

Our panelists



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Webinar

What Biotech Buyers Actually Trust

Learn how to build trust and credibility in biotech by aligning your assets and messaging across complex buying journeys



You'll learn

- What is required to build trust in biotech
- How to identify and develop the right trust signals
- Ways to stay consistent and on brand
- How to build the right content
- Trust Sprint – 5 quick wins for your organisation



Let's, start with a fun warm-up!

Has a website ever made you question a company's credibility?



Agenda

1. The biotech buying reality
2. What biotech customers need and why it matters
3. The trust stack - building consistency across channels
4. How to develop content that resonates
5. Trust Sprint – 5 quick wins for your organisation
6. Q & A and wrap-up

Agenda

1. The biotech buying reality

Biotech buying journeys are complex

Multiple stakeholders engage at different times and form an opinion about your brand



- Buying journeys are long, non-linear, multi-channel and role-dependent
- Multiple roles engage at different times for different reasons
- The acquisition of products and services requires a high level of investment
- Products and services are high stakes and often subject to legal and regulatory scrutiny, therefore trust in your partner company is pivotal

Complex products demand clear and scientifically credible communication

In biotech, the gap between oversimplification and information overload is where trust is lost



- Complex products and services
- Tone, scientific accuracy, and technical correctness are sensitive
- Digital media – clash between oversimplification and information overflow

Effective brand communication needs structure, not headcount

A clear system enables any team to communicate consistently regardless of size or resources

- Commonly small teams or even business development responsible for marketing
- Little capacity for time-intensive strategic marketing deliberations
- Biotech companies rely on efficiency and sales teams



Which typeface would you choose for your scientific company?

Find the most suitable typeface for a biotech company

Company Name

Company Name

Company Name

Company Name

Agenda

1. The biotech buying reality
2. **What biotech buyers need and why it matters**

Biotech buyers are trained to detect what does not add up

Evidence-led, on-brand communication is the entry ticket

formal or casual, serious or funny, respectful, matter-of-fact or enthusiastic ...

→ Account for your audience expectations:

- Evidence-led, no marketing jargon
- On-point but still approachable
- Correlating with your brand personality



Trust is the most efficient sales tool in biotech

Trusted brands close faster, retain longer and get recommended for free

Shorter sales cycles

Buyers who trust you arrive pre-sold on intent. Your sales team closes, not convinces.

Higher retention

Trust is stickiness. Switching costs are high in biotech – but only if the relationship holds.

Peer-to-peer reach

Scientists talk to scientists. A trusted brand gets recommended in lab meetings, at conferences, on forums – without a marketing budget.

Resilience

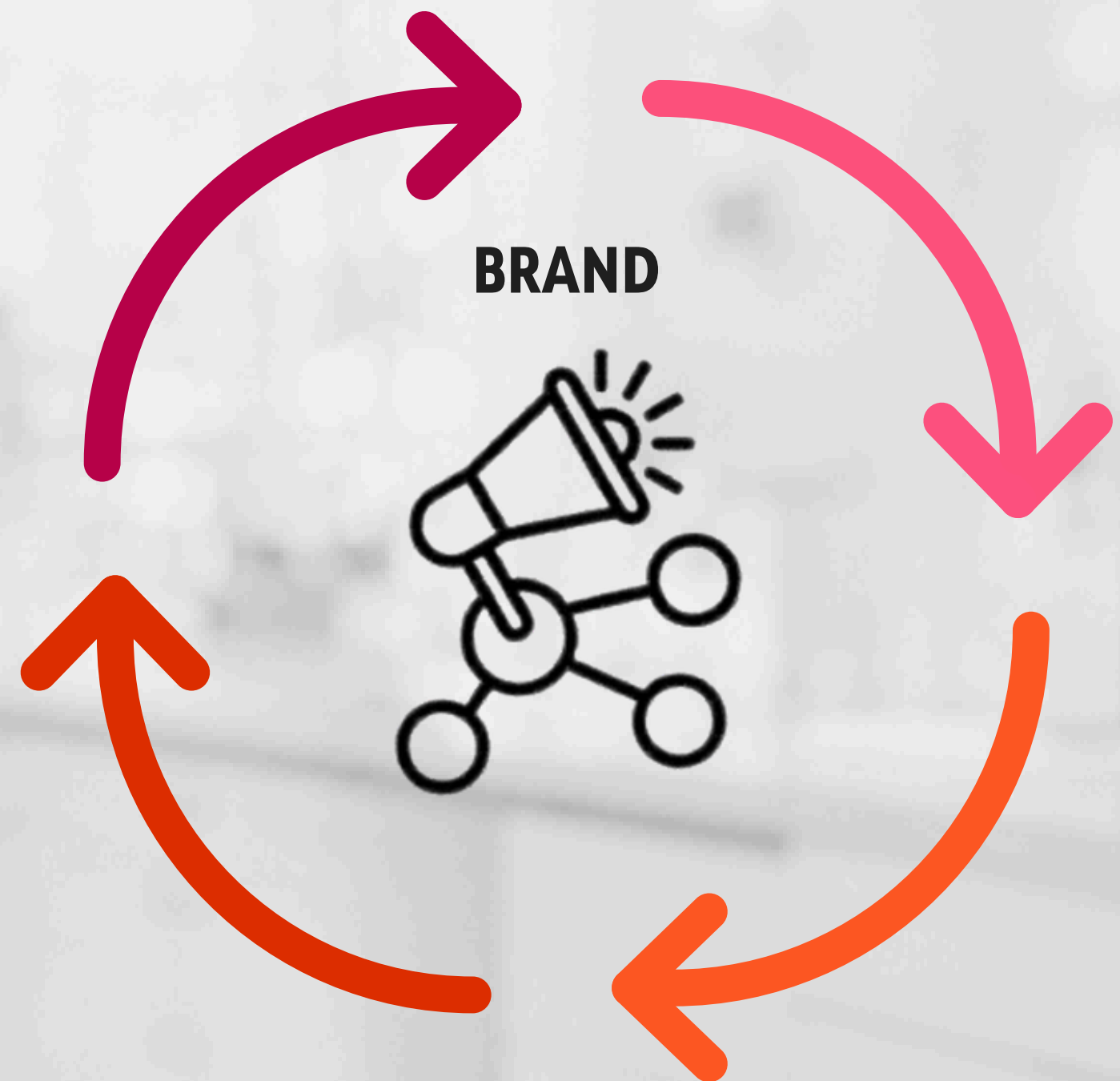
When a product fails or a delay happens, trusted brands are forgiven. Unknown brands are dropped. Trust isn't built by marketing alone – but marketing is often where it's lost

Agenda

1. The biotech buying reality
2. What biotech customers need and why it matters
3. **The trust stack - building consistency across channels**

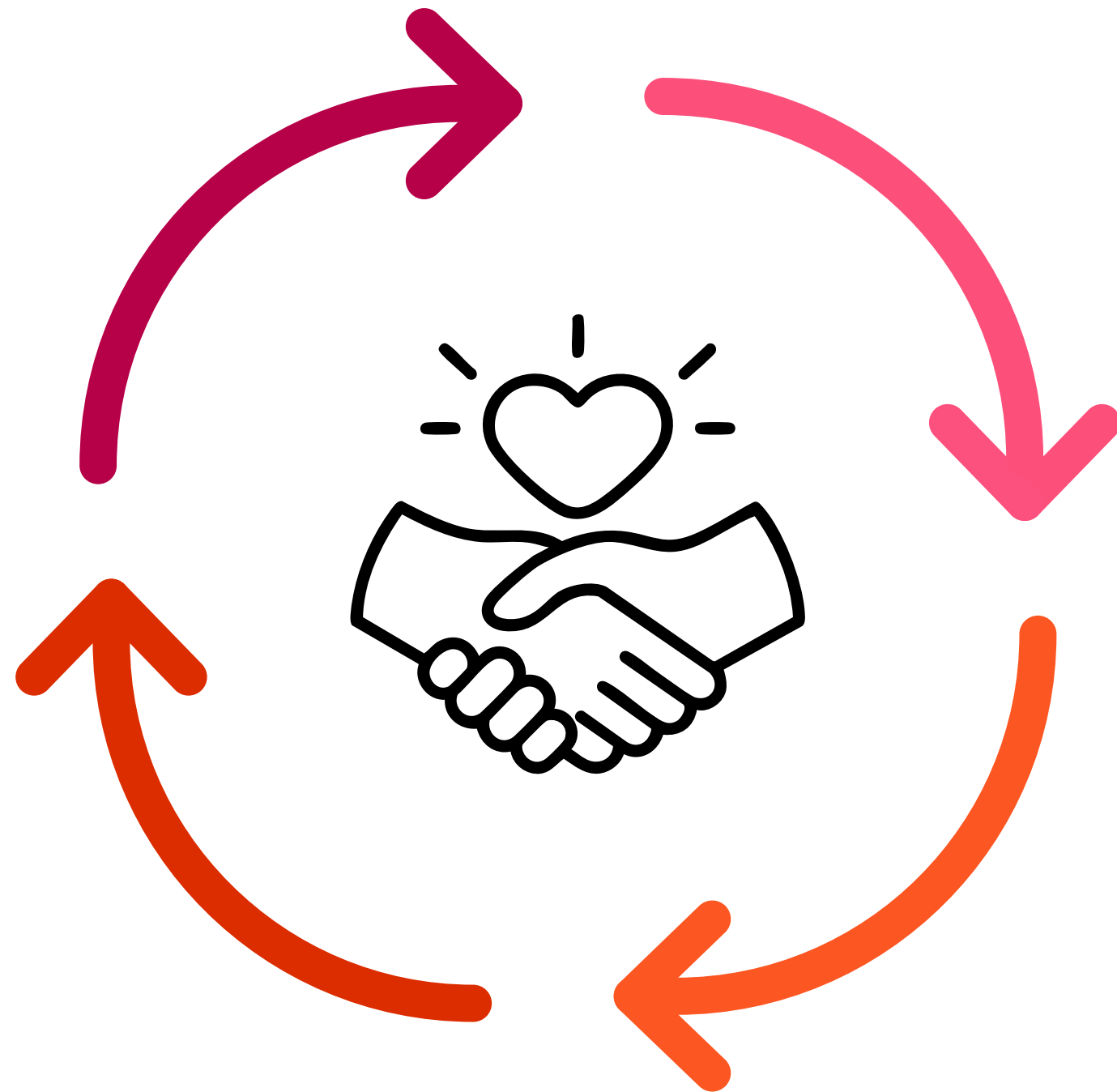
Every interaction either builds trust or introduces doubt

The trust stack gives you a framework to make sure every touchpoint works in your favour



Trust is built in layers, not in a single moment

Four dimensions, one coherent brand experience



01

Visual
Representation &
Consistency

03

Messaging
Clarity &
Consistency

02

Information
Design Quality

04

Multichannel
Experience

Your visual identity tells buyers who you are before you say a word

A brand that looks inconsistent raises questions about the science behind it

01

Visual Representation & Consistency

Brand Identity &
Brand Representation

Brand
Colours

Brand
Typeface

Layout Hierarchy &
Clarity

Visual language and brand identity must be inseparable

If your promise is precision and rigour, your materials need to show it



June 2026

Typography is not an aesthetic choice – it is a credibility signal

The right typeface reinforces who you are as a brand



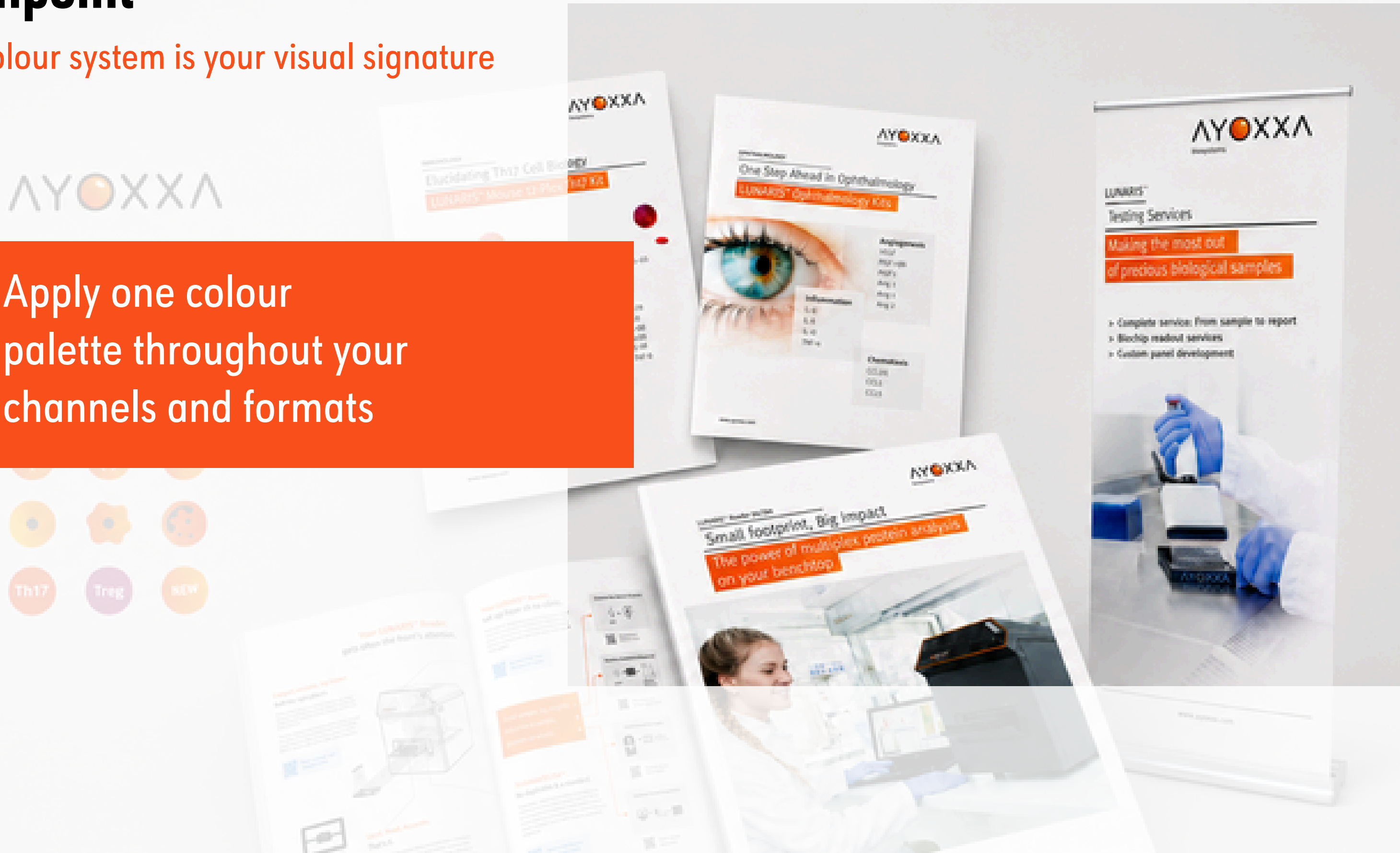
Use typeface consistently throughout the company's product and services universe

One colour palette applied consistently builds recognition at every touchpoint

Your colour system is your visual signature



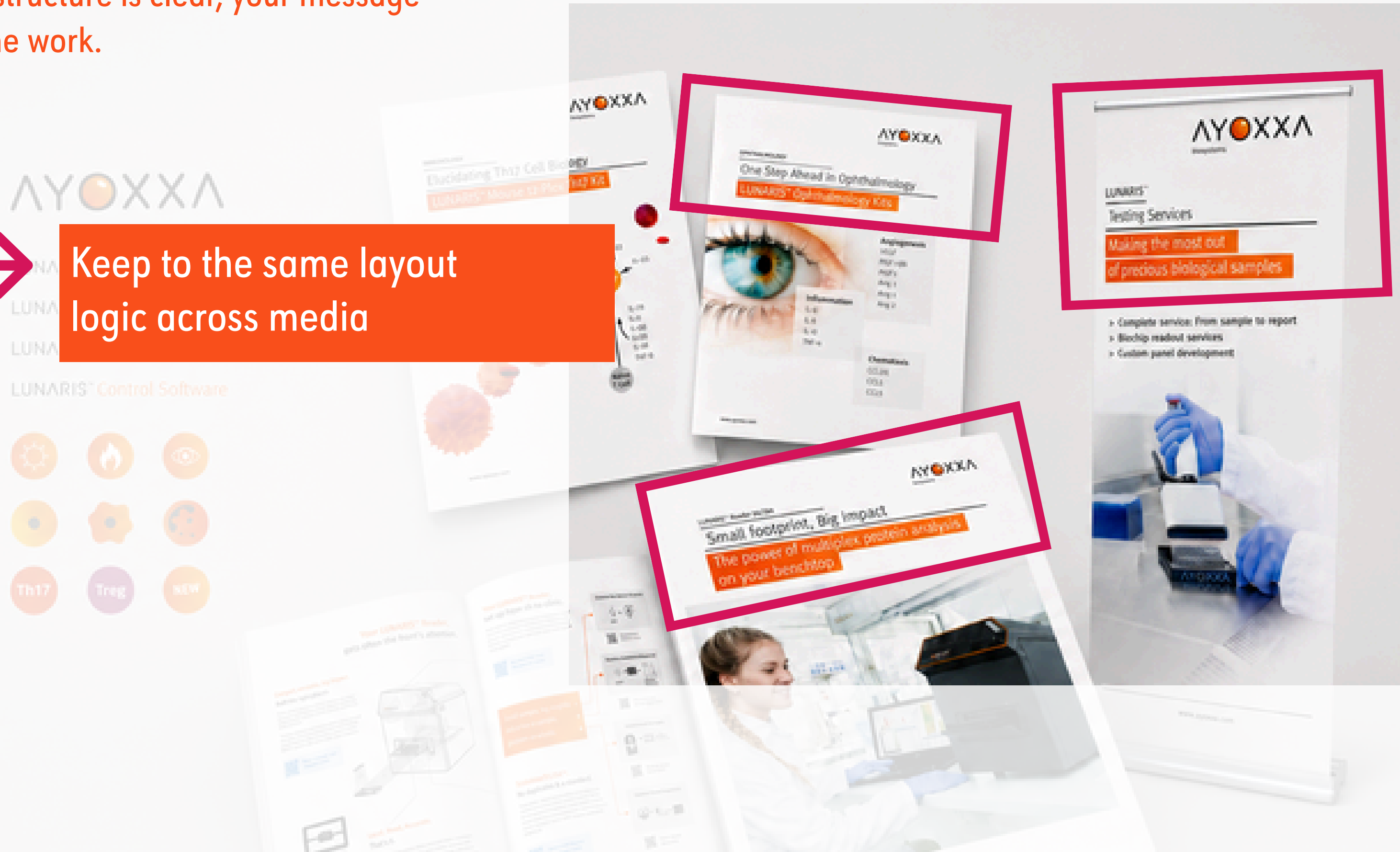
Apply one colour palette throughout your channels and formats



Familiar structure reduces cognitive load and increases trust

When structure is clear, your message does the work.

→ Keep to the same layout logic across media



The images you choose shape the perception of your science

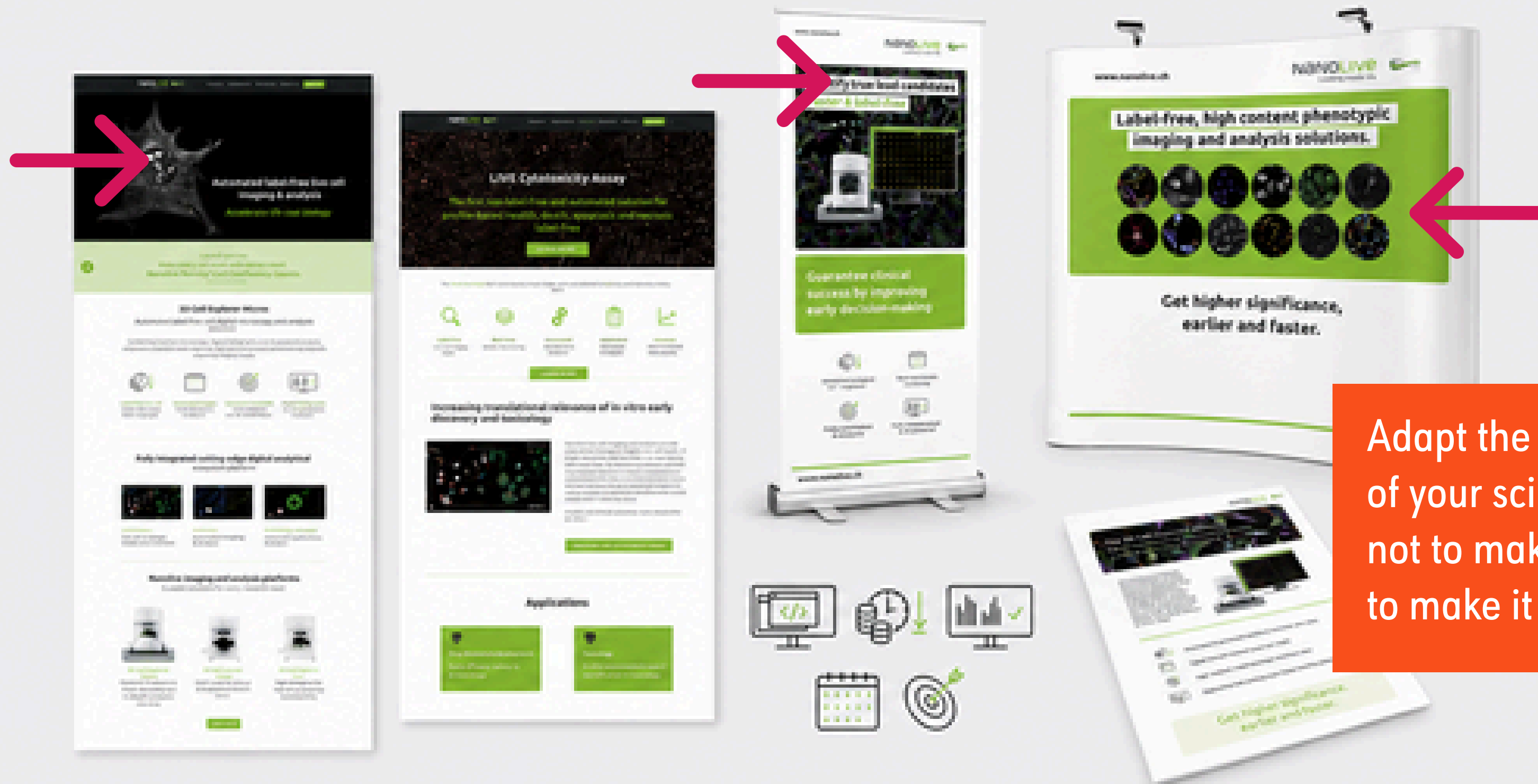
Mismatched or generic imagery undermines even the strongest scientific message

Adapt the visual representation of your science to the channel – not to make it less rigorous, but to make it more effective



The images you choose shape the perception of your science

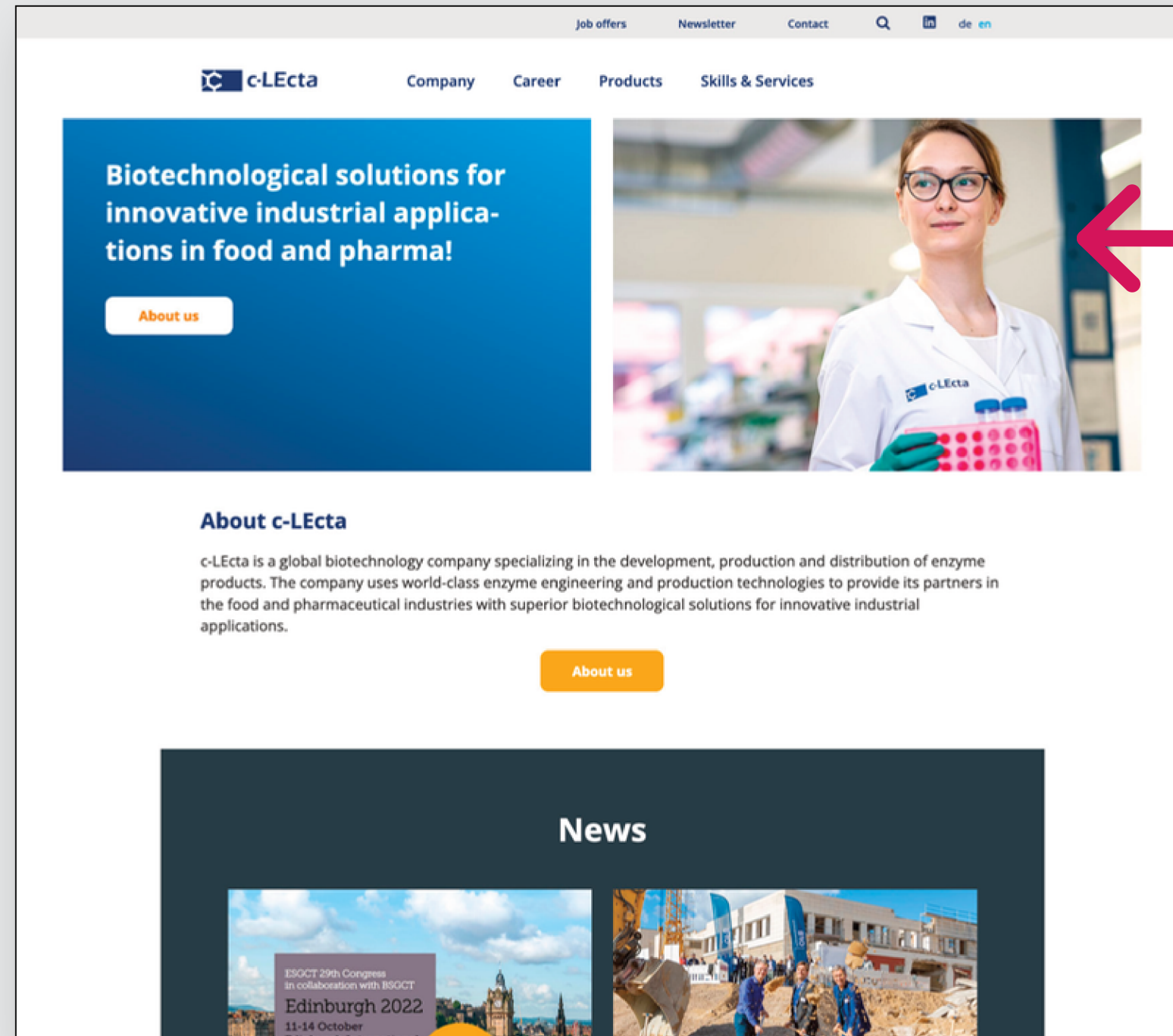
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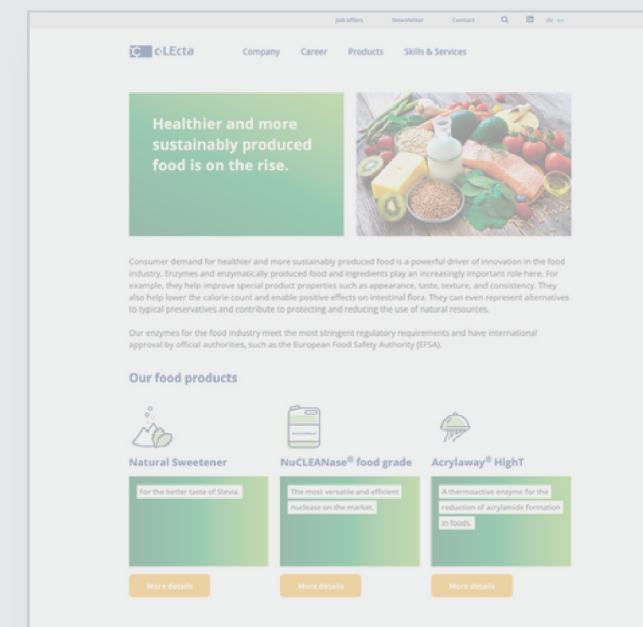
Adapt the visual representation of your science to the channel – not to make it less rigorous, but to make it more effective

Clear imagery standards keep your brand consistent at scale

Without them every new asset is a risk



Set standards for people and object photography and images



02

Information Design Quality

How you present data is as important as the data itself

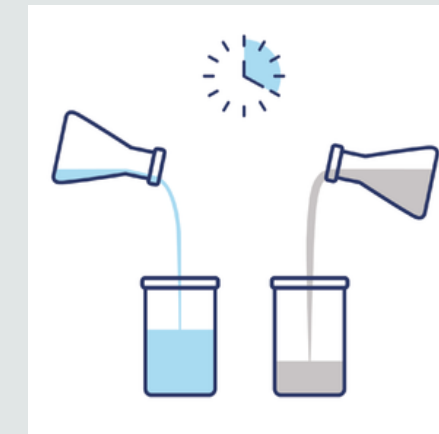
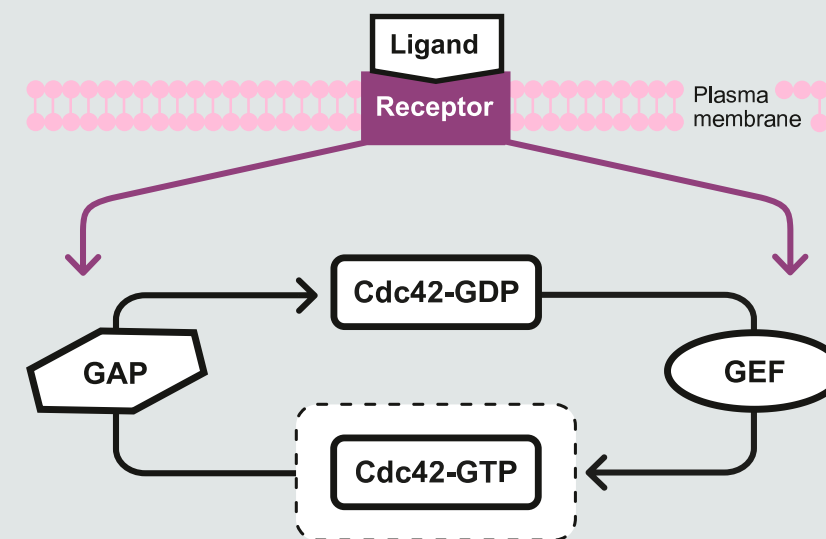
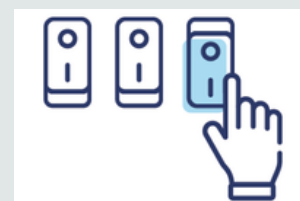
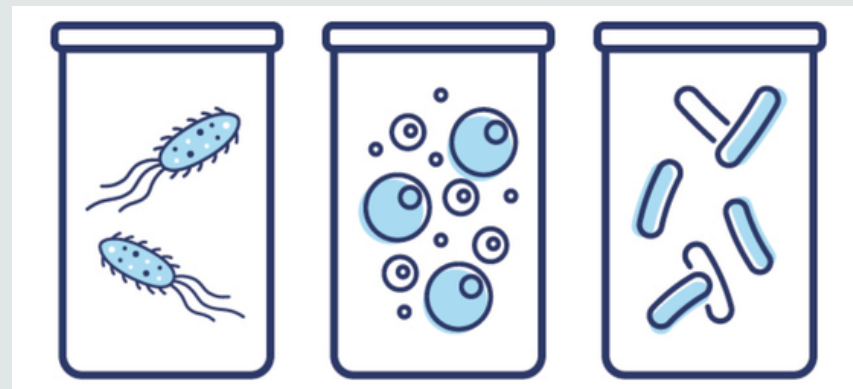
Scientific credibility is judged by what you show and how clearly you show it.



Keep it as informative
as possible



Adapt for fast grasp



Effectors
Cytoskeleton reorganization,
Membrane trafficking,
Migration, Adhesion
Order

03

Messaging Clarity & Consistency

Verbal Consistency

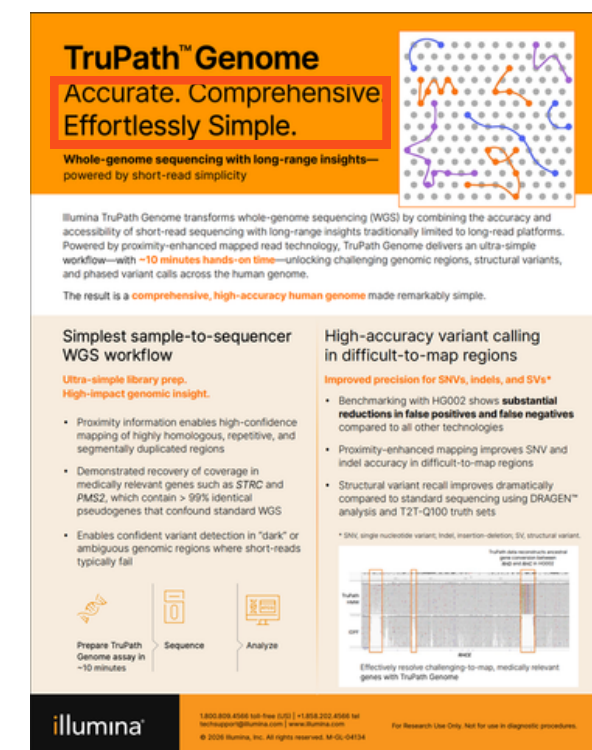
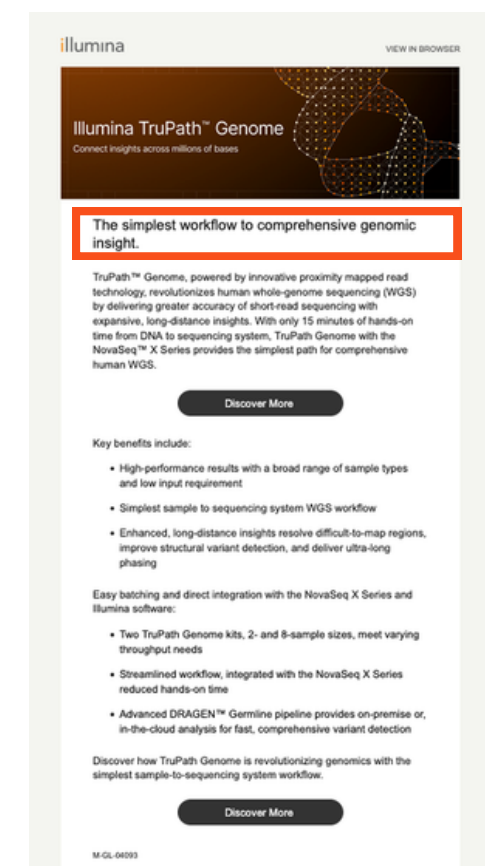
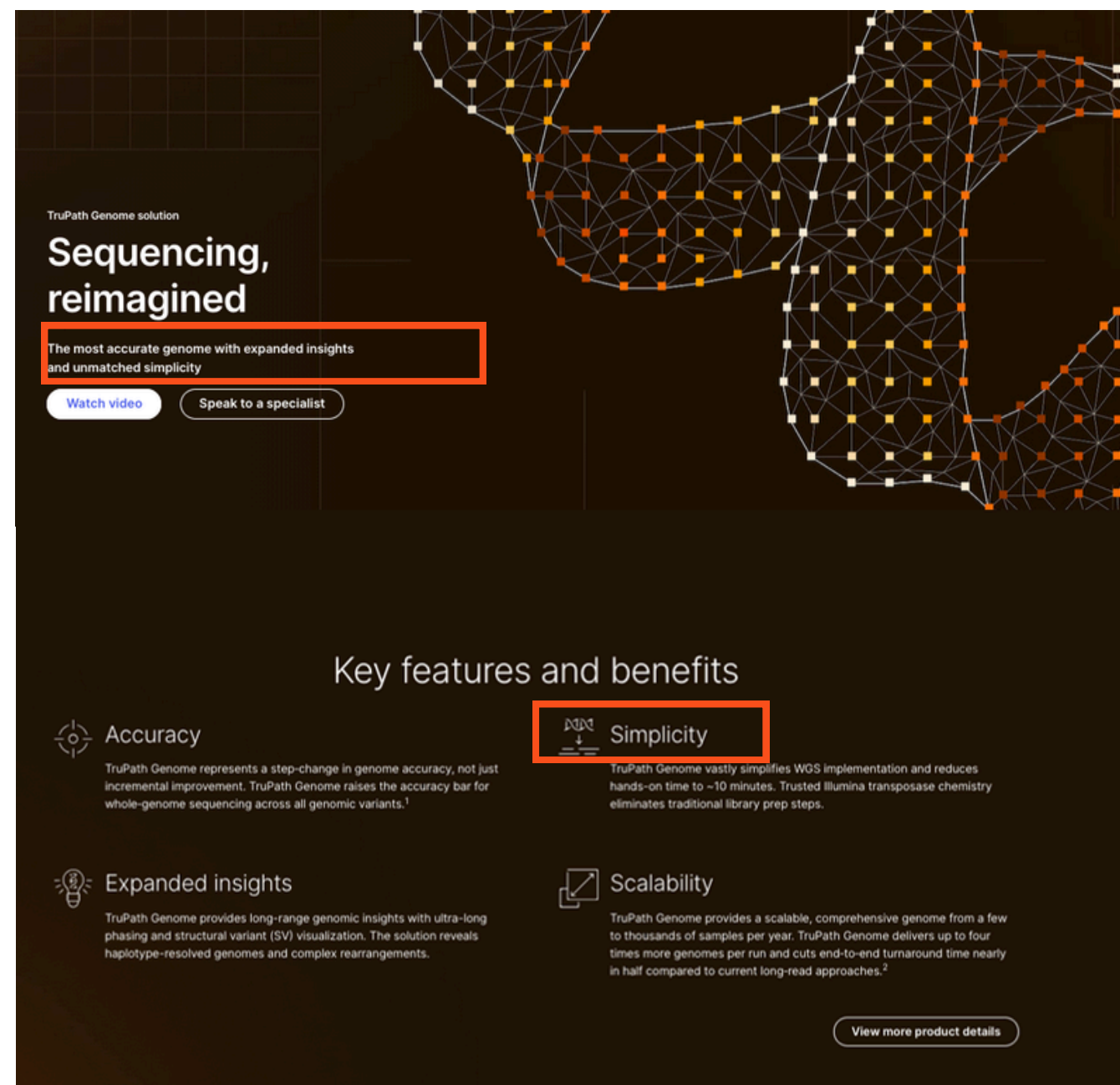
Messaging
Hierarchy

Consistent
Terminology

Verbal Consistency

The strongest biotech brands commit to one message and hold it across every channel

Illumina shows what it looks like when every touchpoint says the same thing.



Sources:

<https://emea.illumina.com/products/by-brand/trupath.html>

<https://emea.illumina.com/content/dam/illumina/gcs/assembled-assets/marketing-literature/illumina-trupath-genome-flyer-m-gl-04134/illumina-trupath-genome-flyer-m-gl-04134.PDF>

Email Newsletter:

www.linkedin.com/ad-library/detail/1310682044?trk=ad_library_ad_preview_content_image

Messaging Hierarchy

Consistent messaging starts at the foundation not the headline

Brand promise, positioning and value proposition build on each other to create one core message
your whole organisation can stand behind



Consistent Terminology

Shared language is the foundation of a consistent brand

Define your terms once and every touchpoint starts speaking the same language

- Define phrases and terms that are specific to your products and services
- Develop terminology that suits your brand personality, your audience and your chosen tonality
- Ensure internal awareness and use



Scientific credibility doesn't live on one page.

Align every touchpoint — and let consistency do the selling.

04

Multichannel Experience

Many channels, one scientific narrative – consistency builds credibility.

Map your touchpoints. Align your messaging. Own the journey.

HCPs, KOLs, and researchers engage with your brand across a long and complex journey, from first awareness to clinical adoption.

Every touchpoint must reinforce the same scientific message, whether it's:

- A conference presentation or KOL interaction
- A digital campaign or medical content asset
- A lead nurturing sequence or follow-up after an event



Gaps or inconsistencies between channels erode trust – seamless transitions build it.

sample customer journey

Agenda

1. The biotech buying reality
2. What biotech customers need and why it matters
3. The trust stack - building consistency across channels
4. **How to develop content that resonates**



How to develop content that resonates

June 16, 2026

About me



Joachim Eeckhout

CEO & Editorial
Director at Knowbio



LABIOTECH.eu

The Science Marketer



Knowbio

- Biotech media
- 2014-2025
- 2 million visits per year

- Marketing and communication consultancy
- 2023-2026
- 1,000+ subscribed marketers

- Biotech media
- 2025-Present
- Our brands:
 - transkript.de
 - european-biotechnology.com
 - biotechsnap.com

70% of marketers lack a consistent or integrated content strategy*

Why most Life Sciences content efforts don't scale:

- Limited resources
- Lack of consistency
- Struggling team collaboration

Why those issues create bottlenecks



Limited resources

Lack of content repurposing or re-use

Lack of consistency

No clear publication plan tied to the business' goals

Struggling team collaboration

Bottlenecks with subject-matter experts

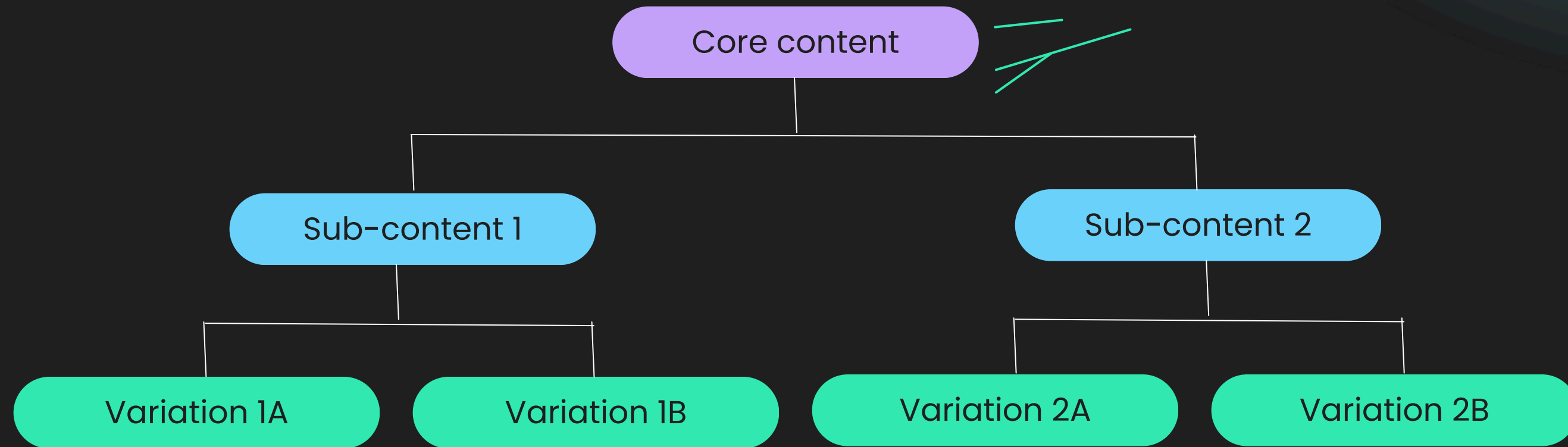
Solutions

Content hub strategy

Editorial plan

Team processes

Content hub



Don't reinvent the wheel every time!

One piece of content = white paper
+ blog post + short video + LinkedIn
content, etc.

Why we don't repurpose content?

- No system in place
- Feeling like a repetition
- Perfectionism/lack of originality

Editorial plan

Your editorial plan should follow the business calendar

-  **Product launch**
-  **Event participation**
-  **Company news**

Benefits:

1. Aligns with strategic priorities
2. Boosts relevance and visibility
3. Enables smoother execution

Your content engine should **amplify** what the company is already doing, not operate in a silo.

Team processes

The bottleneck: your Subject-Matter-Experts (R&D team)

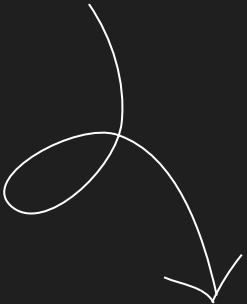
~~Asking SMEs to create content~~

What to do instead:

1. SME interview extract insights
2. Marketing team drafts the content
3. Quick SME review & approval

Build a **repeatable process** that respects their time and speeds up yours.

Let's bring it all together!



Organize a webinar

- Capture your SME insights
- Record and transcribe it
→ This is your core content hub asset

Repurpose it

- On-demand recording
- Blog post summary
- LinkedIn video clips
- Gated whitepaper
- Newsletter content

Schedule it

Coordinate the publications with your team and business priorities

Content hub strategy

+

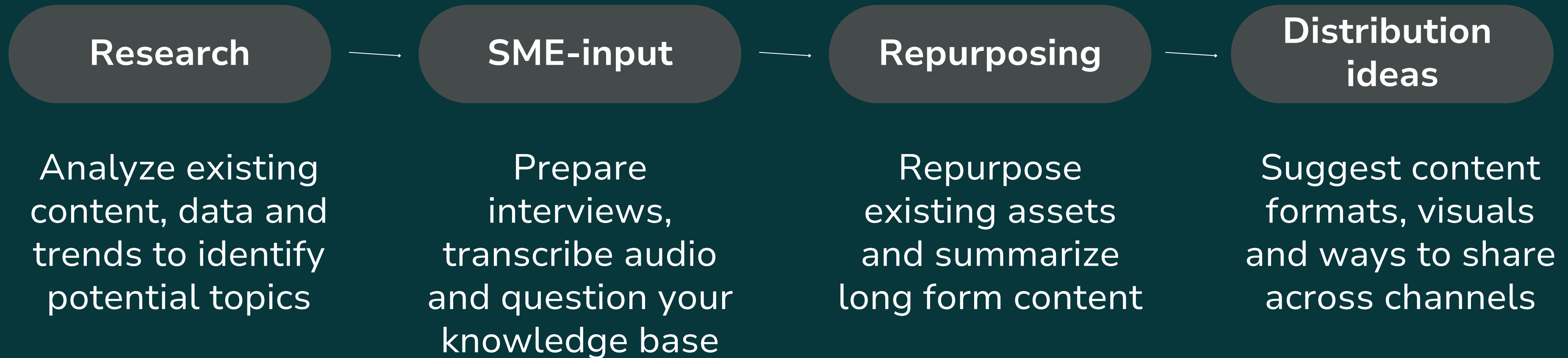
Editorial plan

+

Team processes

What about AI?

- You can integrate AI tools throughout the entire workflow



Thank you!



Joachim Eeckhout

Or joachim.eeckhout@knowb.io

Agenda

1. The biotech buying reality
2. What biotech customers need and why it matters
3. The trust stack - building consistency across channels
4. How to develop content that resonates
5. **Trust Sprint – 5 quick wins for your organisation**

Trust Sprint – 5 quick wins for your organisation

Step 1

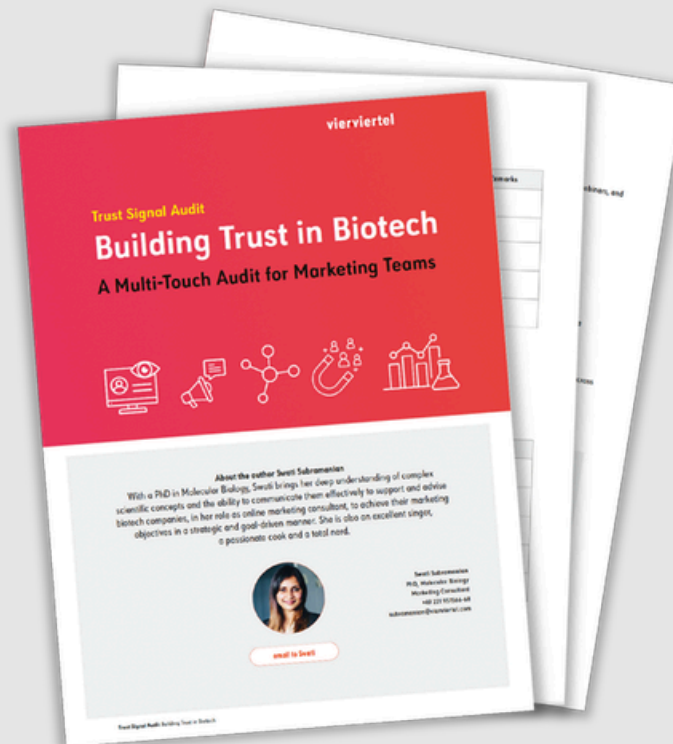
Taking Stock



You cannot fix what you have not assessed

An outside perspective reveals the gaps your internal team cannot see

Internal Self-Assessment



External Professional

Professional review and guidance
on design, consistency and UX:

- ✓ Identify inconsistencies
- ✓ Improvement suggestions
- ✓ Recommendations for adaptation
- ✓ Estimation for next steps

Pinpoint the gaps in your brand experience and prioritise what to fix first.

Step 2

Locking down the basics



Get the foundations right once and everything gets easier

A consistent brand experience is the sum of many small elements



Visual Representation & Consistency

- Colour palette
- Typography
- Logo usage rules
- Imagery style & templates



Information Design Quality

- Layout & hierarchy standards
- Figure & data presentation rules
- Document structure templates



Messaging Clarity & Consistency

- Core message
- Core terminology & glossary
- Tone of voice guide



Multichannel Experience

- Customer journey mapping
- Channel asset inventory
- Content priorities per channel

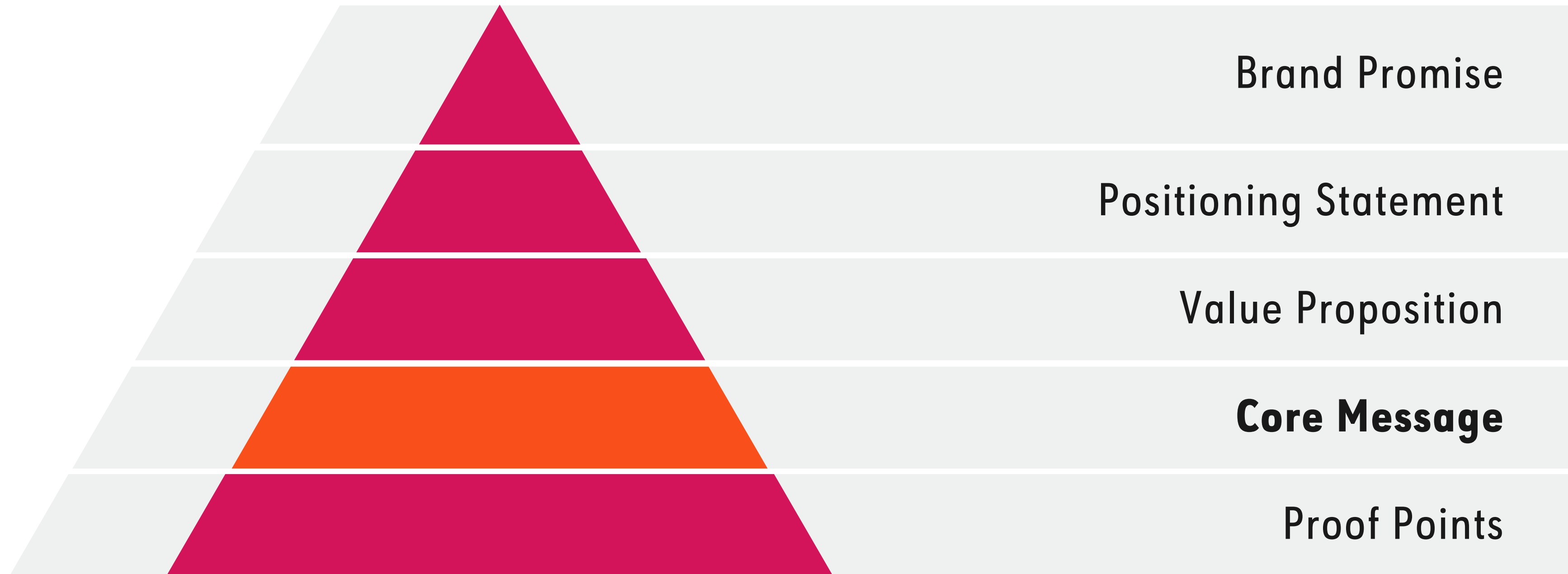
Step 3

Align on Core Messages



Your core message is the output of strategy, not copywriting

Align brand promise, positioning and value proposition and the message becomes clear



A Core Message is not a tagline

Who it is for, what it delivers and why you rather than anyone else

Definition

The single, consistent statement that captures what your company does, for whom, and why it matters.

It must answer 3 questions:

- Who is it for?
- What outcome does it deliver?
- Why you, rather than anyone else

It is NOT:

- A tagline (too short, no substance)
- A mission statement (internal facing, not customer facing)
- A product description (features, not outcomes)

Step 4

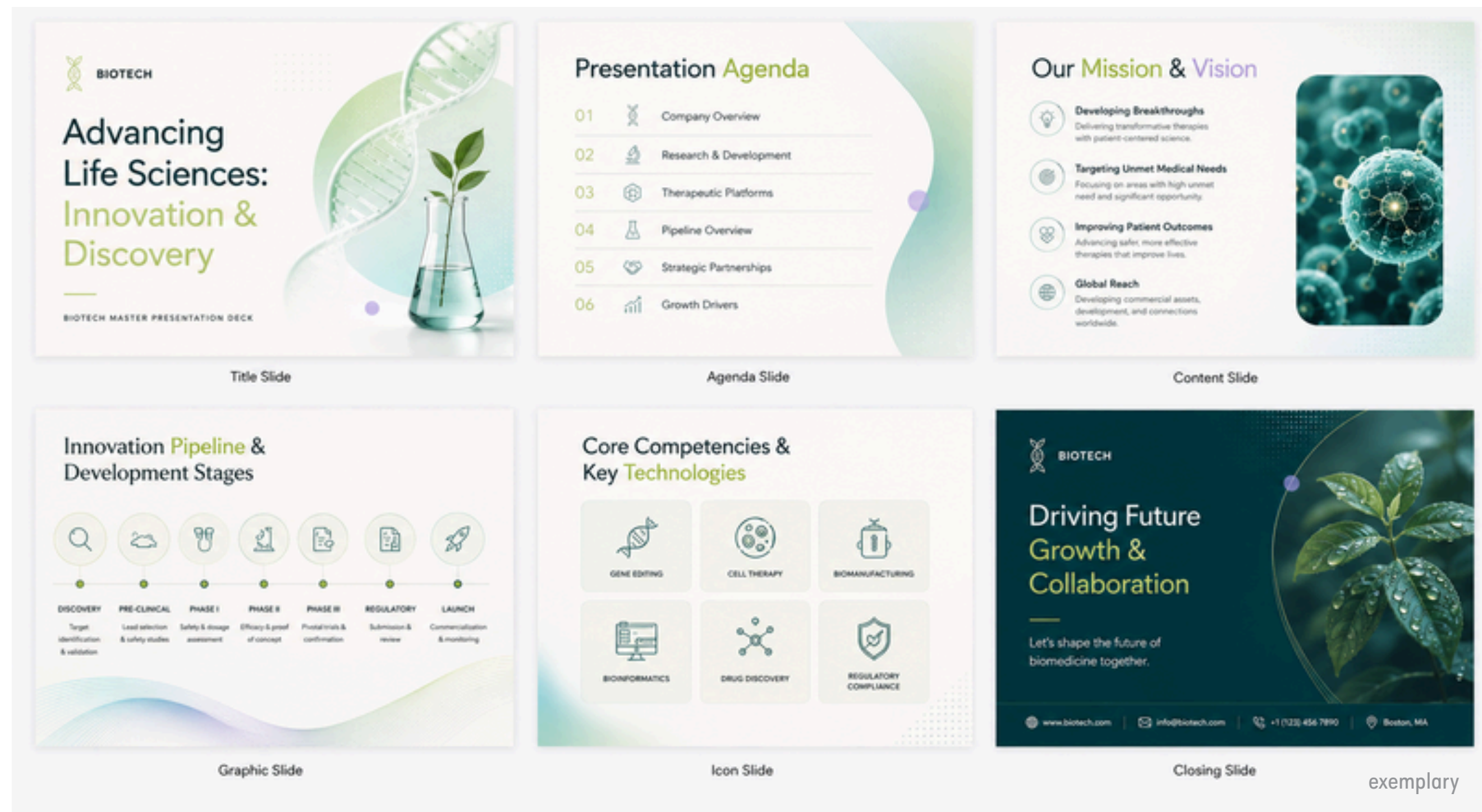
Provide repeatable assets

no chair surfing.
no chair surfing.



Provide your team with repeatable assets, such as templates

Develop templates for communication materials such as social and sales collateral



- ✓ Save and store centrally
- ✓ Ensure consistent communication
- ✓ Check and update regularly

Step 5

Allow for changes

**Consistent enough
to be recognised.
Flexible enough to
stay relevant.**

Your framework must withstand
diverse changes.

Withstands changes



New products
expanding
portfolio



Economic shifts
market volatility



Target groups
audience
evolution

Define with care

Colour palette

Typeface

Icon set

Homepage layout

Menu

PPT master

The stronger your foundations, the faster your team can adapt – without losing the brand.

It looks like magic

**It's actually strategy –
every message, every
channel aligned**

**– that's what biotech buyers
actually trust!**



Trust signals in biotech are specific and identifiable, visual signals, messaging all along the customer journey.



Building trust in biotech requires more than good science – it demands consistent visual representation, clear messaging, and a coherent experience across every channel your buyers encounter



Staying consistent and on brand does not require rebuilding everything – the right framework and repeatable assets make consistency achievable for small teams with limited time



The right content is not more content – it is content that is aligned to your core message, adapted for each channel, and designed to build trust at every stage of the buyer journey



The 5-step Trust Sprint gives you five practical quick wins you can act on immediately – without a full rebrand or a large budget

1. The biotech buying reality
2. What biotech customers need and why it matters
3. The trust stack - building consistency across channels
4. How to develop content that resonates
5. Your 5-step trust sprint
6. **Q & A and wrap-up**

Let's continue the conversation

The audit is where it starts. Book a meeting on our website or connect with us on LinkedIn to follow us and take the first step.



Ingo Kukatz



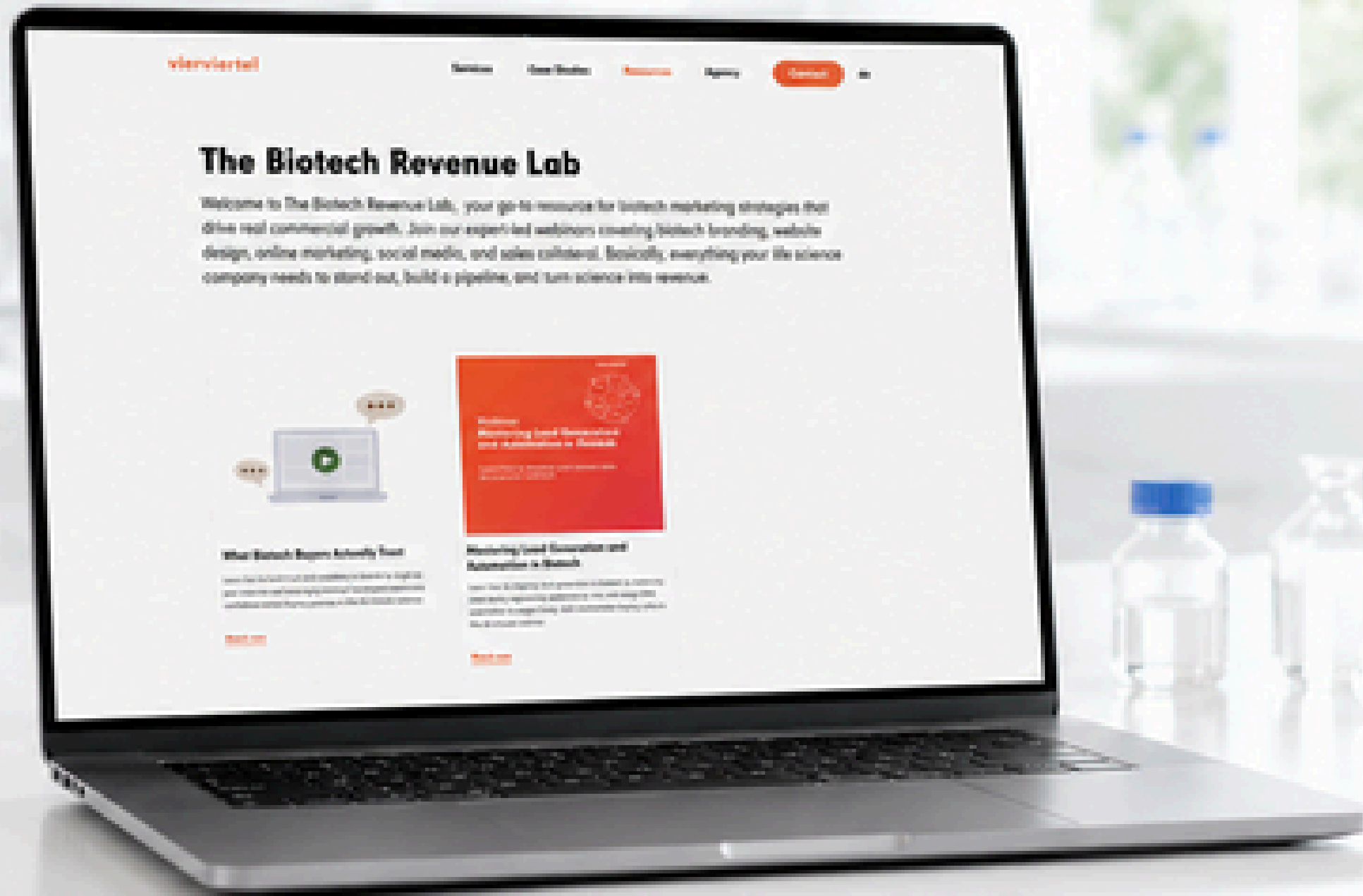
Dinah Remmel



Book the review

Check out the **Biotech Revenue Lab** for upcoming events.

<https://www.vierviertel.com/en/the-biotech-revenue-lab>



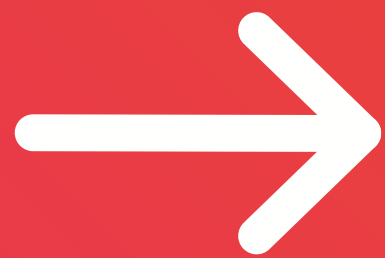
**We are always keen to learn & improve.
Please give us your feedback.**



Scan and answer
2 min questionnaire.



Thank you!



Thanks for your time

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