18%
DIA	17%	17%
SCOPE	14%	12%
DCAT	7%	11%
OCT	13%	10%
ASCO	16%	9%
AAPS	2%	5%
AACR	3%	4%
Contract Pharma	7%	3%
ESMO	2%	3%
HIMSS	3%	3%
PEGS	0%	3%
World Vaccines Congress	1%	3%





CRO respondents are most likely to identify ASCO, DIA, or OCT as a top three industry event. CDMO respondents are especially inclined to identify CPhI or DCAT. Software/tech respondents are partial to SCOPE or DIA.

Trade Show	CROs	CDMOs/ CMOs	Software/ Tech	Sponsors
BIO	24%	47%	0%	19%
CPhI	0%	94%	0%	3%
DIA	29%	0%	41%	0%
SCOPE	10%	0%	47%	0%
DCAT	0%	53%	0%	0%
OCT	29%	0%	18%	0%
ASCO	33%	0%	0%	0%
AAPS	14%	6%	0%	0%
AACR	14%	0%	6%	0%
Contract Pharma	0%	24%	0%	0%
ESMO	14%	0%	0%	0%
HIMSS	0%	0%	6%	3%
PEGS	10%	6%	0%	0%
World Vaccines Congress	10%	6%	0%	0%



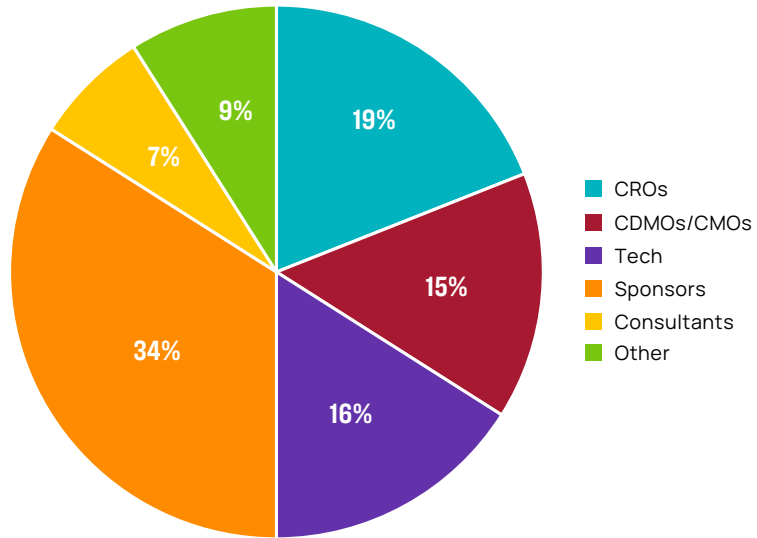


Companies who devote a lower percentage of revenue to marketing are more likely to identify BIO, CPhI, DIA, and so on as a top three industry event. Companies who dedicate a higher percentage of revenue to marketing are more likely to attend more shows and identify more niche shows than what are shown here.

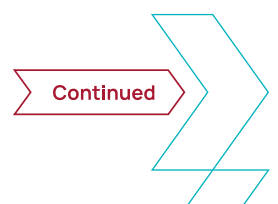
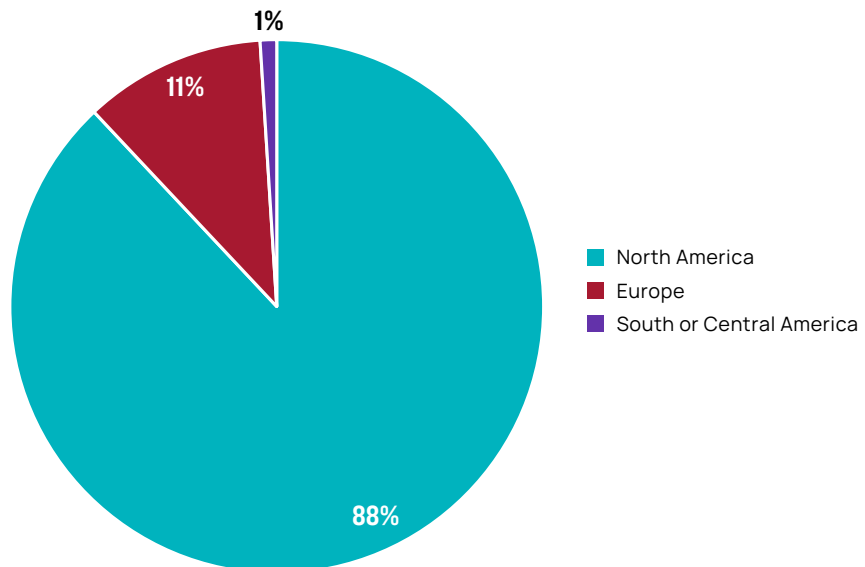
Trade Show	1% or Less	2-4%	5% or More
BIO	21%	22%	12%
CPhI	21%	39%	4%
DIA	21%	9%	4%
SCOPE	7%	13%	12%
DCAT	14%	22%	4%
OCT	18%	0%	8%
ASCO	0%	9%	0%
AAPS	4%	0%	4%
AACR	11%	0%	0%
Contract Pharma	4%	13%	0%
ESMO	7%	4%	0%
HIMSS	0%	4%	4%
PEGS	4%	4%	4%
World Vaccines Congress	4%	4%	0%



Company type

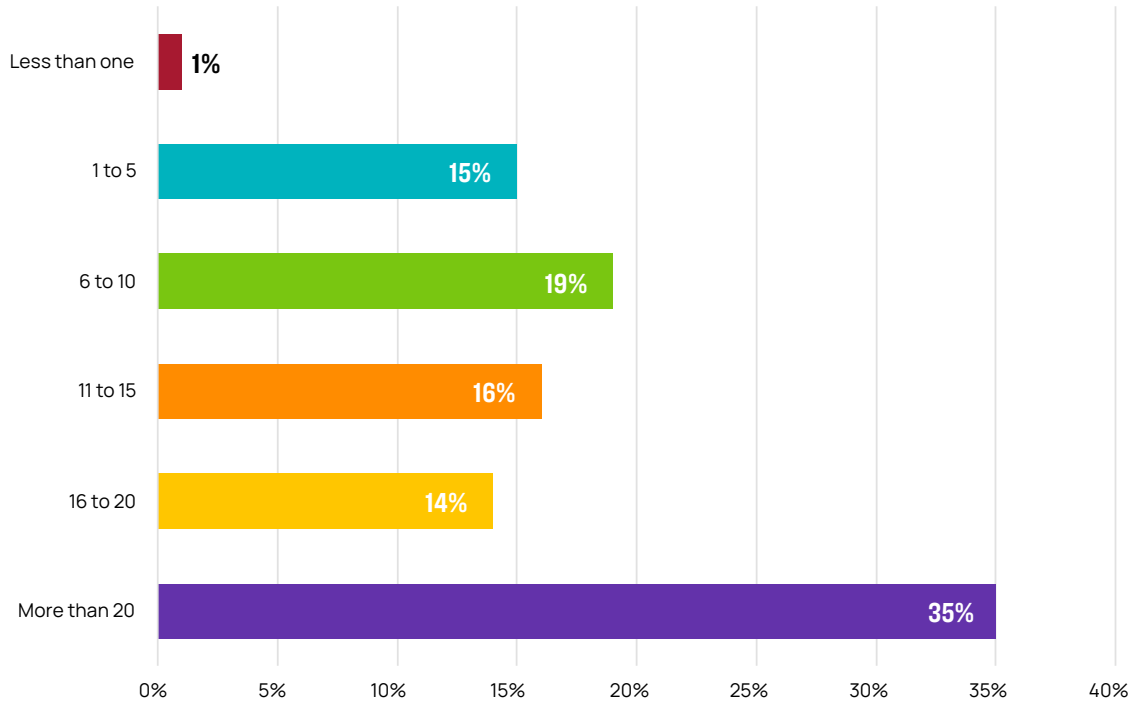


Office location

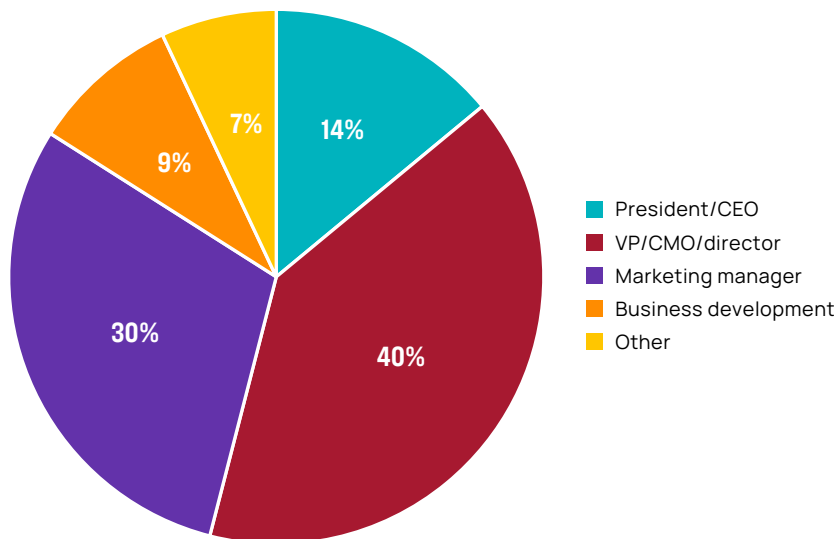




Years worked in the life sciences industry



Job function






Drug Development Services (DDS)

CDMO – Contract development and manufacturing organization. CDMOs can conduct both the development and manufacturing of a drug.

CMO – Contract manufacturing organization. CMOs take pre-formulated drugs and manufacture them.

CRO – Contract research organization. An organization that manages studies or functions within a study on behalf of sponsors.

DDS – Drug development services. Drug development encompasses all steps from the basic research process of finding a suitable molecular target to supporting the commercial launch of a drug.

Software/Tech – A company type that provides a platform to help process the huge amounts of data that are generated and collected during the drug development process.

Sponsor – The biotech, medical device, or pharmaceutical company that develops drugs and holds patents for approved drugs.



Marketing Terms

Brand awareness – The extent to which potential clients are familiar with the distinctive qualities or image of a particular brand of products or services.

Brand identity – The visible elements of a brand – such as color, design, and logo – that identify and distinguish the brand in the minds of viewers (i.e., clients, potential clients, colleagues).

Collateral – Any branded digital or printed assets used to communicate or promote a company's products or services.

Content creation – The process of conducting research, generating strategic ideas, and crafting those ideas into high-value content (i.e., articles, white papers, case studies, blogs, videos) for a targeted purpose (i.e., lead generation, customer education, brand promotion, etc.).

Digital marketing – Promotion using the internet and other forms of digital communication to reach preferred audiences (i.e., clients, potential clients, potential employees, etc.).

Lead – An organization or individual within a company's marketing reach that has the potential to be a future client, partner, or other revenue driver.

Market metrics – A quantifiable way to track overall as well as campaign-specific performance.

Market research – The systematic gathering and analysis of data to better understand industry or other target group needs.

Public relations – The strategic communication process that builds mutually beneficial relationships between individuals or organizations and their public audiences.





Marketing Tactics

Blog – Web-published, owned content used to educate and inform target audiences; ideally contributed to frequently (i.e., on a monthly basis). It may also be used to sell products or services.

Case study – Content featuring an example of a company's products or services in action (i.e., highlighting a client success story).

Digital advertising – Paid marketing through online channels (i.e., social media, paid search, native advertising, and display advertising).

E-blast – The tactic of sending a single email to a targeted distribution list.

Infographic – A representation of information in a graphic format designed to make the data easily understandable at a glance.

PPC – Pay-per-click. A form of digital advertising where the advertiser pays a fee each time one of their ads is clicked.

Social media – A form of digital marketing that focuses on direct social engagement with target audiences through online social media platforms (i.e., LinkedIn, Instagram, Twitter).

Webinar – An online educational event broadcast to a select group of individuals through their computers or smart devices via the internet.

White paper – An informational, nonpromotional document issued by a company to educate their audience on a key area of their thought leadership, typically related to their primary industry, product, or service expertise.



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About SCORR Marketing

SCORR Marketing is the leading full-service marketing and communications firm in the health science industry. We are a global partner for organizations around the world involved in research, development, and commercialization of biopharmaceutical and device products and the delivery of health care products and services. At SCORR, we provide integrated programs that help our clients achieve their goals and improve health and well-being worldwide. For more information, visit www.scormarketing.com.

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