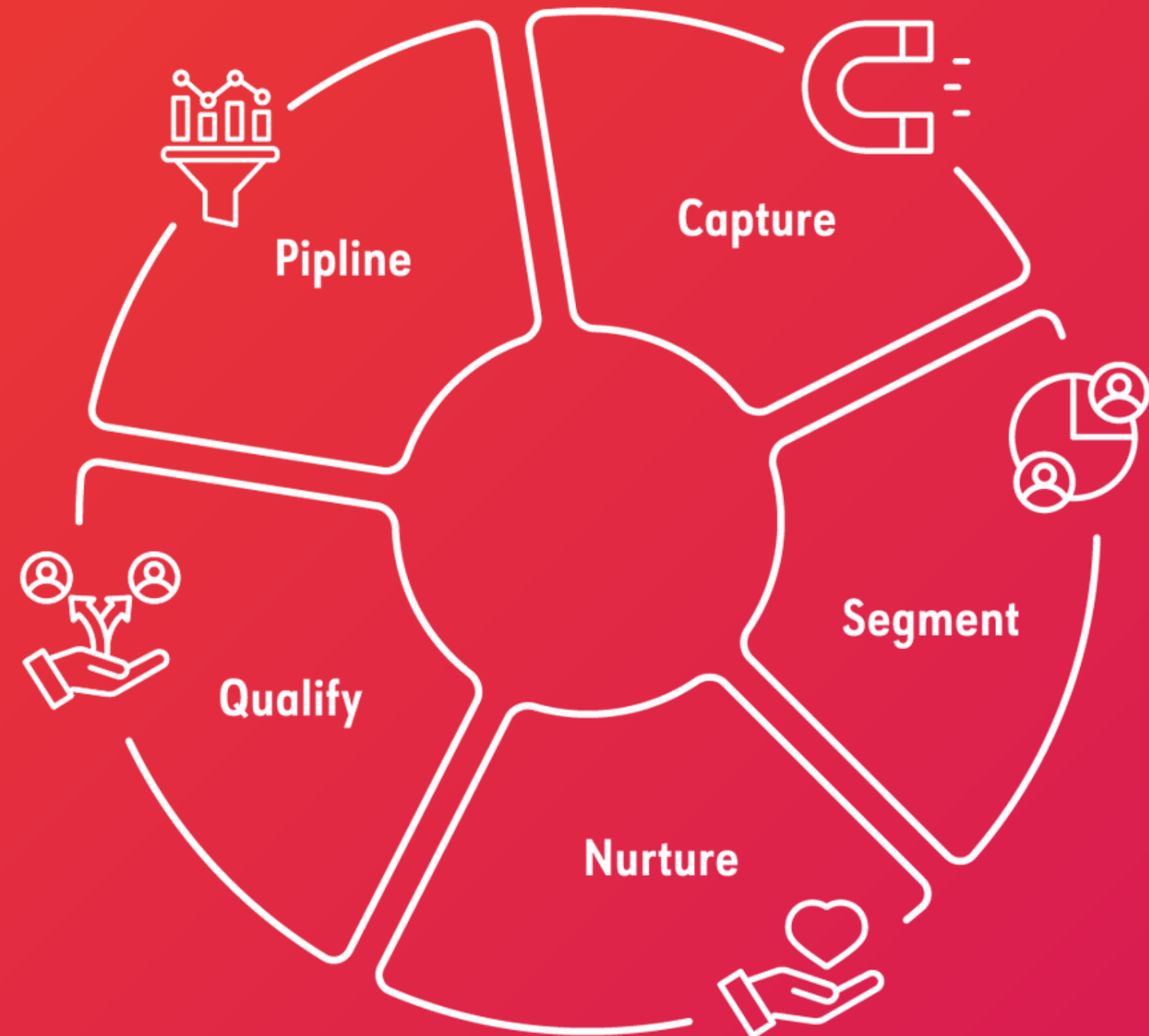


# Webinar Mastering Lead Generation and Automation in Biotech

Learn how to structure your contact data  
for a smarter outreach



1. The problem with biotech lead generation
2. Buyer roles and intent signals
3. Segmentation as the fix
4. Nurturing leads appropriately
5. Automation that simplifies lead nurturing and saves time
6. Your questions answered

# You'll learn

- How biotech lead generation differs from conventional ones
- How to identify the right signals to segment your leads
- What lead nurturing entails
- How you implement automation to simplify follow up



**Biotech buying journeys are complex.  
That's why clocking intent is crucial.**



# Before a prospect becomes a lead ...



## 1<sup>st</sup> visit

**Scientist**

downloads a technical paper



## 2<sup>nd</sup> visit

**Lab manager**

attends a webinar



## 3<sup>rd</sup> visit

**Director of R&D**

visits the service page



## 4<sup>th</sup> visit

**Procurement manager**

views GMP certification

An unsegmented CRM clocks these individual activities as mutually exclusive events

**Sales calls too early  
Or follow-up too late**

**And promising opportunities may be lost.**

# The biotech lead gen reality



■ Scientist   ■ Commercial   ■ Operational

- Multiple roles engage at different times for different reasons
- Biotech attracts high scientific interest by default
- Buying journeys are long, non-linear, and role-dependent
- Early signals are often exploratory, not evaluative

# What an unsegmented CRM may look like

The screenshot shows a CRM interface with a sidebar on the left containing navigation icons. The main area is titled 'Contacts' and displays a list of 8 contacts. The list is filtered by 'Lifecycle Stage: Any' and 'Company Branch: Any'. The contacts are sorted by 'Created At' in descending order. A callout box highlights the first three contacts in the list.

Name	Email	Company	Lifecycle Stage
Sarah Lee	sarah.lee@biogenix.com	BioGenix Inc.	Lead
Mark Johnson	mark.johnson@pharmacosolution.com	PharmaCo Solutions	Lead
David Miller	david.miller@innovatebiologics.com	Innovate Biologics	Lead
Laura Adams	laura.adams@medipharmgroup.com	MediPharm Group	Lead
Tom Wilson	tom.wilson@genxbiotech.com	GenX BioTech	Lead
Emily Carter	emily.carter@crodynam		
James Harris	james.harris@pharmate		
Rachel Green	rachel.green@biosolutio		

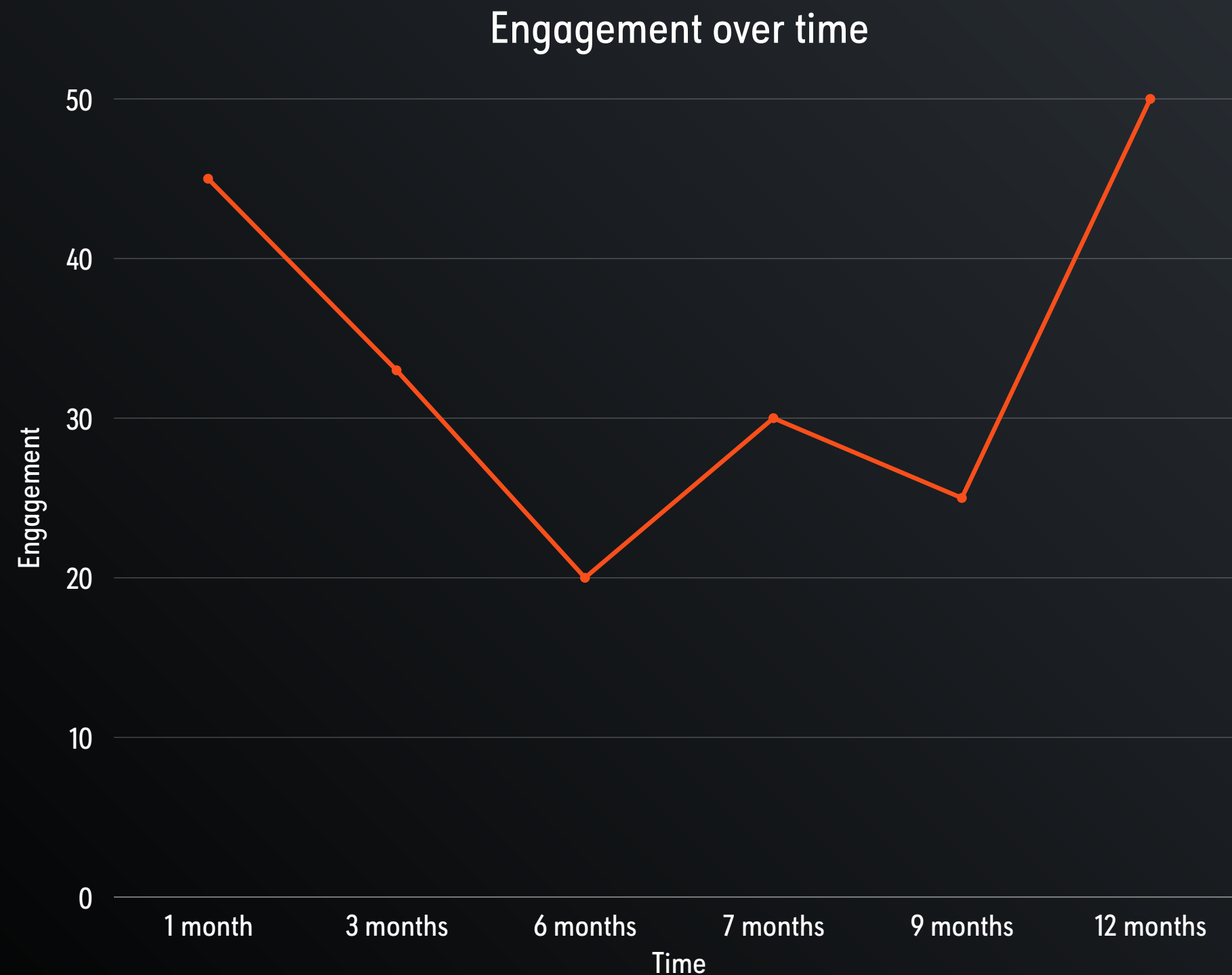
# Signals without context are hard to interpret

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- Scientific engagement dominates activity metrics
- Decision-makers often engage less, later, and more selectively
- Without context, all activity looks equally valuable
- Sales and marketing struggle to decide next steps

# Why long sales cycles amplify this problem



Require plenty deliberation before purchase (experimental or technical hurdles/concerns, regulatory approvals, budgetary constraints, etc.).

Establishing and maintaining trust and credibility over this time becomes crucial

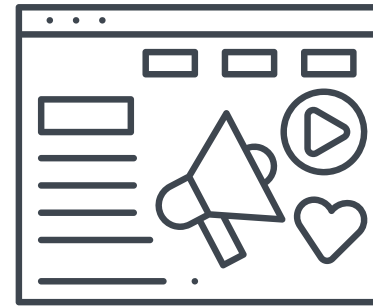
# Qualifiers that facilitate segmentation

- Role (research scientist, director of R&D, regulatory affairs manager)
- Company branch (biotech, CRO/CDMO, pharma, academic institute)
- Lifecycle stage (Lead, MQL, SQL, Opportunity, Customer)

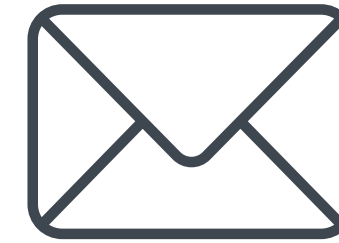
# How to collect these qualifiers?



**Form fields**



**Landing pages**



**Email tracking**



**Surveys**



**Manual**

# Biotech personas: the usual suspects

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## Scientific

Research Scientist,  
Postdoc, Application  
Scientist, Lab Manager



## Commercial

Director of R&D, Director  
of Business Development,  
CSO, CEO, CCO



## Operational

Quality Assurance,  
Procurement, Regulatory  
Operations Manager

### Role

### Content (examples)

### Company branch

Technical webinars  
Application notes  
Protocols

Case Studies  
Technology/Product comparison  
Application or solution-related content

Documentations  
Regulatory information  
Technical specifications

Biotech  
Academic Institute  
CRO/CDMO

Biotech  
CRO/CDMO  
Pharma

Biotech  
CRO/CDMO  
Pharma

# How a segmented leads database looks like

The screenshot shows a CRM interface for 'Contacts'. It features a sidebar on the left with navigation icons, a top navigation bar with a '+ Add Contact' button, and a main content area. The main area includes a search bar, filter dropdowns for 'Lifecycle Stage' and 'Company Branch', and a table of 8 contacts. The table has columns for Name, Email, Company, Role, Company Branch, and Lifecycle Stage. The contacts are listed as follows:

Name	Email	Company	Role	Company Branch	Lifecycle Stage
Sarah Lee	sarah.lee@biogenix.com	BioGenix Inc.	Research Scientist	Biotech	Lead
Mark Johnson	mark.johnson@pharmacosolu...	PharmaCo Solutions	Director of R&D	Pharma	SQL
David Miller	david.miller@innovatebiologic...	Innovate Biologics	Director of Business Development	CRO/CDMO	MQL
Laura Adams	laura.adams@medipharmgro...	MediPharm Group	Procurement Manager	Pharma	Opportunity
Tom Wilson	tom.wilson@genxbiotech.com				
Emily Carter	emily.carter@croynamics.com				
James Harris	james.harris@pharmatechld...				
Rachel Green	rachel.green@biosolutionsinc.				

Qualifiers must be pre-defined and allow all team members to easily segment the CRM

A zoomed-in view of the contact table rows, showing the following data:

	Sarah Lee	sarah.lee@biogenix.com	BioGenix Inc.	Research Scientist	Biotech	Lead
	Mark Johnson	mark.johnson@pharmacosolu...	PharmaCo Solutions	Director of R&D	Pharma	SQL
	David Miller	david.miller@innovatebiologic...	Innovate Biologics	Director of Business Development	CRO/CDMO	MQL

# What a commercial lead's journey may look like

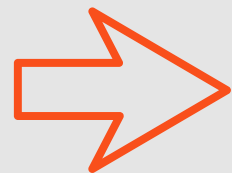


- **Clicks LinkedIn post**
- **Reads blog article**

## KPIs to track

- Traffic source
- Page scroll-depth ( $\geq 50\%$ )
- Reactions or comments

**Awareness**

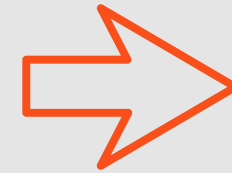


- **Visits service pages**
- **Downloads case study**

## KPIs to track

- Average session duration (Services page)
- Multi-page session depth
- Case study click/download

**Consideration**



- **Visits application/ solutions page**
- **Returns within 10 days**

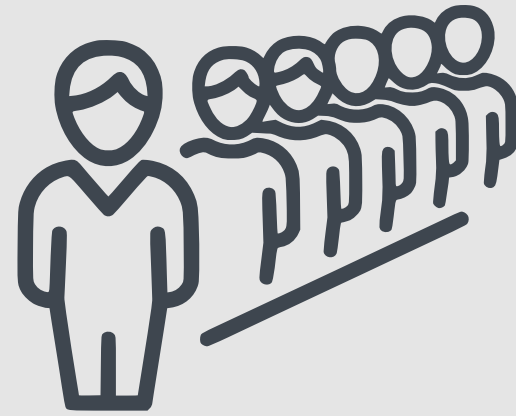
## KPIs to track

- Application/solution page views
- Revisits service pages
- Session frequency increase

**Decision**

Leads can be nurtured at each of these stages

# Why automation makes nurturing easier



Automation allows you to nurture many leads in a manner that's neither pushy, nor inconsistent

# Automated workflow logic for segmentation

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**Trigger:**

Lead downloaded Case Study: Drug X  
screening for Company ABC



**Condition:**

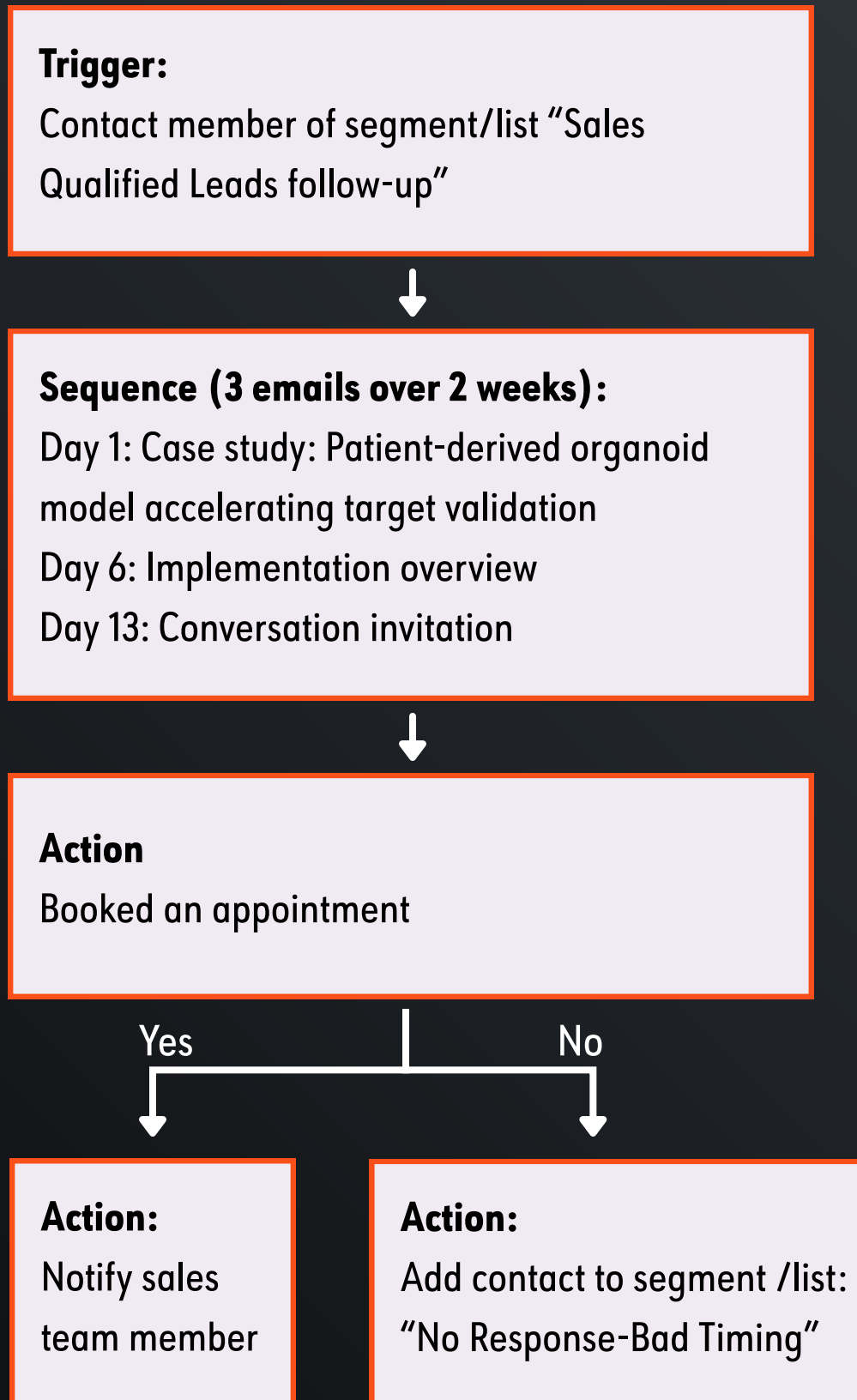
Company branch: Pharma OR biotech OR  
CRO/CDMO  
AND  
Role = Director of R&D  
AND  
Lifecycle stage: SQL



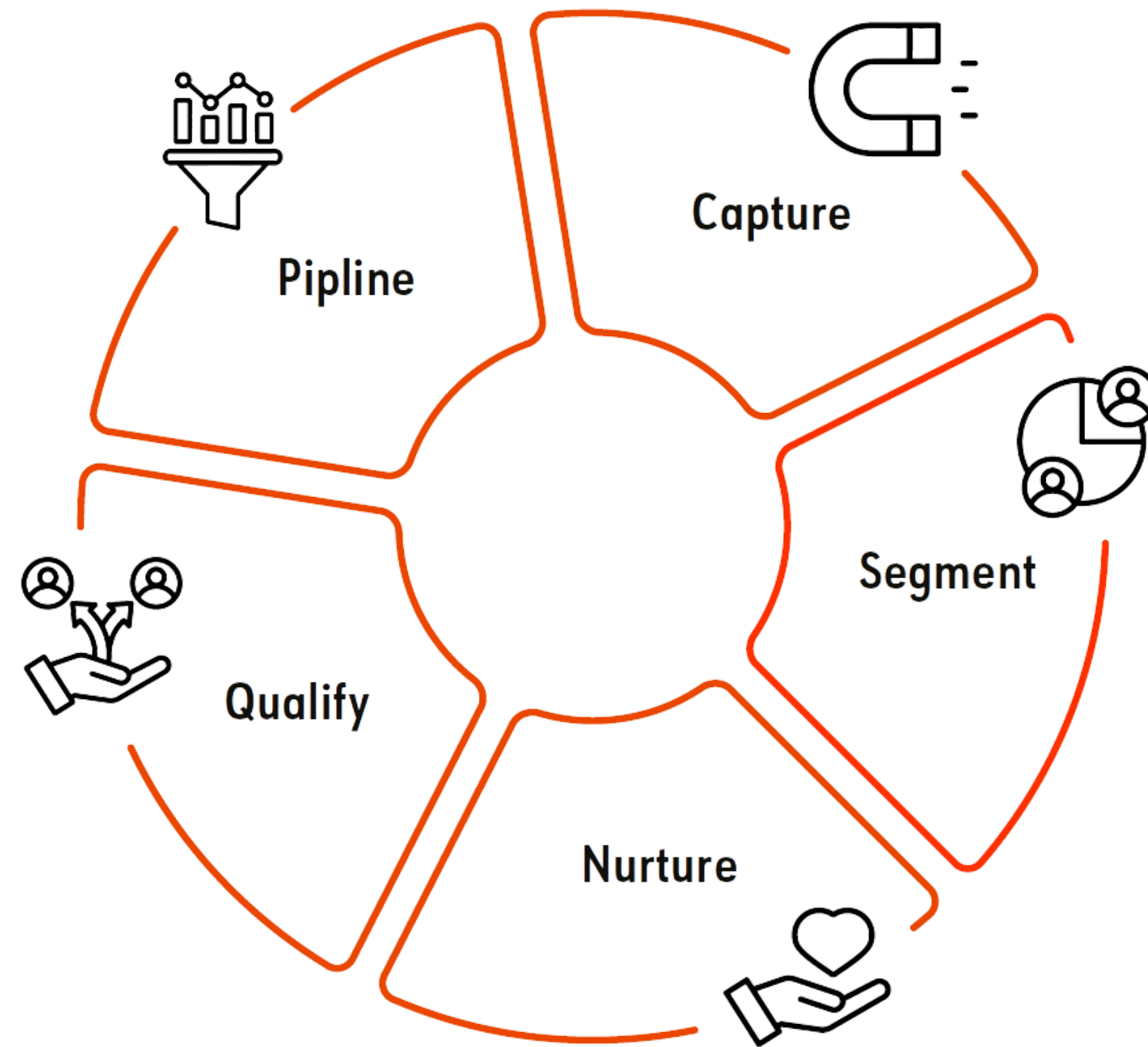
**Action**

Add to segment/list "Sales Qualified Leads  
follow-up"

# Automated workflow logic for lead nurturing



# Your very own biotech lead engine at a glance



# Your very own biotech lead engine at a glance

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## Establish Signal Clarity

- Add high-signal form fields
- Standardise UTM tracking
- Align CRM lifecycle stages



## Build Role-Aware Entry Points

- Create persona-specific landing pages
- Match CTAs to motivation
- Introduce early segmentation rules



## Activate Core Nurturing Workflows

- Launch role-based nurture tracks (emails)
- Implement basic scoring
- Add re-engagement workflows



## Enable BD-Ready Routing & Visibility

- Set clear handover rules
- Track movement through the funnel
- Adjust workflows based on early insights

# Key take-aways

- ✔ Biotech lead generation involves multiple stakeholders with complex customer journeys and long sales-cycles.
- ✔ Not all engagement signals sales-readiness. Segmentation helps clock intent before you decide to follow up.
- ✔ Nurturing leads with appropriate content not only supports decision-making, but also keeps them from going cold over time.
- ✔ Automation allows you to segment and nurture leads, consistently and without appearing too pushy. It leaves you time to develop strategies and further engaging content.



**Thanks for your time**  
**Questions?**

# Let's continue the conversation

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If you'd like to discuss how segmentation, nurturing, or automation could work in your own setup, feel free to connect with us on LinkedIn.



**Dr. Swati Subramanian**



**Christoph Weimann**