



IN-COMPANY DIGITAL MARKETING TRAINING

Focused training and 90-day programs to build lasting capability in life sciences marketing.

SCIENTIAL'S TRAINING PROGRAMS

Sciential hosts digital marketing training for companies in the life sciences industry, specifically tailored for commercial professionals in the industry. We explore key components of digital marketing across biotech, medtech, healthcare, and other life sciences sectors

Participants learn best practices for developing and executing winning strategies in social media marketing, search engine marketing, display advertising, brand building and demand capturing. Leverage our expertise as we guide your team through proven life sciences marketing frameworks that have helped over 100 clients achieve their marketing goals.

Who are these programs for?

- **Marketing and commercial teams** in life sciences that want to build stronger in-house digital capabilities.
- **Leaders and managers** looking to upskill their teams while maintaining focus on ongoing projects.
- **Growing biopharma and outsourcing companies** ready to make digital marketing a consistent driver of visibility and buyer preference.

How do the programs work?

Our **in-company training sessions** are tailored to your goals whether that's improving campaign execution, content strategy, or AI enablement. The **90-day insourcing program** provides structured training within your team, bringing structure, strategy, and execution support.

What your team gains

- A shared marketing language that connects strategy, content, and performance.
- Practical frameworks and repeatable processes that outlast the training.
- Confidence to run marketing that is aligned with your commercial goals.

How can I register?

You can register by contacting us via team@scientialmarketing.com.

IN-COMPANY TRAINING PROGRAM

Our in-company training sessions are fully customized to the needs of your commercial teams. Designed to inspire and upskill, they combine real-life examples, interactive exercises, and proven frameworks. Each session is guided by specialists with deep expertise in both marketing and life sciences. Participants work on practical cases that connect directly to their daily activities, gaining the confidence to apply new insights immediately and improve overall marketing performance.

Life Sciences Marketing Essentials

- Understanding the life sciences marketing landscape
- Frameworks for effective digital marketing strategy
- Niche-Demand Preference Model & the Life Sciences Marketing Canvas

Paid Advertising: Google & LinkedIn

- Keyword research using various keyword research tools
- Best practices for Google Search & Display Ads
- Effective LinkedIn advertising strategies

Web Development, SEO & GEO Tactics

- UX/UI tactics for optimal website performance and conversion
- Search Engine Optimization (SEO) for visibility in Google
- Generative Engine Optimization (GEO) strategies for visibility in ChatGPT

Organic growth tactics for Social media and content

- Creating engaging content for scientific audiences
- Organic growth tactics on LinkedIn and beyond
- Balancing thought leadership, branding and demand capturing

90-DAY TRAINING PROGRAM

For organizations ready to bring digital marketing in-house, Sciential offers the 90-Day Insourcing Program. This structured track builds fully capable internal teams through weekly training, consultancy, and hands-on action points. Over twelve weeks, participants learn to plan and manage campaigns, interpret results, and apply advanced digital tools. Leadership receives regular progress updates, ensuring alignment throughout the process. By the end of the program, your company has a confident, data-driven marketing team equipped for sustained growth.

Week 1-2: Demand Generation & Brand

- Defining main buyer personas for biopharma
- Mapping the Awareness stage and content needs
- Developing distinctive brand assets

Week 3-4: Search Engine Marketing

- How to conduct keyword research (Google Keyword Planner, SEMrush)
- Writing ad copy for biopharma audiences
- Setting up experiment calendars for ads

Week 5-6: Content Marketing

- Building a content calendar aligned with buyer stages
- Creating reusable social post templates
- Connecting content to thought leadership and demand capturing

Week 7-8: Artificial Intelligence

- Introduction to prompt engineering for marketing tasks
- Creating a reusable prompt library for content, ads, and analysis
- Setting up CustomGPTs and Agents for your specific applications

Week 9-10: UX & Conversion Rate Optimization

- Conducting CRO audits for life sciences websites
- UX best practices for scientific content and conversions
- Implementing UX tools and running usability tests

Week 11-12: Demand Capturing

- Setting up lead flows and tracking mechanisms
- Marketing & sales automation setup (email workflows, scoring)
- LinkedIn Automation for direct outreach to relevant prospects

WHAT OTHERS SAY ABOUT US

Over 200 life sciences marketing companies have completed our training. Here's what they have to say about their experience.



What we received was a fantastic overview of digital marketing strategies, tools and analytics that put us on the right track for delivering better marketing campaigns.



- Hayley Every
Director



They provided an overview of key aspects for successful marketing in the life sciences, alongside practical and actionable tips. I left the training feeling informed and empowered, and I could start implementing their suggestions immediately.



- Alex Cloherty
Marketing Manager



MEMBERS OF OUR ALUMNI NETWORK

Leading companies across the life sciences field trust our hands-on training. Our program has consistently delivered value to top marketing leaders in the industry.

MIMETAS

 SkylineDx

immuDEX®
PRECISION IMMUNE MONITORING

 Oncode
Accelerator
Foundation

amsbio

LEUKOCARE

 Tjoapack

 eit Health

 KADANS
Science Partner

TALENTMARK™
THE LIFE IN SCIENCE

OPTICS  life

 QIAGEN

 Sanquin

bioModal

MEET SCIENTIAL

We are Europe's leading digital marketing agency specializing in the life sciences sector. Our unique marketing framework empowers companies to execute successful campaigns by leveraging our expertise in both digital marketing and life sciences market insights. From brand awareness and lead generation to creative concepts and data analytics, our interdisciplinary team of over 20 experts consistently delivers excellence, helping life sciences companies achieve their marketing goals. Operating from our headquarters in the heart of Europe's life sciences ecosystem in the Netherlands, we have successfully served over 80 clients.

Our Track Record



100+

Clients
successfully
served.



#1

Digital marketing
agency in life
sciences.



15+

Years of digital
marketing
experience.



30+

Life sciences and
digital marketing
experts.

Our trusted digital marketing
platforms:



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