

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

And tips on
how to avoid
them!



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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



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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!



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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



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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!**



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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



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Do you need help building your content strategy?



Get in touch!
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