

LIFE SCIENCE CONTENT MATRIX

The buying journey that scientists follow progresses through a defined set of stages and requires compelling content and appropriate channels at each stage to be effective.

This infographic provides guidance for the types of content available to Life Science marketers at each stage of the customer purchase journey.

	AWARENESS OF PROBLEM	EXPLORATION OF OPTIONS	EVALUTION & CLOSE	LOYALTY & REPURCHASE
CUSTOMER ACTIVITY	<p>Browsing</p> <p>Adverts Quizzes Competitions Advertorials Web search</p> <p>Viral video Games Promotional items Experts/KOLs</p>			
	<p>Interested</p> <p>Blogs Newsletters Web remarketing Press release</p> <p>Curated lists Speaking engagements Infographics</p>			
	<p>Researching options</p> <p>Articles Webinars White papers Conferences/events Podcasts eBooks</p>			
	<p>Evaluating products</p> <p>Videos Analyst reports Trend reports Free samples Catalogues</p> <p>App notes & protocols Brochure Selection tools</p>			
	<p>Shortlisting</p> <p>Case studies Technical specifications Demo video Presentations Comparison sites</p>			
	<p>Vetting</p> <p>Testimonials Product FAQs Reference library User reviews Demonstration Customer recommendations Online forums</p>			
	<p>Negotiating</p> <p>Loan equipment Pricing guides ROI calculator</p>			
	<p>Purchasing</p> <p>User manual Live chat User reviews Mobile apps Online communities Customer generated content</p>			

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