

Early Stage Marketing

Demystifying Digital Marketing:
Doing More With Less “Guide”

AGENDA



DigividBIO Background



Early Stage Profile



Foundational Marketing



Content & Video Marketing



Chat GPT



Email Marketing



Social Media



Digital Advertising



Marketing Support



Tools and Resources

DIGIVIDBIO OVERVIEW

- Digital marketing company dedicated to Biotechnology.
- Partnership with CEI (Center for Entrepreneurial Innovation), Bioscience Incubator

Key Differentiators

- Extensive experience within the biotechnology, life sciences, and medical device spaces. Early to Enterprise stages
- Comprehensive digital and content marketing background.

How We Can Help

- Video Marketing and Creation.
- Digital Advertising: Programmatic Targeted Display, Streaming TV, Search, Social, etc.
- Surfacing relevant ideas and collaborating with you and your team to bring effective marketing and stories to life.



BRANDS WE WORK WITH

Myriad genetics

illumina®

natera®
Conceive. Deliver. Thrive.

CARIS®
LIFE SCIENCES

TEMPUS

TERUMO

Agilent

HOLOGIC®

Helix

PathAI

CALA
HEALTH®

GOPATH®
DIAGNOSTICS

Kiyatec

Anuncia

AQUALUNG
THERAPEUTICS
TARGETING RUNAWAY INFLAMMATION

STRATA
oncology

MIROCULUS™

REBUS
BIOSYSTEMS™

bmseed
BioMedical
Sustainable Elastic Electronic Devices

TapRoot
INTERVENTIONS
& SOLUTIONS

Early Stage Profile

- **Business Focus:** R & D, including preclinical and clinical trials
- **Marketing Focus:** Attracting investors, talent, and early partners-stakeholder, preparing for commercialization.
- Limited Revenue-focused on product development, relying on investor support
- Two Stages: Pre-revenue (product development) and early revenue & commercialization
- Small Team: Scientist, Researchers, project managers, Administrative staff, often 10-50 employees
- Regulatory-Navigating Hurdles

Early Stage Transition-Preparing for Commercialization

- Team Expansion: Business Development, Marketing, and Sales Professionals.



Early Stage Marketing: Foundational

- **Create Company/Brand Identity**
 - Company mission, values, vision, unique selling proposition, key differentiators from competitors
 - Company logo, tagline
 - This will likely evolve as you develop your product.
- **Website**
 - Highlight company technology, team
 - Highlight Progress-critical to awareness and investor interest
 - Scientific, company milestones, investor section
- **Online Presence (Social Media)**
 - Not critical early on
 - Start small with only one or two platforms
 - Avoid launching SM & being inactive
 - LinkedIn and Twitter are good places to start
- **CRM Platform (Customer Relationship Management)**
 - **Investors, Stakeholders, Partners, and later Sales**
 - Contacts, engagement, email marketing
 - Sales pipeline (later)
 - Recommendation: Hubspot, free to use with sales and marketing tool add-ons for an additional cost, allows you to scale



Early Stage Marketing-Content Marketing

- **Content Marketing**

- An Inexpensive way to increase and grow awareness into the midstage phase
- Develop “contract” marketing team: Interns, freelance writers, interns, small agencies, or freelance videographers
- Less is more-start by creating a few good quality pieces (Blog video, scientific) it’s about “quality” not the volume of content created
- Create, Reuse and Repurpose content across platforms
 - Content Inventory (spreadsheet)
 - Organizes all content created, links and cue for future content
 - Content Types: Blogs, Case studies, Landing Pages, Whitepapers, Webinars, ebooks, Newsletters, Thought Leadership
 - Utilize Content Briefs to create content
 - Video, Blog Brief for content creation



Early Stage Marketing-Video

- **Video Marketing**
 - Important Videos For Early Stage
 - **Investor/Company Overview**
 - **Goal**-pique investor interest to book a call or meeting with you, not an investor pitch
 - 2 minutes length, live filmed
 - Company overview, key differentiators, vision
 - Feature high level summary and few nuggets from your investor pitch to pique interest (this is not an investor pitch)
 - Feature company leadership + Team
 - Invest in quality production
 - **Thought Leadership Videos**
 - 60-minute interview, Question, and Answer style, multiple short videos, 1-3 minutes
 - **Maximize Video (do more with less)**
 - Be strategic, what are you future needs
 - Maximize production day
 - Edit into shorter videos: social media, email outreach, multiple 30-60 second videos



- **ChatGPT**

- **Content Creation & Company Intelligence**


- New Best Friend-save you time from hiring writers or at least save time by creating a first draft.
- Generate content quickly and efficiently
- Free or a paid version, \$20 a month
- Challenge: information cutoff 2021
- <https://openai.com/>
- Google-launching Bard, real time, no cutoff

- **Use Cases:**

- Gather information about potential partners, stakeholders, investors
- Write a thank you note, subject line, email, social media post, articles, blogs, white papers, etc.
- Demonstration: Write a 500-word blog about the latest trends in Genomic medicine in the voice of Dr. Eric Landers



KE Write a blog about how AI is being used in Pathology

 Title: Transforming Pathology with Artificial Intelligence: A Glimpse into the Future of Diagnostics

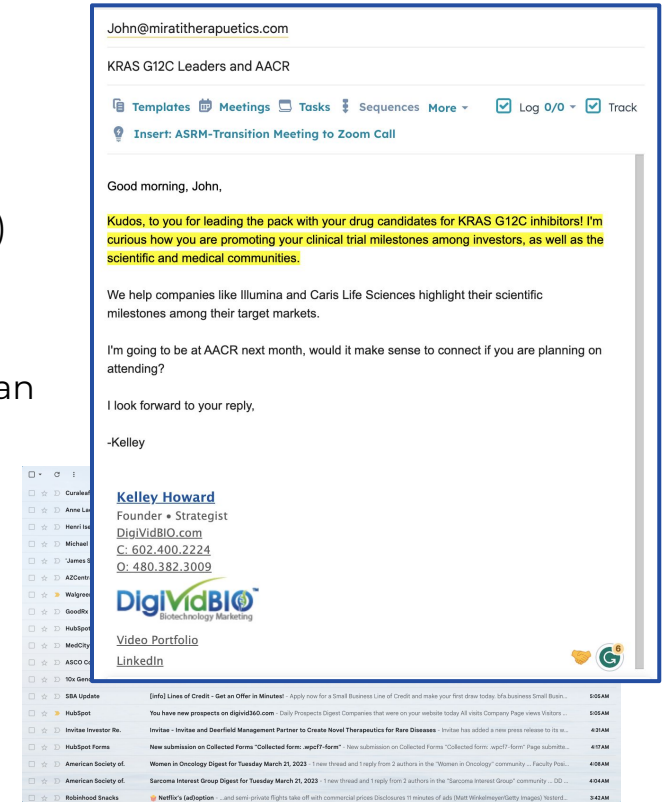
Introduction:
Artificial intelligence (AI) has made significant strides in recent years, leading to groundbreaking innovations across various industries. One of the most promising areas where AI is making a tangible impact is in the field of pathology. As a cornerstone of modern medicine, pathology relies on the accurate analysis of medical specimens to diagnose diseases and guide treatment decisions. By harnessing the power of AI, pathologists can now improve the speed and accuracy of their diagnoses, revolutionizing patient care.

In this blog post, we will explore how AI is transforming pathology, its applications, and the benefits it brings to the medical community.

1. Digital Pathology and AI Integration
The shift from traditional microscopic examination to digital pathology has been a game changer

Early Stage Marketing-Email Marketing

- **Getting a foot in the door with email**
 - Investors, Partners, Stakeholders
- Inbox: Overflowing with crappy templated emails
 - Break through the noise and get your email open (and read)
 - Email goal: secure a meeting or call (not a pitch)
 - It's not about you, it's about them (receiver)
 - Do a little research before writing your email
 - What's important to them that ties back to how you can help them
 - Keep it short, no more than 120 words if possible
 - Preview line is **AS IMPORTANT** as the subject line
- Personalize 1st sentence to the individual, company or investor
 - Builds quick credibility, not a templated email
 - Mirati Therapeutics Example



- **Social Media**

- Social Media Calendar (spreadsheet)
- Find a good part-time intern to handle your social media
- Social Media Automation Tools allow automated social posting, Hootsuite has free version perfect for early stage companies
 - **Linkedin & Twitter**
 - Create company pages
 - Post 2-3 times a week on each platform
 - Helpful-Useful content, don't sell
 - Short videos perform really well (Thought Leadership)
 - Grow your personal LinkedIn & Twitter connections and your company's followers
 - As you meet people **ALWAYS** connect with them on LinkedIn and Twitter to grow your network
 - Great selling tool once you have developing a following, we close business organically from our LinkedIn outreach



- **Online Advertising Evolution (Think Niche)**

- **Olden Days:** Website-based targeting: ads to target websites where your target market visited
- **Today:** Data-Driven Digital Advertising-Targeted down to the individual across devices and platforms
- Data is KING: 3rd party data types: Demographic, Behavioral, Contextual, Location, Psychographic, etc.
- Now Other Data Sources: NPI code-(National Provider Identifier) Physicians, Claims, Prescription
- Campaign Example
 - Targeting Medical Oncologists (NPI) in the US.
 - Who is prescribing Keytruda using Claims codes?
 - 1:1 engagement online across multiple devices and screens.
 - Report: Who saw and clicked on the ads with a list of names
 - Enrich that list with emails and phone numbers (Lead list for sales team)

- **Marketing Measurement**

- If you don't or can't measure it's not worth doing
- Majority of marketing is measurable, this allows you to optimize, test, improve, or stop if it's not working



Early Stage Marketing-Support

- **Develop Contract Marketing Support Network**
 - **Freelancers writers, videographers, content marketing, social media**
 - Sources: Upwork, Fiverr, Freelancer, Peopleperhour
 - Latin America is a great place to search for marketing support, time zones are only a few hours from the US, and much less money
 - **Part-time Interns**
 - Paid interns typically \$15 an hour, 20 hours a week \$300
 - Sources: Schools-Universities, Community Colleges, etc.
 - **Small Marketing Agencies**
 - With industry or early-stage experience (preferred)
 - Work on a project basis, no retainers are required
 - Utilize for more complex projects, important videos (Investor/Company Overview) marketing and content strategies, etc.



Early Stage Marketing: Tools & Resources

- **Hubspot**-CRM, free with sales and marketing tool add-ons.
- **G Suite**: email, cloud storage, video conference tool, calendars, slides, docs, spreadsheets, very collaborative, \$6-\$18 per user per month
- **Apollo**-Sales Enablement Platform to help find and connect with potential customers. Lead generation, contact data enrichment, email and phone outreach, Basic plan-\$468 a year
- **ChatGPT**
- [Venture Cafe Phoenix](#)
 - Connects innovators and entrepreneurs to accelerate the innovation process
 - Forces you to get out and develop your network
 - Movers and shakers: Mayo, U of A, ASU, Dignity, Exact Sciences, TGen, Flinn Foundation, City of Phx, Arizona Commerce Authority + intern candidates
 - 850 N. 5th Street (5th St & McKinley.)
 - Every Thursday, Free, 2 free drinks, free parking



Early Stage Marketing-Highlighted Resources

- Highlighted Resources
 - Content Inventory Spreadsheet
 - Content Calendar
 - Blog Brief
 - Video Brief
 - Venture Cafe
 - ChatGPT
 - Hootsuite
 - Apollo



QUESTIONS?!

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THANK YOU

