

# The Ultimate Checklist for Choosing the Right Marketing Agency

FOR BUSINESSES MARKETING TO HEALTHCARE COMPANIES & PHARMA

Is your company among the hundreds nationwide that market to other healthcare companies and pharma? In other words, are you a B2B healthcare company with complex offerings that require a specific marketing approach to reach your target audience?

To find and ultimately choose a B2B healthcare marketing agency that will meet your specific needs, it's important to place parameters around your search process. This Checklist simplifies the process by providing a clear set of guidelines to lead your search. Use the questions in each of the four key areas below to gauge how close you are to finding the perfect match.

## 1 ✓ B2B Healthcare Industry Background & Knowledge

It's critical that the marketing agency you select understands the complexities of healthcare and how your business fits into one of the world's most dynamic industries. If the agency lacks familiarity with how your sector sells and who it sells to, you'll be spending all of your time getting the agency up to speed when you should be focusing your energy on strategy, tactics and results.

### ASK YOURSELF

*Does the agency understand the difference between B2B and B2C healthcare marketing and what each entails?*

#### B2B Healthcare

- Healthcare equipment & technology
- Pharmaceuticals & life sciences
- Research & manufacturing

#### B2C Healthcare

- Hospitals & healthcare providers
- Medical practices
- Other supervised health activities

## 2 ✓ B2B Healthcare Industry Experience & Results

An impressive client list of relevant B2B healthcare companies paired with quantitative and qualitative case studies provide proof that a marketing agency can deliver what you're looking for. Review the agency's tangible results when making your decision.

### ASK YOURSELF

*Has the agency generated results for companies similar to yours?*

**Case Study:** A transformed image helps Synergistix build awareness and market share in life sciences

**Case Study:** Defibtech becomes fastest growing medical device company in North America

## 3 ✓ Broad B2B Healthcare Marketing Capabilities

In order for your B2B healthcare company to get the most return on marketing investment (ROMI), find an agency that offers a wide range of services that can easily be integrated and synchronized across all channels.

### ASK YOURSELF

*Does the agency offer all the tactics needed to reach my target markets?*



#### BRANDING:

Strategy | Identity  
Launch | Graphic Design



#### DIGITAL:

Web Development | SEO | SEM  
Email Marketing | Video Marketing



#### PR & SOCIAL:

Public Relations | Social Media  
Content Marketing | Product Launch



#### TRADITIONAL:

Advertising & Media | Direct Marketing  
Event Marketing | Collateral



#### INTEGRATED:

Marketing Planning | Analytics  
Marketing Automation

## 4 ✓ Compatible Company Biology & Chemistry

It's important that your agency has a solid foundation of knowledge, relevant success stories and a wide range of capabilities, but what about making sure you're on the same wavelength? During the selection process, take a critical eye to the internal makeup of the agency and its business outlook. Arrange to meet your tentative team at their office to hear more about how they work, including processes and what their expectations will be of you and your team.

### ASK YOURSELF

*Does the agency share the same core values as my company?*

#### Sample Core Values:

- ✓ You do the right things for the right reasons
- ✓ You own your actions and words
- ✓ You love what you do and how you do it
- ✓ You thrive on positive energy and new ideas
- ✓ You realize the whole is greater than the sum of its parts

How did you do? Each criterion is designed to ensure that you trust the agency to develop and execute your B2B healthcare marketing plan – so it's important that every box is checked before signing on the dotted line. Once you're ready, schedule a consultation with the agency.

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