THE STATE OF
SCIENTIFIC MARKETING
Survey

2022

Sharing Science, Technology & Medical stories with people who can make a difference

Current trends, challenges and insights for the Scientific Marketing Professional
We have surveyed marketing professionals from over 160 leading businesses in Science, Healthcare and Engineering to uncover the latest trends and challenges for the scientific marketer.

Our last report focused on how scientific marketers had adapted their strategy since the start of the pandemic. This year, as tradeshows and international travel have returned, marketers are now looking at how best to integrate traditional event marketing with the benefits they have seen from their digital marketing campaigns.

This is the 3rd edition of the market report and aims to provide insights into the current state of scientific marketing to help you with marketing planning and strategy in 2022. This report will cover:

- MarTech Trends
- Social Media Marketing Trends
- Email Marketing Trends
- Event Marketing Trends
- Sales and the Customer Journey
- Video Marketing trends
- Impact of COVID-19
- 2022 Outlook:
  - Marketing Goals
  - Priorities
  - Challenges
- Final Thoughts & Summary

160+ Industry Professionals

13 Marketing tips from AZoNetwork specialists

90% Of respondents are optimistic about their 2022 marketing plans
Professionals from over 160 leading companies in the science, engineering and healthcare industries participated in our latest State of Scientific Marketing Survey.

**WHO TOOK THE SURVEY?**

Our survey participants came from a range of company sizes, with the majority coming from medium-sized (<250 employees) organizations.

We also surveyed a range of industries including manufacturing, life sciences, materials testing, healthcare and more.

The majority of people we surveyed were marketing managers, but we also had participation from C-Suite executives, as well as product managers, and operations managers.
The average product order values of the companies involved in the survey can be seen above. As you can imagine the sales cycle length increased with the value of the products. 86% of participating companies had a marketing team of between 1 - 10 people, with 24% of that group consisting of just 1 marketing member in their team.

Survey Insights:

- Companies selling products over $1 million had a minimum customer sales cycle of 13-months.
- For order values above $5000 lead generation was by far the most important marketing priority.
The survey results show that generating inbound sales revenue (81%) and lead generation (80%) are the two main priorities for marketers in 2022. Your martech stack can certainly help you to achieve those goals through better automation, market intelligence and scheduling. But beware; with so many options available, it is easy to think that you need new tech every week. Don’t let martech, which is designed to save you time, actually take up more of your valuable resources and attention.

**Marketing technologies in use**

The benefits of a fully integrated marketing tech stack massively outweigh the advantages of integrating the best-in-class point solutions, especially when you’re starting out or scaling up. Always go for a solution that works for now and will grow with you.”

“-Paul Orange, Chief Commercial Officer.
H.E.L Group.
MARKETING TECHNOLOGY

MarTech Tips for 2022

What are the other capabilities of your CRM? For example, the most misleading thing about Salesforce is its name. As well as integrating with most other MarTech solutions (including AZoIntel), Salesforce also has a host of other solutions to support a range of functions beyond just Sales and Marketing; they now offer Customer Service, Finance, Analytics, HR and many more cloud products.

Over half of our State of Scientific Marketing webinar attendees are not currently lead scoring. Automated lead scoring helps you to better understand where your customers are in their buying journey and can save your marketing and sales team precious time and resources.

We found that just over half of our respondents are now using SEO tools compared with less than half in 2020. SEO tools like SEMRush or Google Keyword Planner are now available with AZoIntel 4.0 and will support your SEO marketing.

Does your marketing tech stack integrate with your CRM? Most MarTech such as webinar platforms, social media planners and AZoIntel integrate with your CRM, giving you a single customer view on which you can rely to deliver the tactics of a robust Sales and Marketing strategy.

"68% of respondents stated that SEO was high or very high on their list of marketing priorities for 2022. While SEO focuses on improving rankings within the SERPs, CRO is the process of systematically improving the conversion rate of your existing traffic and can have even greater effects."

SEO Case Study: International Syalon

AZoNetwork modernized and optimized our website for SEO. Since the launch, we have seen an increase in web traffic of nearly 80% with 65% being organic traffic.

- Ben Melrose, International Syalon

Dave Cockett - Head of Web Services
58% of respondents who stated that brand awareness was a high or very high priority for 2022 have also set organic social as a high or very high priority. Brand awareness and social media are intrinsically linked as social has the potential to reach almost everybody within your target market. Effective social media strategies combine great creative content distributed via influencer, paid and organic social channels.

Social media marketing platforms in use 2020/2021

- TikTok: 1% (2020), 2% (2021)
- Instagram: 17% (2020), 27% (2021)
- Twitter: 48% (2020), 59% (2021)
- Facebook: 56% (2020), 59% (2021)
- YouTube: 49% (2020), 59% (2021)
- LinkedIn: 91% (2020), 93% (2021)

- 30% of survey respondents stated that paid social advertising was a high or very high priority for 2022.
- 55% of survey respondents stated that organic social media marketing was a high or very high priority for 2022.
Most companies are sitting on hours of webinar content and thousands of words of written content. Why not reduce your focus on creating new content and repurpose these in 2022. Check out our top tips in this webinar.

Well designed video creative encourages users to stop scrolling through their social feeds and view your content. Use existing webinar footage to create 1-minute snippets that engage people and encourage them to watch the original webinar.

Develop a strategy that includes key stakeholders within your company and key opinion leaders from your industry sharing your content on social media. Influencer marketing has been around since marketing began and really drives results.

A Z o I n s i g h t:

"Social media marketing shouldn’t be an afterthought. Focus your resources on the channels that your customers use regularly as opposed to being on all the channels."

-Sara Lopez Segura, Social Media Coordinator

RE D U C E, R E U S E & R E C Y C L E.

Most companies are sitting on hours of webinar content and thousands of words of written content. Why not reduce your focus on creating new content and repurpose these in 2022. Check out our top tips in this webinar.
We found that 45% of scientific marketers report a 10-20% average email open rate. Email marketing remains an important tool for the modern marketer. The best way to grow your subscriber base is by focusing on content which helps them to do their job better, faster, or more efficiently. Check out our top tips on the following page for increasing your open rates and clicks.

### Email Open Rates

*remainder of participants were unsure about their open rates.

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**65%**

Rank Email Marketing as a high or very high priority for 2022

**75%**

Use Email Marketing Tools
Email Marketing Tips for 2022

- Personalize your emails. Think about your own experiences and the emails that you click on. What resonated with you? Adding personalization to emails shows the reader that you are engaging with them rather than spamming them.

- Focus on the copy of your email. This goes back to understanding your customers and their needs. How do you engage them in the subject line, the preheader text, the first sentence of the email? Encourage them to read on and take the next action.

- Segment your audience into industries, problems and interests. This will allow you to be ultra-targeted with your messaging.

Laura Haldane - MD, Scileads

"We have seen companies grow in sophistication during the pandemic. Before COVID, Automation tools were seen only in the largest of companies, whereas now they are commonplace even among the Startups."

AZoInsight:

In 2022 Apple’s Mail Privacy Protection is likely to make your open rate metric inaccurate. Using clicks, website traffic & unsubscribes will give you a clearer picture of your email quality.
There is a desire to return to face-to-face (F2F) events in 2022. 58% of respondents are likely to attend a F2F tradeshow in 2022, which is most likely driven by the fact that 83% found virtual tradeshows less effective. We are predicting in 2022 that combining your own virtual events and F2F tradeshows strategy will be a common trend.

In Q4 of 2021, UK Tradeshows attendances returned to pre-pandemic levels with Lab Innovations and Advanced Engineering at the NEC.

Aleiya Lonsdale - Head of Marketing. Industrial Portfolio, Easyfairs

View the events that AZoNetwork are attending in 2022 [here](https://www.azonetwork.com).
Whilst virtual tradeshows may not have had the same impact for marketers, one area that has seen a lot of success is webinars. However, with the increased demand for webinars, there becomes a danger of your audience developing webinar fatigue. In order to stand out from the rest, check out our tips below for putting on a great virtual experience.

### Tips for 2022 Webinar Marketing

Consider where your webinar marketing fits in the buying cycle. You can nurture your audience with thought-leadership webinars to educate attendees about the problems you solve and then more product focused webinars for an audience that has shown buying intent.

Ensure that you are providing an experience that is both engaging and one that your audience wants to tell their peers about. Consider the quality and reputation of your speakers. The content and your invite list will likely be the top factors for putting on a good event. A speaker with an extended network can also play a key role in the promotion of the event.

"Utilize your core high-quality content to drive your content marketing efforts. Remember: reduce, reuse & recycle. 10 webinars in 1 year can become: 10 blog posts/articles, 10 x key opinion leader interviews, 10 Q&A eBooks, 10 podcasts, 100 social posts and so on..."

**Danny Layzell - Virtual Event Specialist**
**SALES AND THE CUSTOMER JOURNEY**

There was a real range of responses to this question with 11 - 30% being the most popular. A lower percentage of SQLs would generally mean that the quality would be higher and more likely to convert.

**What percentage of your leads are SQLs?**

![Bar chart showing the distribution of lead percentages and one participant who is unsure.](chart-image)

16% of those surveyed were 'unsure' of what percentage of their leads were SQLs, showing that there is a lot of uncertainty when it comes to lead scoring. Are you passing every lead you get to the sales team or is there a process in place to decipher those that are in 'buying mode'.

**AZoInsight:**

Not all leads are created equal! Use lead nurturing to build brand affinity so that when they have a problem which you can solve, you are the first person they call.

**How to manage your leads effectively**
60% of our respondents reported that their average sales cycle was up to 6 months in length. 51% said they reach out to prospects an average of 4 - 9 times before the final sale. The number of times that salespeople reach out to prospects before a sale is completed positively correlated with the length of the sales cycle. Interestingly, 20% were unaware how many times the customer was contacted. This would be improved by adopting CRM best practice.

**How many times do you contact a customer before the final sale?**
VIDEO MARKETING

Video marketing consistently ranks as a high priority for Scientific Marketers. Video can be a great way to show intrinsic details of products. They can also be used at all stages of the customer journey.

68% of those surveyed find video marketing challenging.

In our video marketing webinar below, our expert panel runs through tips and tricks for getting started with video creation, distribution and effective storytelling.

AZoInsights:

- Utilize your key opinion leaders to support the distribution of your videos.
- Video can be used at all stages of the buying journey. Awareness, promotional, product and testimonial videos all play a role in a modern buying journey.
Unsurprisingly 89% of marketing plans continued to be impacted by COVID-19 in 2021. Towards the 2nd half of the year more F2F events started running again but the pivot to a digital first strategy seems to be here to stay with 68% of companies looking to increase their digital marketing spend in 2022. 65% of companies were also able to increase their sales in 2021.

It was also reported that 50% of companies had increased headcount over the last 12 months. 71% of Life Sciences companies saw an increase in headcount, which was driven by a global response to develop reliable testing and vaccination against COVID-19.
As we can see on the previous page, a large percentage of companies (65%) have seen an increase in sales in 2021. The outlook suggests that scientific marketers are looking to double down on their digital marketing activities. The graph below highlights the trends in search and social ad spend in 2021.

We would expect these increases to continue in 2022 as well as a focus on other areas of online marketing. Over the next 2 pages we will look at the goals and priorities for companies going forward into 2022.
TOP MARKETING GOALS FOR 2022

We asked participants about their top marketing goals for 2022. The below chart shows the percentage of participants who rated these marketing goals as a very high priority for 2022.

AZoInsight:

Consider the full buying cycle of your customers. You could hit all of the above goals with a well planned thought leadership campaign with a mini webinar series. E.G. 3 x expert speakers educating your audience over 3 webinars about the issues your new product solves.
MARKETING PRIORITIES FOR 2022

We asked participants to rank various marketing tactics by priority. The below chart shows the percentage of participants who rated these tactics as a high or very high priority for 2022.

AZoInsight:
SEO has overtaken content creation as the top priority for 2022 as marketers increasingly see the importance of their search ranking. As ranking for common keywords becomes more competitive, consider the impact you can make by optimising for more long-tail keywords.
MARKETING CHALLENGES

We asked our survey participants to rate marketing tactics in terms of how challenging they are for their marketing teams to implement.

The chart below shows the percent that rated each tactic as challenging or very challenging.

AZoInsight:

SEO has become the key focus for marketers in 2022. However, a well optimized site is only half the battle. Ensuring that you are optimized for conversions helps you to convert more of your increased traffic. Read the blog below for more tips.

Conversion Rate Optimisation (CRO) for Science
FINAL THOUGHTS

Tips for 2022

If SEO is an important part of your marketing strategy in 2022 then consider optimizing your site for conversions simultaneously. SEO will bring you the right traffic and CRO will encourage those visitors to take action.

It’s great to be back attending in-person events. In 2022 why not integrate your tradeshow attendance with your digital strategy. Use the events to create content, like filming an interview or roundtable discussion with relevant Key Opinion Leaders.

Also think about where the tradeshow fits in your buyer’s journey. Can you generate interest beforehand with targeted advertising, thought leadership webinars and generate sales with product webinars after the event?

Video will continue to play a huge role in marketing. There is an increased demand for both the ultra-short (30 second snippet) and the extended video (30 minute interview/1-hour webinar) so why not get both from the same shoot or event?

Summary

Our goal is to provide you with the latest trends and industry standards so that you can develop your best marketing strategy in 2022. Thank you to everyone who has participated in this research. If you require support with any of your marketing efforts then the next page explains how AZoNetwork can support your marketing initiatives in 2022.
Analyze

Turn insight into action with AZoIntel - the leading marketing analytics platform for the Scientific Marketer.

HOW CAN AZONETWORK HELP YOU?

We work with you to create quality content such as news, application articles, webinars, product listings, videos, thought leadership and key opinion leader interviews. Develop a content strategy that puts your organization at the forefront of your industry.

Content Creation

We deliver your content to the right people with our ultra-targeted audiences. From Automotive to XRF and Zoonotic diseases; you can expand your audience reach through our websites, mobile platforms, social networks and subject specific newsletters.

Distribution

Contact Us

Find Out More