

The one-person biotech marketing team: 5 habits to stop so your strategy can grow

For heads of marketing in small life science teams

HABITS 1–3: PROTECT YOUR TIME

1 Stop trying to be everywhere

The pitfall

Five channels and every trade show means each one gets leftovers, and technical buyers can tell.

The shift

Own the one or two places your buyers already go for answers. Depth beats breadth.

Your first step: List where your last five leads first heard of you. Keep the top two channels and pause the rest for a quarter.

2 Stop creating every asset from scratch

The pitfall

Every asset starts from a blank page, while your best science sits unused in a paper or a poster.

The shift

Treat each R&D output as a month of content. One source, many formats.

Your first step: Take your latest paper or poster and plan five assets: a LinkedIn carousel, a web article, two newsletter items and a sales sheet.

3 Stop accepting last-minute slide polish

The pitfall

A 50-slide deck lands 48 hours before the pitch. You fix the formatting, but nobody fixes the story.

The shift

Move upstream. Shape the narrative before PowerPoint opens.

Your first step: Ask for a short narrative call before every big deck. Agree the audience, the one takeaway and the slides that prove it.

HABITS 4–5: SHARE THE LOAD

4 Stop carrying technical translation alone

The pitfall

You are the only bridge between lab data and commercial copy, so every message waits for your reading time.

The shift

Share the translation with someone who speaks fluent science and marketing.

Your first step: Pick the three content types that cost you the most reading time and hand them off with a one-page brief.

5 Stop putting strategy on the back burner

The pitfall

Positioning, product marketing and messaging slide to “someday” while firefighting fills the week.

The shift

Bring in strategic support on demand, scoped to one outcome, instead of a long retainer.

	Fractional strategic support	Traditional agency
Best for	Positioning, messaging and product marketing strategy	Large multi-channel campaigns and production at volume
Who works	One senior specialist who thinks and writes	An account team with several hands on the brief
How it starts	A 1-to-1 discovery call, then a scoped project	A pitch, onboarding and a scoping phase
Commitment	By project or by the hour	Typically a retainer or fixed scope

Your first step: Name one strategic question, such as how you position against the two competitors you lose to. Scope it to a deliverable and a date.

THE BANDWIDTH DIAGNOSTIC

Tick every statement that is true for you today.

- ☐ Last-minute edits and slide polish take over half my week.
- ☐ I post on three or more channels and none gets real depth.
- ☐ New R&D results wait weeks before they become content.
- ☐ I see R&D decks only days before a big pitch or conference.
- ☐ Our deck, website and sales sheets describe us differently.
- ☐ I'm the only person who can turn lab data into commercial copy.
- ☐ Brand positioning has sat on my "someday" list for a quarter or more.
- ☐ I can't name our buyer's job title and main KPI in one line.
- ☐ Most of what I publish reacts to requests, not to a plan.
- ☐ Most weeks end without one strategic project moving forward.

0–3 ticks: in control

Protect what works and keep repurposing.

4–6 ticks: stretched

Pick the two habits that hurt most and stop them this month.

7–10 ticks: firefighting

Stop one habit now and talk it through on a discovery call.

Need a partner who speaks science and marketing?

Brand & product marketing strategy

Science-to-marketing messaging

On-demand content

Book a 1-to-1 discovery call: hello@acbiomarketing.com