



Why an Early-Stage Biotech Needs a Compelling Web Presence



Why Your Biotech Needs A Great Website ... Even Before You Have Product

INTRODUCTION

Recently, eMagine published a white paper entitled “Internet Marketing for Biotech/Pharma: Reasons & Recommendations”, which clearly shows how Web-based marketing helps younger/smaller biotechs compete against the Goliaths in the new world of direct-to-consumer (DTC) marketing.

As valid as that case remains, we had no intention of seconding the belief held by some early-stage biopharmas: that there’s no real need for a quality website until it’s time to go to market with a drug or device. In fact, nothing could be further from the truth, as most of our biopharma clients clearly understand.

FOUR REASONS TO HAVE A GREAT WEBSITE – *BEFORE* GOING TO MARKET

There are at least four things your firm has to do well, long before your drug or device clears FDA – and your website can help enormously with all of them.

Attract talent.

To get your drug or device developed and tested, you’ll need to have top-tier scientific talent on board. What are they most likely using in their search? ...the Internet. Where will they look to understand your mission and assess the quality of your current team? ...your website. If your site is invisible to the search engines and social-network sites, or doesn’t tell a clear and convincing story about your mission and team, some of that needed top-shelf talent is likely to end up with a firm that *has* done those things well.

Development-phase collaboration.

In addition to employing top scientific talent, there are external organizations and individuals with whom your firm will need to ally itself over that long march to product availability. These include:

- Clinical trials companies, aka CROs (Contract Research Organizations)
- Clinical trials subjects, who often need to be carefully selected according to stratified sampling criteria
- Key opinion leaders (KOLs), who have the power to build interest in / confer legitimacy on your line of research or discovery process across the broader scientific/medical community

Not only are these targets most easily reached via the Web and your website, Web 2.0 also provides vehicles such as forums that can help facilitate the collaborative process.



Pave-the-way marketing.

It's generally not the best idea to wait until after FDA approval, or a month or so from full product availability, before doing any marketing; you can't just turn it on like a light switch. Also, there are a number of marketing-type activities that can and should be ramped up during the development/testing cycle; these may include:

- ❑ Creating awareness with Large Pharma companies, which may be needed later as either a marketing/distribution partner or an acquiror
- ❑ Creating interest among physicians and beginning their educational process
- ❑ Starting a dialogue with patients who are seeking validation of their hope that something will come along one day to help them
- ❑ Creating buzz in the market around your technology. Building a brand takes time, so the sooner you start, the sooner you'll get there ...with hopefully a solid image from Day 1.

Once again, the easiest and most efficient way to reach these target audiences is via your website and associated online vehicles like email newsletters, webinars, podcasts, forums and blogs.

Attract Investment.

It may well go without saying, but without investment funds, none of these other things will happen. You may be certain that VCs and other investors interested in your medical niche will be using Google to research that niche frequently; and the companies whose sites pop up and tell a convincing story will assuredly have a leg up in the funding derby.

LEVERAGING THE WEB BEFORE GOING TO MARKET: A BRIEF HOW-TO

Clearly, it all starts with your website ...so of course you're going to need one. But not just *any* website; yours is going to need...

- ❑ a design that's consistent with your company and the brand(s) you eventually expect to have
- ❑ content for each of the target audiences identified above (investors, physicians, potential collaborators, KOLs, prospective hires, large pharmas, etc.), with clear navigation that helps each audience segment find "its" content without difficulty
- ❑ a means of capturing contact information on the people and organizations that you're going to want to track and communicate with over time ...which generally means some content (white papers, .pdfs, podcasts, etc.) set up as *offers* behind a simple registration form
- ❑ a means of segmenting and storing this information that also enables you to track all contacts with each important individual ...which typically means a tight link to a Customer Relationship Management system (CRM), such as salesforce.com



Now, with a high-quality, effective website available, you'll need to make sure it can be readily found amid the Web's clamor ...and that involves search engine optimization (SEO). It may sound like voodoo, and specialized knowledge surely helps; but simply put, SEO attempts to optimally mate your content (plus some technical features of your web pages) with both the likely search behavior of your desired visitors and the known behavior of search engines such as Google.

With your CRM capturing and classifying all interested site visitors, you're now in position to communicate with each key segment (e.g., physicians, KOLs, perhaps potential investors) via a uniquely relevant email newsletter ...on an opt-in basis, of course, and being scrupulous about giving readers an easy opt-out in each message. And you can also launch a private forum to foster collaboration among, say, a geographically and organizationally distributed research effort; and perhaps another between your team and your CRO during clinical trials.

“BUT WE'RE BUSY DEVELOPING A NEW THERAPY; WE CAN'T DO ALL THIS”

The two major pushbacks (excuses?) we hear all the time are, 1) it costs too much and 2) we don't have the time or expertise to do this.

As to the cost: think of this as a \$20-25K investment en route to becoming a billion-dollar company; in that long-term perspective, it's lost in the roundoff error. On the flip side, *not* doing these things is likely to cripple your company's growth; and doing them by other, less efficient means is likely to both cost more and limit growth. But it does surely highlight the critical importance of getting adequate investment in place.

The second objection is generally quite valid: you probably don't have the time or the expertise to do all this, and do it right. You need a *competent partner* in this arena, just as you'll probably turn to a qualified CRO for clinical trials.

When that decision is made, we believe that your choice should be eMagine, for a number of reasons:

- ❖ Unlike many website development firms whose focus is primarily on design and winning awards, eMagine understands that your concern is for business *results* ...so that is our focus, too.
- ❖ Our 10+ years of experience developing Internet solutions for more than 500 companies has resulted in countless references willing to testify to our expertise; and because our business grew up in one of America's leading biopharma regions, a disproportionate share of those clients are in your industry.
- ❖ eMagine follows research-based industry best practices in all online marketing domains, taking a holistic approach that integrates creative design, usability and technology.



- ❖ Our Search Engine Marketing Department is staffed by highly experienced industry professionals. Our PPC consultants honed their skills in the very demanding B2C world; plus we are one of only 41 Google Adwords Qualified companies in the US.
- ❖ Because everything in Web marketing touches everything else, you're always better off with a full-service Web consultancy – like eMagine – than with a niche SEO or PPC service.
- ❖ eMagine is profitable and backed by a \$200 million New England corporation.

Working together, we can ensure that your biopharma company leverages all of the powerful opportunities presented by online marketing ...even *before* you actually go to market!

However beautiful the strategy,
you should occasionally look at the results

Winston Churchill

Research-Driven, High-Performance Web Design
and Web Marketing for B-to-B, Technology and Healthcare

eMagine is the East Coast's leading
Web Design and Search Engine Marketing
firm for B-to-B, Technology and Healthcare.

Since 1995, eMagine has provided ROI-
driven Web Marketing solutions for
hundreds of companies.

Contact Us to discuss how to maximize
the results of your Web Marketing
initiatives.

1-877-530-7993

www.emagineusa.com



- Web Design & Development
- Search Engine Marketing
- Branding & Messaging
- Content Development
- Content Management System
- Lead Capture & Landing Page Design
- e-mail Marketing
- CRM Integration
- Blogs/Forums/Web 2.0
- Audio/Video/Flash
- Web Hosting and Support Solutions

Boston - New York - Greenwich - Raleigh