

Science37

CASE STUDY

How Science37 worked with Lolita Carrico for a strategic marketing plan for the startup to reach target audiences through a variety of tactics, increase patient participation and maximize press coverage.

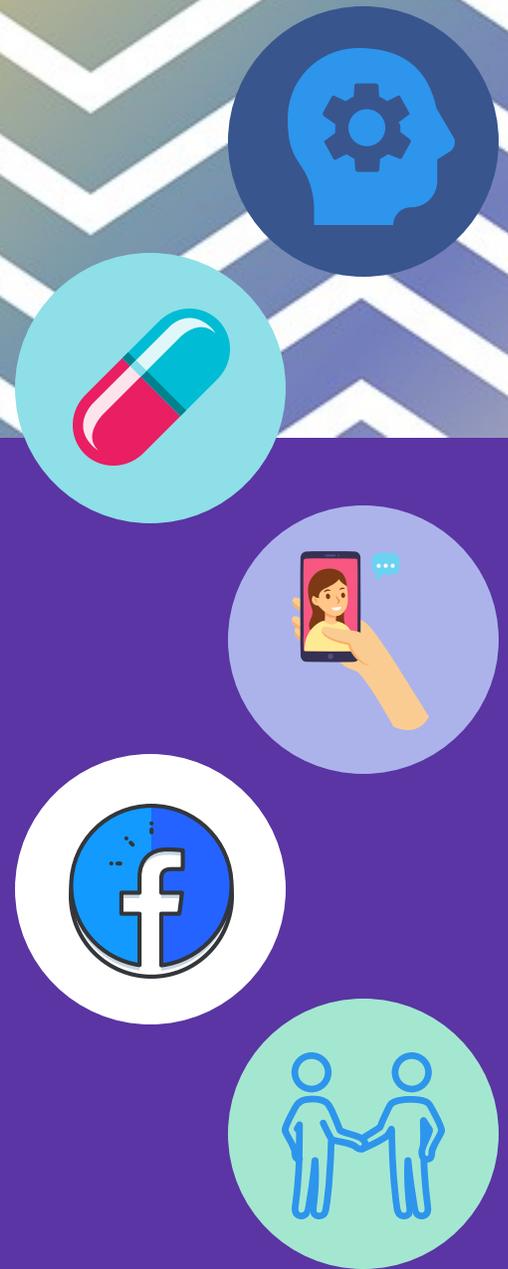
OVERVIEW

VC-funded Science37, a "unicorn" in the health-tech space focused on revolutionizing how clinical trials are conducted by helping pharmaceutical companies for "virtual" and allowing patients to participate in trials from their homes, was growing rapidly and needed a focused marketing and growth strategy that achieved their goals.

I began working with the to connect all the moving parts in their robust marketing department to maximize awareness with potential patients, the industry and media.

"Amid our rapidly growing marketing and media department, I scrambled to find a reliable consultant with deep marketing experience. I found Lolita on Linked In and set up a meeting that week. Typically it is challenging to on board a consultant into your department culture -- not Lolita; she was immediately one of the family. To say that our workload was tremendously demanding is not an exaggeration, she jumped right in and took on our press, working with other vendors, and providing leadership in senior meetings that I could not attend. We all had an enjoyable experience working with her, and I look forward to working with her again."

- Audrey Cavenecia, Chief Marketing Officer @ Science37



APPROACH

Cohesive Marketing Strategy

With various initiatives including a robust video production and content strategy for general brand awareness as well as the full gamut of marketing needs from media relations, social media, B2B marketing and sales support, events and internal communications, I was tasked with streamlining marketing operations and creating a baseline strategy from which all efforts would be activated. This involved an initial deep dive into the core values of Science 37, the initial target audiences and a unified approach to the dozens of marketing activities.

Media Relations

Initially, media relations efforts were focused on industry awareness and business coverage of the two doctors who created Science 37, the technology and initial clinical trial successes. As we gained consistent traction with industry news and solidified high profile business coverage in the Wall Street Journal and others, we put in place a strategy specific to active clinical trials to inform potential trial participants of how they can participate and the ease of being matched with the potentially life changing initiatives without having to travel to clinics or doctors offices.

Business Development

Though Science 37 received significant industry buzz and coverage for their technology that would revolutionize the way clinical trials are conducted, selling into companies who were willing to test current or upcoming clinical trials had a long sales cycle. With the sales and business development VPs, we created a strategy including webinars, action-based drip email campaigns and industry event presence to deepen existing relationships and procure new clients.

Patient Affairs

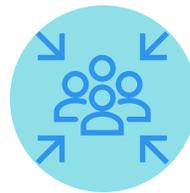
After clinical trials were placed with Science 37 an important component of marketing was to reach potential trial participants through both traditional and non-traditional methods. By developing engaging and informative social media campaigns and other tactical efforts that meaningfully and respectfully reached those suffering from disease. A high touchpoint strategy where patients and survivors created a network of support not only made potential trial participants feel comfortable but also gave them another connection point to peers.

RESULTS



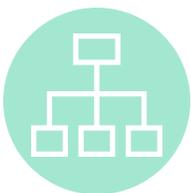
Media Relations

Over 1 billion impressions in six months



Social Media

2000% growth in social media followers



Sales / Biz Dev

Created sales pitch decks and effective email funnels for prospects



Earned Media

\$700 million+ in earned media advertising value