



# LIFE SCIENCE NATION

Connecting Products, Services & Capital

## Marketing: Writing Style & Campaign Content

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# Life Science Nation Products and Services

Connecting  
Products, Services  
& Capital



Global  
Partnering  
Campaign

LSN Investor & Licensing  
Partner Database  
(Server)



LSN GPC Client  
Salesforce App  
(Client)

LSN Business  
Development Database



**RESI** REDEFINING  
EARLY STAGE  
INVESTMENTS



**5 Times a Year**

January – RESI JPM  
March  
June

September – RESI Boston  
November



**1,000+**  
Participating Attendees



**2500 – 3500**  
Partnering Meetings



Participants from  
**30+ Countries**



**3 Days of**  
Uninterrupted Partnering



Entrepreneur  
Education  
Classes



Seminars &  
Workshops

Branding & Messaging

Sourcing Technology  
Assets for Partners

LIFE SCIENCE NATION  
 PUBLICATIONS

 **LifeSci**  
Startup (Daily)

**NEXT PHASE»**  
(Weekly)

**TECH HUB MONTHLY**  
(Monthly)

THE LIFE SCIENCE  
EXECUTIVE'S  
FUNDRAISING  
MANIFESTO

by Dennis Ford

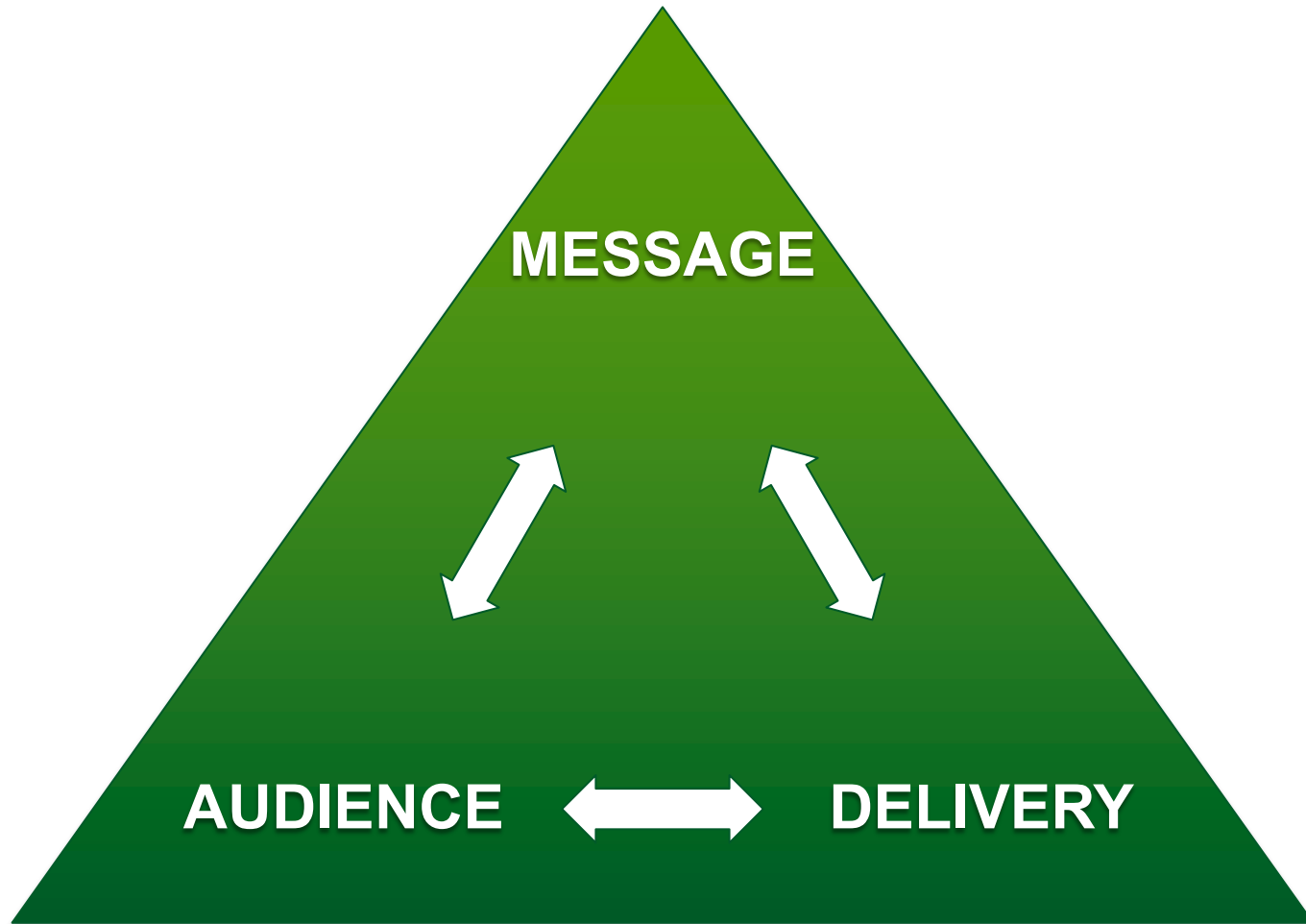




# Introduction

*Effective Communication Triangle*

*Connecting  
Products, Services  
& Capital*





# Know Your Audience

*Campaign Strategy*

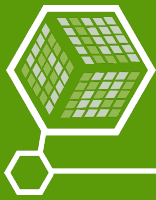
*Connecting  
Products, Services  
& Capital*

Knowing your target audience is a good first step to effective communication and good marketing.



You can know your audience by asking key questions about their current needs and best practices.

The best marketing is compelling because it speaks directly to your audience's unique problems and offers solutions that they can participate in.



# Finding your Voice and Developing your Narrative for Different Players

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& Capital*

## Finding Your Voice

Netting out your value and being able to deliver it in such a way that you can do it in 5-7 words, 5-7 sentences, all the way through to your slide deck.

You must be multi-lingual; this is to mean you must be able to speak different languages within the context of a deal.			Language Required
Gatekeeper		Knows what the investment firm is looking for, but not an expert in the end product - they are vetting the opportunities	General
Navigator		Understands more specifically the configuration of the technology they are looking for – the BD person	Technical
Evaluator		This person will own the project, most likely be a Ph.D., and will have advanced scientific knowledge	Advanced Scientific
Decision Maker		The one who does a deal. This person will speak a heavily business-centric language involving financials, commercial aspects, metrics, market etc.	Business



# Know Your Audience

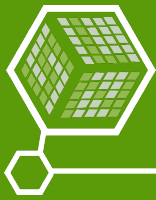
## Case Study

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& Capital

Finding & Understanding the ATB  
Audience enlisted different strategies:

1. Assigning criteria to current audience to gauge potential interest (e.g. indications)
2. Partnering with established organizations and leaders already in the field
3. Offering products and services directed at our existing audience to gauge interest
4. Attended virtual events for access to attendee lists, speakers, sponsors, etc.

The screenshot displays the 'Age-Tech Bulletin' website. At the top, a dark blue header features the title 'Age-Tech Bulletin' in large white font. Below this, a green navigation bar contains links for 'View Past Issues' and the current date 'July 6, 2022 | Issue 47'. The main content area is divided into two columns. The left column, titled 'Age-Tech Investor Mandates', lists three investment opportunities: 'Midwest-Based Venture Fund' (investing in devices and therapeutics for pulmonary hypertension and oncology), 'Europe-Based Pharma' (looking for partners in oncology and neurology), and 'China-Based Corporation' (in-licensing products from all sectors in CNS, pain management, and oncology). Each entry includes a 'Learn More' link. The right column, titled 'Welcome to Age-Tech Bulletin', features a photo of Caitlin Dolegowski, Marketing at Life Science Nation (LSN), and a paragraph explaining the bulletin's mission to connect early-stage companies with investors. Below this is a 'Contact Us' button. Further down, a section titled 'Age-Tech Panels at Digital RESI June' describes a panel on 'Tales from the Road' featuring entrepreneurs and panelists discussing fundraising journeys. At the bottom, a banner for 'Tales from the Road: Age-Related Diseases' shows five speakers: Aris, Decision Therapeutics, Vivo, ExClear Therapeutics, and Walk With Path, with the event taking place at Digital RESI June 2022.



# Strategize Your Delivery

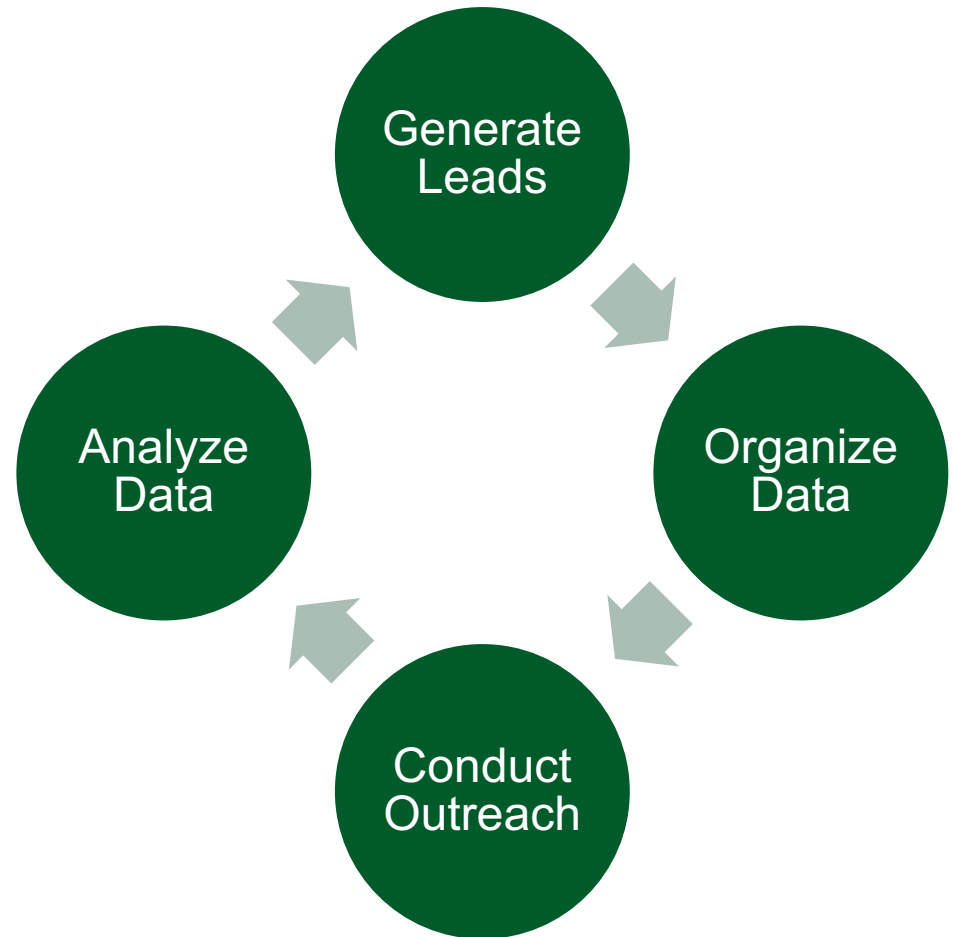
*List Management*

*Connecting  
Products, Services  
& Capital*

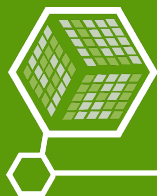
Once you have your audience and their pain points identified, you can start connecting with them.

This is the process for a successful campaign.

It's an ongoing process that should be reviewed frequently to determine if you're delivering the right message to the right audience.







# Strategize Your Delivery

Know Your Numbers

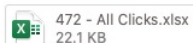
Connecting  
Products, Services  
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## Newsletter #472 - Click Report



Tim Cooney <t.cooney@lifesciencenation.com>

To: Lifesciencenation



472 - All Clicks.xlsx  
22.1 KB



472 - Click Report.xlsx  
24.3 KB

[Download All](#) • [Preview All](#)

The open-rate of the email is **15.92%** open rate with **7,309** unique opens

### Mandates and Articles:

[VC Firm With USA & China Teams](#) - 69 Clicks

[Early-Stage Investment Firm](#) - 54 Clicks

[China-Based PE Firm](#) - 6 Clicks

[USA-Based VC Firm](#) - 8 Clicks

[LSN Strikes Again, with a Content Only \\$250 Audience Access Ticket \(A](#)

[Investors Making a Splash at RESI](#) - 14 Clicks

[Entrepreneur Workshops at Digital RESI June](#) - 7 Clicks

### Others:

[Digital RESI, June 7-9](#) - 4 Clicks

[Learn more](#) - 9 Clicks

[sign up](#) - 3 Clicks

[workshops](#) - 4 Clicks

## Newsletter #474 Click Report



Yang Zhou <Y.Zhou@lifesciencenation.com>

To: Lifesciencenation



#474 Click Report.xlsx  
26.2 KB



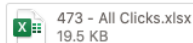
#474 All Unique Clicks.xlsx  
27.8 KB

## Newsletter #473 - Click Report



Tim Cooney <t.cooney@lifesciencenation.com>

To: Lifesciencenation



473 - All Clicks.xlsx  
19.5 KB



473 - Click Report.xlsx  
29.3 KB

[Download All](#) • [Preview All](#)

The open-rate of the email is **16.12%** open rate with **7,383** unique opens with **107** unique clicks.

### Mandates and Articles:

[PE Firm With China Offices](#) - 19 Clicks

[Europe-Based Family Office](#) - 24 Clicks

[Clinical-Stage Biopharmaceutical Company](#) - 19 Clicks

[Healthcare-Focused Venture Fund](#) - 22 Clicks

[RESI Boston Returns September 21-23](#) - 42 Clicks

[Digital RESI June and the Future of Virtual Partnering](#) - 18 Clicks

[Massachusetts Medical Device Development Center \(M2D2\) Upcoming Events](#) - 18 Clicks

### Others:

[RESI](#) - 31 Clicks

[Life Science Nation](#) - 20 Clicks

[partnering](#) - 16 Clicks

[panels](#) - 17 Clicks

[workshops](#) - 17 Clicks

[pitch sessions](#) - 18 Clicks

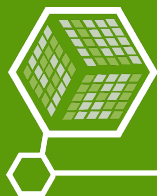
[Register Now](#) - 29 Clicks

[Audience Access](#) - 21 Clicks

[tech hub partners](#) - 17 Clicks

unique opens with **158** unique clicks.





# Strategize Your Delivery

Diversify Your Avenues

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**RESI** REDEFINING EARLY STAGE INVESTMENTS  
WWW.RESICONFERENCE.COM

SEPT. 21-22, 2022 BOSTON, MA  
SEPT. 23, 2022 VIRTUAL

PRESENTED BY  
**LIFE SCIENCE NATION**  
Connecting Products, Services & Capital

Life Science Nation  
Connecting Products, Services & Capital  
IT Services and IT Consulting - Cambridge, MA - 2,376 followers

Analytics  
Last 30 day activity



Start a post

Grow your followers

TITLE SPONSORS  
FIRST REPUBLIC  
It's a privilege to serve you!

**RESI** REDEFINING EARLY STAGE INVESTMENTS  
WWW.RESICONFERENCE.COM

SEPT. 21-22, 2022 BOSTON, MA  
SEPT. 23, 2022 VIRTUAL

TITLE SPONSORS  
FIRST REPUBLIC  
It's a privilege to serve you!

## NEXT PHASE NEWSLETTER

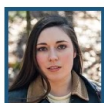
HOME HOT MANDATES PREVIOUS ISSUES NEXT PHASE PODCAST SUBSCRIBE



15  
SEP

### RESI Returns to Boston Next Week!

By **Rory McCann**, Director of Marketing & Conference Producer, LSN



RESI Boston is merely days away and the return to in-person events (not to mention RESI's hometown) elicits a buzz that must be seen to be believed! Hosted in-person September 21-22 at the **Westin Copley Place Hotel** and virtually September 23, the hybrid format is designed to meet the unique needs of the global RESI community with the high-quality **panels**, **pitching**, and **partnering** experience expected from a decade of success.

#### POPULAR TOPICS

- Artificial Intelligence (AI)
- Fundraising
- Hot Mandates
- Innovator's Pitch Challenge
- Interviews
- Longevity & Age-Tech
- Partnering
- Podcast
- Redefining Early Stage Investments (RESI)

**Life Science Nation**  
@LSciNation

Life Science Nation accelerates fundamental relationships between early-stage scientists and investors.

Cambridge, MA [lifesciencenation.com](#)

554 Following 2,146 Followers

#### Tweets

**Life Science Nation @LSciNation**  
Congratulations to RESI Boston! CEO, N...  
September 21-22. Join RESI...  
[#fundraising](#) [#partnering](#)

## Listen to the Podcast

**Life Science Nation** SOUND CLOUD

Recent Episodes...

# Tales from the Road

0:00 14:27

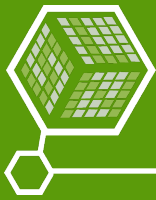
Life Science Nation - "Preparing t..." ▶ 11

Life Science Nation - "Family Matter..." ▶ 1

Life Science Nation - "Making a Difference..."

Privacy policy

Life Science Nation - Recent Episodes

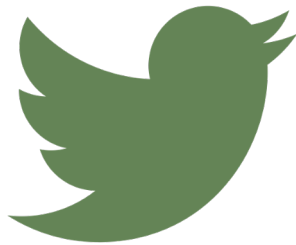


# Writing Your Message

*Marketing Style Guide*

*Connecting  
Products, Services  
& Capital*

Remember that each medium serves a slightly different purpose, and writing effectively for each requires time and practice, practice, practice!



**1. Use Active Voice**

**2. Keep it Simple**

**3. Call to Action**



# Writing Your Message

## Case Study

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**Original:** It is the last week to apply to pitch at RESI Boston! Pitching will maximize your exposure to the 350+ registered life science investors and strategic partners with an in-person Q&A session of a panel of selected investors with valuable feedback regarding your team, technology, and fundraise.

**Final:** RESI Boston pitch applications are due Friday! Pitching maximizes your exposure to 350+ life science investors and strategic partners during an in-person Q&A with selected investors offering valuable feedback regarding your team, technology, and fundraise.

Room for improvement? How would you apply the principles of message, audience, and delivery to this copy?



# LIFE SCIENCE NATION

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**Thank you for listening!**



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