

AZO
NETWORK

The State of Scientific Marketing Survey

Daily Challenges Faced by the
Scientific Marketing Professional



We surveyed professionals from over 100 leading businesses in Science, Healthcare, and Engineering to find out about their day to day marketing challenges.

The B2B marketing community faces numerous sales and marketing challenges, from tracking true ROI, measuring leads, developing effective nurturing campaigns, to setting up correct CRM protocols.

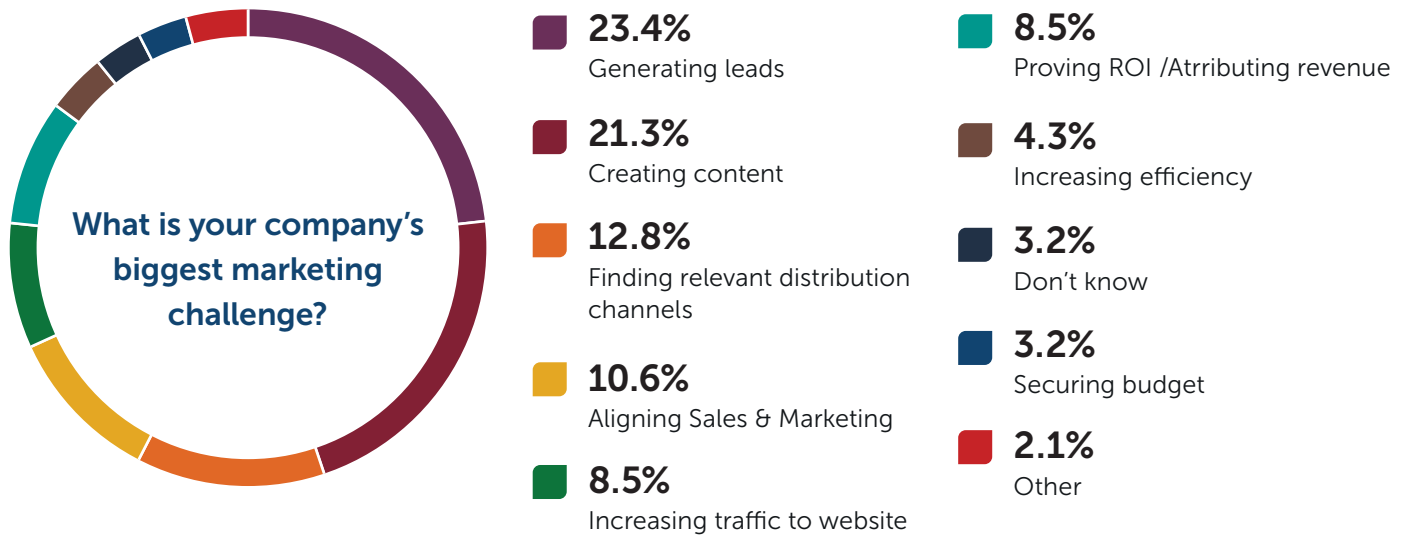
The landscape has changed, and the way people access information about products has changed too.

This e-Book focuses on the scientific community and aims to give some insight into the current state of scientific marketing. It will cover:

- Current challenges
- Effective lead generation
- CRM
- Systematic lead nurturing
- The customer journey
- How can AZoNetwork help you?

Marketing Challenges

Of the Scientific Marketer's surveyed, 23.4% said generating leads was their biggest challenge, while 21.3% said creating content was a considerable challenge for them as a business.



Effective Lead Generation

24.5% of those surveyed believe that organic SEO is the most effective way of generating leads. 22.3% said that content marketing is the most effective method, while 13.8% favoured pay-per-click campaigns.



Dave Cockett, Web Services Manager at AZoNetwork, shares his thoughts on why SEO is vital for generating quality leads.

Question

How does SEO help develop effective leads for B2B businesses?

Answer

"Using SEO, a B2B business can gather effective leads by positioning themselves in the relevant market. Keywords are an important part of SEO, and ensuring that the most relevant and useful keywords are used will guarantee more relevant leads for the business."

Question

Why is tracking your SEO performance important for lead conversion?

Answer

“Tracking performance of all campaigns is important to see what is working and what isn’t hitting the mark. Monitoring your SEO is critical to ensure that the keywords you are targeting are effective and so you can alter any keywords that may not be generating leads.”

Question

What are the most important factors to consider when planning an SEO strategy?

Answer

“When putting together an SEO strategy you need to consider what the end goal is, the specific areas you want an improvement in, and when you want to see this improvement. SEO is not a quick-fix solution, and the improvements don’t happen overnight.”



- **24.5%**
Organic SEO
- **22.3%**
Content Marketing
- **13.8%**
PPC (Pay-per-click)
- **13.8%**
Tradeshows
- **9.6%**
Don't know
- **9.6%**
Email Marketing
- **4.3%**
Social Media
- **2.1%**
Other

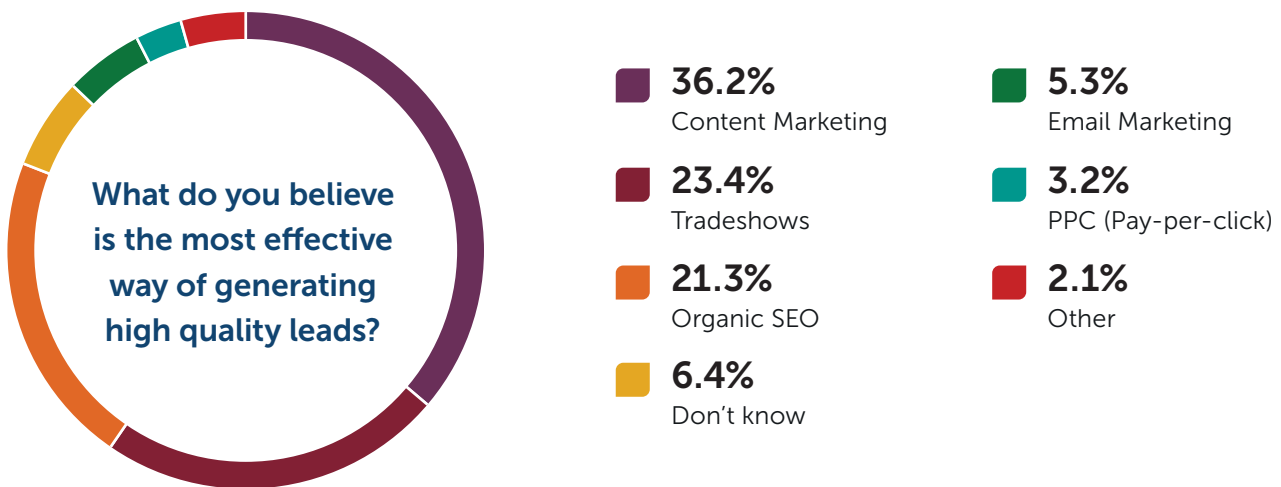
AZoInsight:

Of the 85 million visitors who visit an AZoNetwork website on an annual basis, approximately 73% found a piece of our content using a search engine.



Generating large volumes of leads is great, but what about the quality?

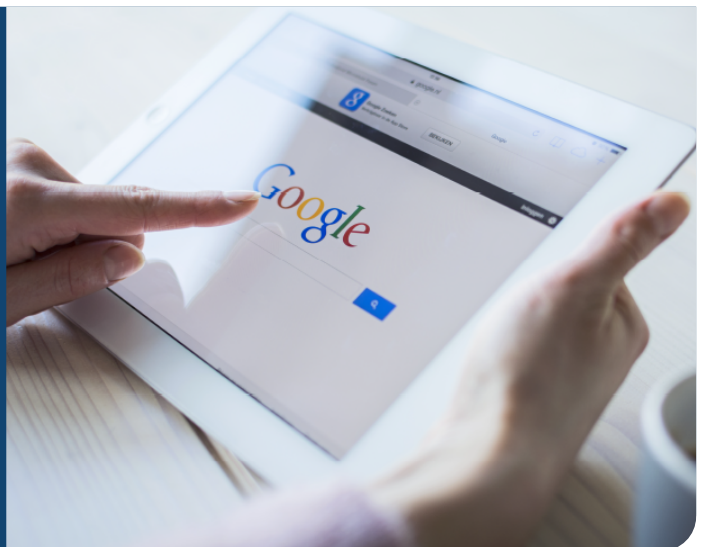
36.2% of the people we surveyed said content marketing was the most effective method for generating quality sales qualified leads they could act on. 21.3% agreed that organic SEO played a large part in generating quality leads for their business.



50% of the companies we surveyed said their average sales cycles was between 3-12 months. We also found that the length of a company's sales cycle was proportional to the importance they place on content marketing within their wider strategy.

B2B researchers do 12 searches on average prior to engaging on a specific brand's site.
(Google, 2014)

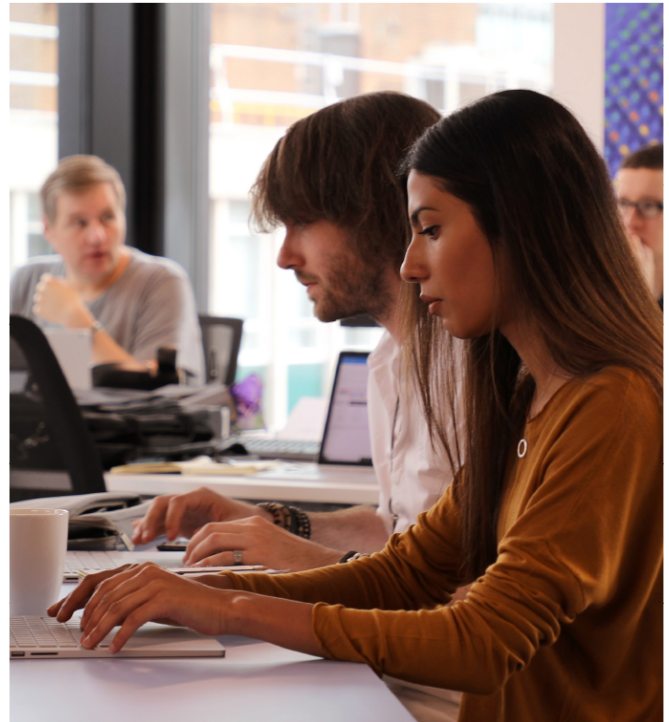
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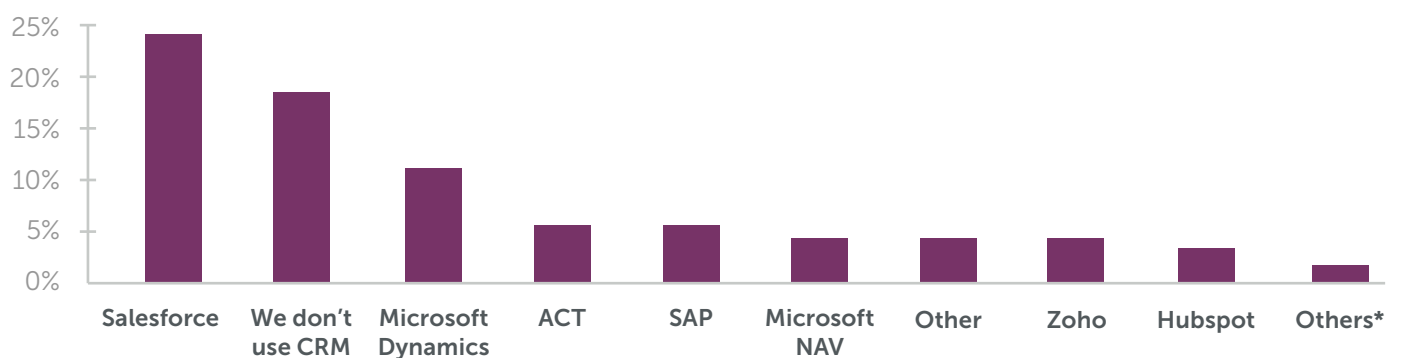
CRM

A rise in CRM platforms and a push to close the loop on true marketing ROI has resulted in marketing professionals seeking new ways to track leads from source to customer. The data we've reviewed so far clearly demonstrates that generating leads is a huge challenge for marketing professionals working within the scientific community. Once you've generated that lead, what do you do with it?

Of all those surveyed, 35% of people said they used either Salesforce or Microsoft Dynamics as their primary CRM tool. A staggering 19% of people we surveyed said they don't use any CRM system at all.



CRMs in use



Chris Fletcher


Research Director: Enterprise Applications, Gartner



"A 2017 report from Gartner suggested that organizations that cannot effectively integrate their multiple online and offline data sources will create business intelligence (BI) silos and lose opportunities"

Another report from Gartner documented that by 2020, poor customer experiences will destroy 30% of digital business projects. Through 2020, businesses that deploy CRM technology to emphatically engage with customers are three times more likely to fend off a digital disruptor (Olive Huang | Jenny Sussin, Gartner, 2017).

58.3% of the people we surveyed said their biggest challenge was enforcing best practice.




- 58.3%**
Enforcing best practice
- 26.7%**
Differing CRM systems/practices within organisation
- 10%**
Management doesn't get the most from it
- 1.7%**
Not sure
- 1.7%**
Other and price

Sarah Campagna

VP of Account Services for Launch Team, specializing in data driven marketing campaigns for science and technology firms.



“Without integrated tools, it is most often a member of the sales or marketing team who is assigned to the manual task of uploading leads which can quickly become an onerous and time consuming task, not to mention opportunities falling down the cracks.”

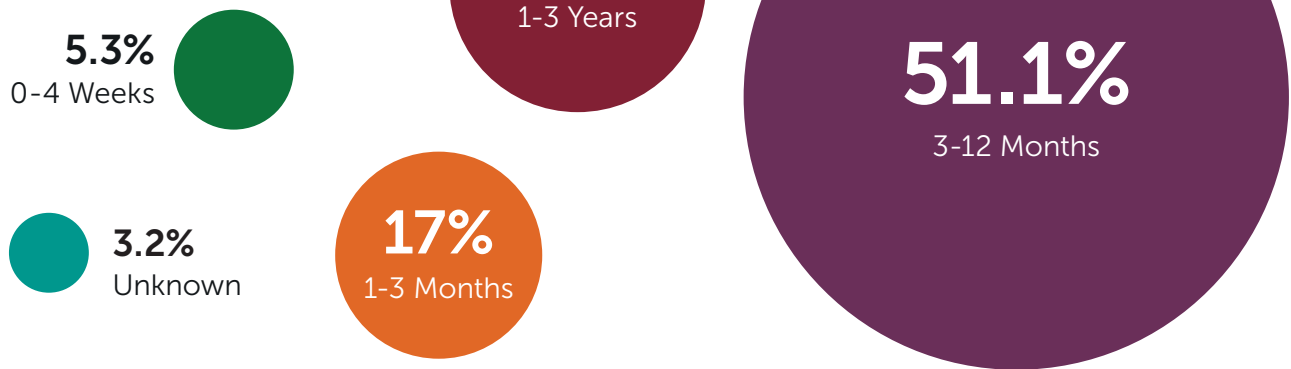
“The statistics available through AZoIntel, AZoNetwork's internal analytics software, are a valuable addition to the metrics I am typically reviewing for a client in both their marketing automation platform as well as in Google Analytics.”

Nurtured leads make 47% larger purchases

How does this translate to the scientific equipment manufacturers?

Of all the individuals we surveyed, 51.1% of people said their average sales cycle was 3 -12 months long.

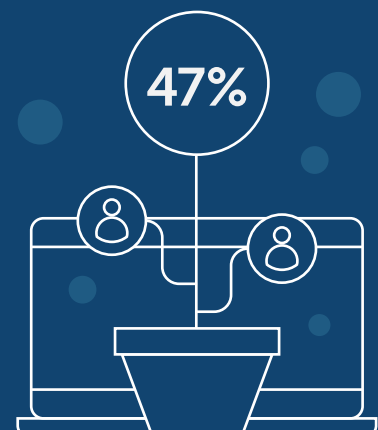
How long is your company's average sales cycle?



We live in a world of information where the power has been handed directly to the end user. In the scientific community, that is not always the same person writing the cheque. Inevitably the end user is spending someone else's money. It is essential that from the first time you become aware of a potential sales lead you take steps to nurture them through your sales cycle.

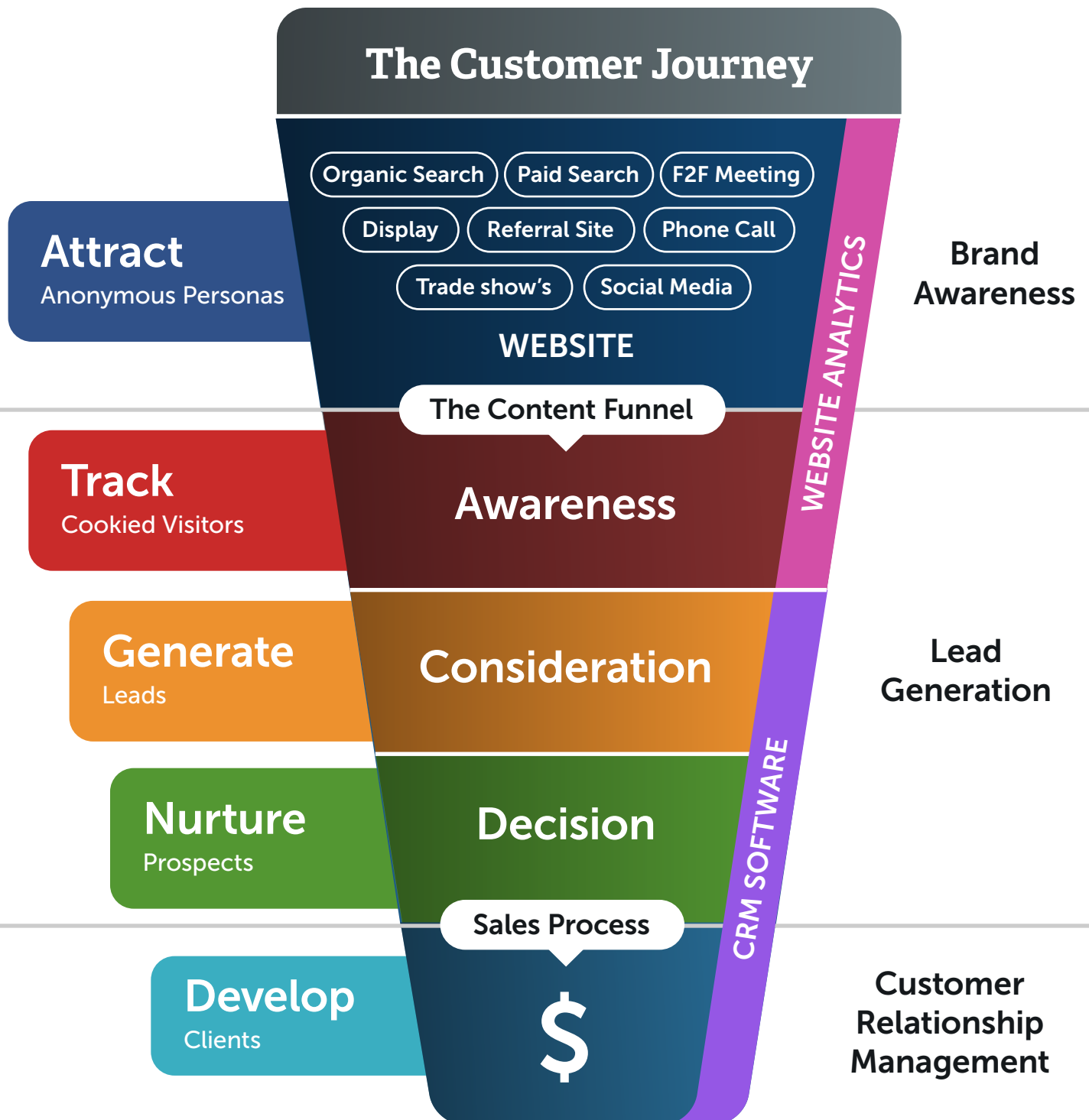
AZoNetwork Blog:

Nurtured leads can be worth 47% more than other leads — and without structured, systematic lead nurturing, you could leave as much as 80% of your potential sales on the table. That's because, put simply, 50% of your leads aren't ready to buy yet.



What does systematic lead nurturing look like?

At AZoNetwork, we have spent the last 18 years learning from our audience. We have built a comprehensive picture of the customer buyer journey and what it takes to nurture these leads through to conversion. To help visualise this process, we created the customer journey.



Let's break this down...

Attract

Anonymous Personas

This encompasses your marketing strategy and the plan you develop to produce content geared towards attracting your target audience.

67% of Buyers are relying more on content.

More than two thirds of buyers are consuming more Web content



Track

Cookied Visitors

Tracking visitors using cookies is a great way of understanding your audience. Using this data, you can display a more personalised journey tailored to the person's interests. If done well it can have a huge impact on how many leads you generate.

Marketing automation tools like Marketo, Act-On, Pardot and Eloqua improve your efforts by providing a more personalized experience to each prospect. By providing visibility into the buyer journey for each lead, they drive consistency and a more effective progression to the final sale.

However, if you're not ready for these tools then there are simple things you can do without a huge amount of effort. Giving each page of content a logical next step is a great way of encouraging visitors to stay engaged. The important thing here is to add value.

This can be as simple as a related content section or a relevant document download. The aim of the game is to provide a good visitor experience.

Generate & Nurture

Leads & Prospects

This is where your CRM strategy comes in. Once you've captured a visitor's information it is essential they are categorised within your CRM system. Time is of the essence.



44%
of salespeople will try
a lead once then give up



Only 25%
of leads are classed as Sales
Qualified Leads



80%
of sales need five
follow-ups



63%
of people requesting information
on your company will not purchase
for at least three months



Nurtured Leads produce 20% more business opportunities than those that aren't



Maybe most shockingly of all, 71% of qualified leads are never followed up!

Develop

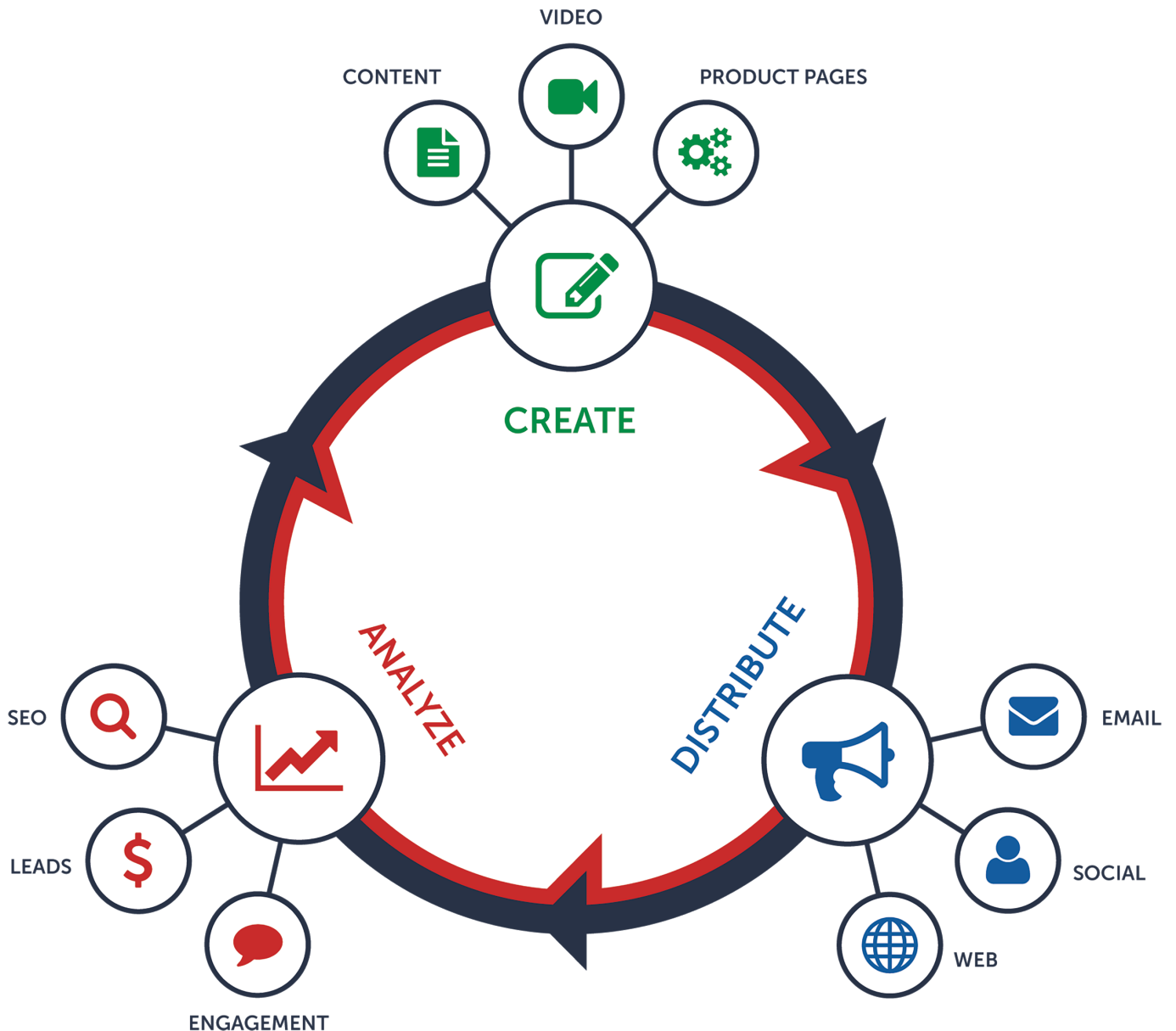
Clients

It might seem obvious, but you would be surprised how many times we've seen poor examples of developing customer relationships after the initial sale.

It's essential you build customer relationship strategies based around content. Not only does it keep your brand right in the mind of your new customer, but it helps steer them towards other potential products or services you offer. Now, they might not be ready to buy straight after forking out 10s if not 100s of thousands of dollars on a piece of kit, but in 12 months' time when the tech has moved on and so has their research or business, who do you think they will think of first?

How can AZoNetwork help you?

Recognizing a sheer lack of information available for engineers, designers and scientist, Dr. Ian Birkby used the emerging power of the internet to launch AZoM.com – The A to Z of materials in 2000.



Although the business has grown significantly to include a range of science, technology, medical and life science platforms, it has always stayed true to its principal aim:

We love telling science, technology and medical stories to people who can make a difference. Everything else follows from that.



Today we tell these stories across all digital platforms to a monthly addressable audience in excess of 5 million unique individuals. From Content Creation, through targeted distribution to closing the loop with the unique AZoIntel Content Performance analytics platform, AZoNetwork provides a highly effective Science Marketing Platform based on its own unique Marketing Science.

Here is what scientific marketers have to say about us:

Marian Nardozzi

Senior Marketing & Communications Specialist, Pittcon



“The AZoNetwork team is very professional from start to finish. Very flexible and very capable. There is a lot of scientific and technical expertise on the team. We don’t consider AZoNetwork as a company with which we do advertising, but more as a partner or an extension of our internal staff and marketing team. Never any pressure, only solutions.”

Ruud Heijnsman

Public Relations Manager, FLIR Systems



“The AZoNetwork team is great to work with. Their determination to get you the best results possible is extra motivating for us as a company. I would certainly recommend them to a colleague.”

Steve Hopkins

Marketing Communications Supervisor, Bruker



“AZoNetwork has been our most valuable vendor/partner in marketing over the last several years. They help us look good, and help us do our marketing job better. If you invest with them, there will be some surprise benefits that will not have been foreseen in the initial contract.”

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