

7 common mistakes when building a content strategy (for life sciences)

And tips on
how to avoid
them!



Anna Caballe, PhD

I've worked in
marketing for 7 years,
including 3 years of
building content
strategies for biotech

These are common
mistakes I've seen
across organisations



Anna Caballe, PhD

Strategy not focused on the target audience



Solution

Segment your audience and create
detailed **buyer personas**

Tailor content once you understand
what content they need at **each stage**
(incl. the level of technicality)

Define **measurable** goals!



Product promotion over education



Solution

Prioritise **educational value** to help your audience make informed decisions

Focus on the ‘**why**’ and ‘**how**’ your products solve a problem

Use papers, case studies, and **storytelling** to make complex science easier to grasp



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Heavy focus on new launches



Solution

Build a strategy with **70% of content independent** of product launches

Consult the strategy with **stakeholders** to seek regular alignment and **buy-in**

Design a content creation system that allows **flexibility** when needed



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Different styles and 'voices'



Solution

Create content and design guidelines incl.
brand **voice, tone and visual identity**

Establish a clear and simple review
system to gather **crucial feedback**

Consider nominating a **lead copyeditor** to
align on messaging and brand's voice



Failing to measure and adjust



Solution

Avoid the trap of vanity metrics and track **content performance**, e.g. lead generation, downloads, click-rates, time on page...

Analyse data regularly to see what channels, formats or themes do best

Use the data to **refine your strategy!**



Scattered content and assets



Solution

Create a **master content tracker** to plan timely content production and distribution

Be consistent to build brand authority and become recognisable by your audience

Use a centralised system to **store and tag approved assets** for easy repurposing



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Ignoring promotion and distribution



Solution

Develop a **multi-channel distribution** plan mixing owned (social media, website, email), earned (PR), and paid (ads)

Repurpose content into multiple formats

Optimise your content with **keywords** and phrases that SEO and GEO can find/cite



Do you need help building your content strategy?



Get in touch!
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