

Case Study

Converting Content into Capital: 3 Articles that Secured a 6-Figure Pharma Contract

Challenge

A boutique life sciences consulting firm sought more inbound contact from pharmaceutical companies who needed help commercializing their products.

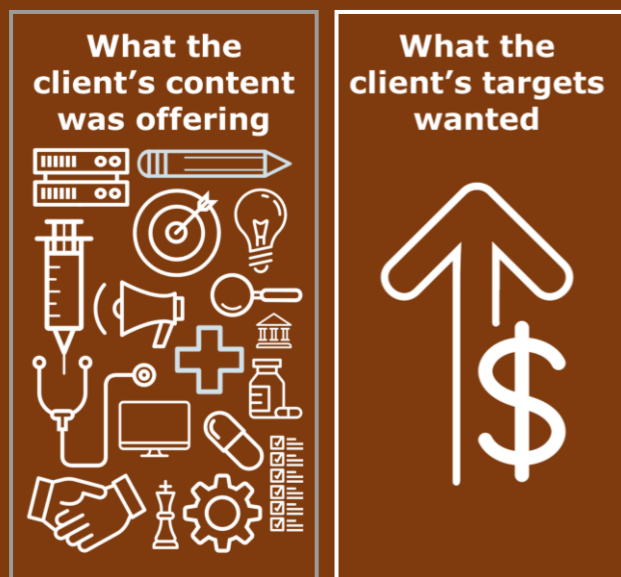
Prior to working with Pharma Acumen, the client's marketing activities consisted mostly of outbound efforts like cold emails.

The client had a team of experts with deep knowledge on commercialization strategies but had difficulty translating that knowledge into engaging, actionable content.



Strategy

Our strategy to generate inbound inquiries was to translate our client's expertise into a cohesive, engaging series of articles that demonstrated their abilities, positioned them as the go-to resource for commercialization, and



Step 1

Leveraging Existing Subject Matter Expertise

The client had two valuable assets: deep expertise in pharma commercialization strategies and a wealth of unpublished internal assets in the form of pitch decks, frameworks, reports, deliverables, and books.

Our team evaluated existing assets and extracted salient points from the body of already-created material to use in the creation of content.

To leverage their expertise, we interviewed partners on the challenges, strategies, and resources required to successfully bring a drug to market.

We synthesized the information gathered during short conversations and their existing content assets into audience-oriented, engaging content.

Strategy: Demonstrate Expertise by Repurposing Existing Assets



Decks & Presentations



Hard Copy Books



Tools & Frameworks



White Papers



Reports & Deliverables



Step 3

Creating Cohesive Content

We developed comprehensive content pieces that stood alone and fit into a larger content plan, providing prospective clients with valuable material while ensuring that they came back.

To craft pieces that the target audience would value, we broke down the firm's approach to their specialty into what steps they'd take to achieve a profitable outcome for clients, mistakes they most often see, and what resources a successful project needs.

We used this material to write three articles around successfully commercializing pharma products:

- **Article 1: The Importance of Early Planning**
- **Article 2: Components of a Successful Strategy**
- **Article 3: The Most Common Mistakes**

Each piece had to be actionable, with conversions like targeted calls-to-action, newsletter signups, and free resources so we could track engagement and adjust our strategy for future posts.

Custom graphics (like charts, diagrams, processes, and checklists) tagged with relevant keywords boosted our client's position within search engine results and enabled content to rank for image searches.

Finally, a publishing schedule of every few weeks allowed each piece of content to gain maximum traction while keeping the firm's content pipeline full.

Step 4

Launching Resource Centers

One of the biggest factors Google uses when ranking content within search engine results is *relevancy*. To harness the power of relevancy and ensure visitors could quickly and easily find what they wanted when visiting the client's website, we created resource centers around the firm's major offerings.

We populated the resource centers with a mix of media, including articles, SlideShares, white papers, and links to valuable external content.

To capture visitor contact information, we also included downloadable resources in exchange for email addresses.

Pharma Commercialization Resource Center

Article: The Importance of Early Planning

Article: Most Common Mistakes to Avoid

Article: Components of a Successful Strategy

Downloadable Resource

SlideShare

External Link

External Link

External Link

External Link

Results

Two months to the date that the first piece was published, our client received an email inquiry from a top pharmaceutical company's marketing director requesting more information about their process and outcomes.

This inquiry led to a 6-figure project with this pharma company.

The pieces we developed for our client continue to drive conversions and have led to them ranking within the top 3 Google search engine results for multiple commercially oriented keywords.

Our client has also seen nearly 1,000 onpage conversions and an increase of more than 200% in website traffic since partnering with us to develop content.



**Six Figure
Pharma
Project**



**10+ Page 1
Organic
Rankings**



**1,000
Onpage
Conversions**



**200%
Increase in
Web Traffic**

Ready to take your content to the next level?






Learn More

-  Content Marketing
-  Asset Development
-  Growth Acceleration



Partner with Us

-  PharmaAcumen.com/content
-  info@pharmaacumen.com
-  215-885-1029