

7 Common Content Marketing Mistakes Businesses Make When Targeting Pharma *and how to avoid them!*

Introduction

The Value of Content Marketing for Reaching (and engaging) Pharma Clients

I've been in this business for over 25 years and have noticed a recent trend: content marketing engages key buyers at life sciences companies.

At its core, content marketing is developing and distributing articles, guides, white papers, templates, infographics, and other material for consumption by your target audience.

While content marketing isn't new, its power to reach previously unengaged audiences (like the niches common to pharma) has ratcheted up, particularly for value-conscious marketers.

Why Content Marketers are Reaping Rewards within Pharma

Why has content "suddenly" become a game-changer? Here are a few reasons:

- 1) Companies who have previously invested in content marketing as a long-term strategy are enjoying its fruit as their content gains momentum.
- 2) Those marketing to pharma who often need to stretch every advertising dollar earn impressive ROI with content marketing.
- 3) Content marketing produces enduring assets that work during the peaks and valleys of business development. When you're too busy, content continues to promote your brand, increase visibility, and engage your audience.
- 4) Content generates data that helps understand what your audience values so that you can prioritize accordingly. Reaching the right audience with the right content can drive significant results for your business.
- 5) Content differentiates you from your competitors. Even in narrow niches, developing content sets you apart.


In this white paper are 7 of the most common content marketing mistakes we've seen companies make when trying to reach pharma. My hope is that this information helps you create robustly effective content that supports your business development goals.

Brian Bamberger
Managing Partner, Pharma Acumen

Want More?

 PharmaAcumen.com/content

 info@pharmaacumen.com

 215-885-1029



Mistake #1: Not Using Content Marketing Routinely

Content marketing focuses on attracting prospects rather than pushing ads and other “noise” out to them. Nearly any company that wants to do business with pharma needs an effective content marketing strategy to:



Generate awareness of your brand



Educate your prospects on emerging problems



Articulate the value of working with you

Content marketing also drives organic traffic to your website. Even in highly specialized niches, ranking well for the right keywords can yield a significant ROI, especially if your competition hasn’t put in similar effort.



Mistake #2: Not Creating Content for Multiple Buyer Personas

Building a successful content marketing strategy to reach prospective pharma clients in the digital age requires understanding who is interested in your solution and why.

One proven, cost-effective method for gaining organizational buy-in and closing more sales is to develop meaningful content for each of the personas who can impact buying decisions within your target market.

Example of Content Mapping by Persona



VP,
Market Access



Brand Leader,
HCP Promotion





Mistake #3: Not Establishing and Measuring KPIs

One of the most common mistakes we see marketers make is pushing out content without understanding its impact. Content marketing produces data that, properly understood and acted upon, can boost ROI and increase profits.

Establishing key performance indicators (KPIs) at the outset will demonstrate how successful your strategy is and what needs to be changed.

Once you have the data, analyzing and adapting accordingly will help ensure that your content engages your target audience and increases conversions.

Key Performance Indicators to Monitor



Website: traffic, sources, time on page, audience behavior



SEO: top keywords, number of backlinks, search engine rankings



Engagement: conversions, leads generated, social interactions, subscribers



ROI: new clients, cost per acquisition, income generated, lifetime value



Choosing the proper key performance indicators to focus on is the first step towards measurable improvement.

- HubSpot



Mistake #4: Not Investing Enough Time or Resources

For content to deliver value, it must become an integral part of your marketing strategy. Blogging twice a year and praying the right person reads what you've written doesn't count as content marketing.

An effective content marketing strategy ensures that enough time and resources are available to consistently develop content and tailor it for the right audience and channel.

While it does require investment, the payoff can be huge. Companies that routinely create content enjoy an average of 4X more leads and get 434% more exposure on Google than outbound marketing.

Content Marketing by the Numbers



96%

of B2B buyers look for information from thought leaders before buying



82%

of prospects view a company more positively after consuming content



74%

of companies report that content marketing increased lead quality & quantity



47%

of buyers read 3 to 5 pieces of content before contacting a company



434%

increase in web exposure reported by companies who use content marketing



70%

of prospects prefer to learn about a company through content over ads



Mistake #5: Promoting Yourself Rather Than Educating Prospects

Pharma buyers today research solutions to their problems before reaching out to a company to help them. Engaging your target audience requires developing resources for them to learn from rather than pushing out purely promotional material.

When you educate your target audience, they're more likely to come back to you when they need a solution to the problems you solve.

Note that educating your clients is not the same as articulating the features and benefits of your particular offering. What's important to prospective clients isn't what you value about your product but how your product solves their problems. Prospective clients want to know what's in it for them.



Mistake #6: Not Defining a Clear Multi-Channel Promotion Plan

To reach your target audience and see maximum ROI on your content marketing, it's critical to leverage the power of owned, earned, and paid media channels.



Owned:

what you control

Company website

Social networks

Email campaigns



Earned:

external mentions

Word of mouth

Influencer mentions

Customer reviews



Paid:

exposure you fund

Sponsored content

Social media ads

Paid search

Developing a multi-channel approach to distribution that uses each type of media creates a synergy that boosts overall content success and expands your reach.



Mistake #7: Not Working with a Content Marketing Partner

An external partner has the experience, perspective, and resources to help your team produce content marketing assets that increase brand awareness, educate prospective clients, and generate qualified leads.



Experience

- Provide insights to develop and execute effective content marketing plans
- Offer creativity and experience in creating the right types of content for your audience
- Understand the market landscape and what channels to use for content promotion



Fresh Perspective

- Add a wider view of the industry for developing consistently relevant content
- Pinpoint content that will resonate with your target personas
- Apply best practices derived from multiple engagements across the industry



Resources

- Use internal frameworks, tools, and established processes to streamline content development
- Know how to invite input, communicate during the process, and demonstrate ROI
- Leverage your team's expertise for content creation

We help businesses that offer products and services to pharma companies use content marketing to win new clients, increase brand awareness, and establish thought leadership.

Getting Started

Is it too late to get started?

I'd like to say that it's never too late to get started, but that's not necessarily true when it comes to creating valuable content to offer to your target audience. Competitors who have started the content creation process have an edge.

The good news is that leveraging best practices for content marketing can position you as the go-to leader within your niche, send prospective clients your way, and deliver compounding results over time. It requires effective planning, publishing consistently, and tailoring your pieces to meet your audience's needs/desires, but the ROI is worth the effort.

Want to Learn More?


Visit our [content marketing strategy page](#) for information on winning clients through content or [contact us](#) to explore how content marketing can help your company grow.

Learn More

Get in Touch

 PharmaAcumen.com/content

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