



**A community of 1M+
bioscientists sharing
wisdom, advice and tools
for doing science better**

Nurtured and ready for
you to engage to create
**deeper brand authority
and sales-ready leads**



SCAN OR CLICK TO LEARN MORE

About us

Founded in 2007, Bitesize Bio supports the advancement of science by gathering and presenting the best available wisdom, advice and tools for our community of bioscientists.

Hundreds of mentors and companies have contributed their expertise in articles, webinars, courses, eBooks, masterclasses and podcasts to create a growing library of lab wisdom that is used by an average of **307,145 bioscientists** every month.



Within this unique community, we offer proven effective strategies for your company to generate brand awareness, nurtured leads and direct engagement with your target researchers.

Alternatively, our marketing agency service lets you access the team that drives Bitesize Bio to support your web presence, content marketing and lead generation efforts.

Our audience

Our community grows from our large organic search traffic inflows earned from 15 years of educational content creation in the form of articles, eBooks, courses, webinars and other resources that help bioscience researchers.

This is content marketing in action; it creates a highly receptive and curated audience for your marketing.

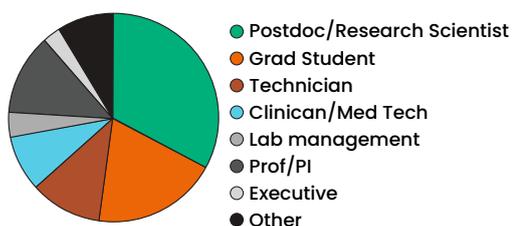
Beware of large, non-curated lists that offer apparent volume at the expense of quality.



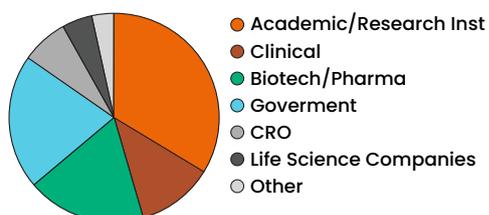
Email Subscriber Sample Interest Tags

PCR (all)	42,291	Next-Gen Sequencing	26,085
Molecular Biology	36,570	CRISPR-Cas9	23,411
Nucleic Acid Analysis	34,599	Microscopy	23,253
Protein Expression	32,143	Genetics/Genomics	21,457
Gene Expression	30,368	DNA Sequencing	18,723
Cell Biology	30,267	Flow Cytometry	18,426
ELISA	26,502	Assay Development	18,081

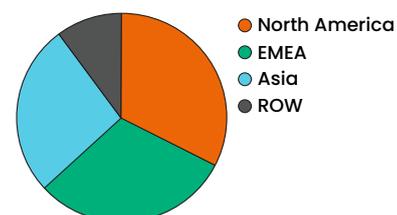
Career Stage



Organization

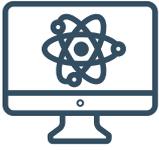


Geo



Marketing in our community

The following are examples of the main tried and tested tactics available for deployment within our community. For larger strategic campaigns multiple tactics can be combined.



Community Webinar Program

Our much loved community webinar program has been running since 2010, and provides a great opportunity for engaging with researchers and generating qualified leads.



Click or scan to view one of our webinars

Typical uses:

Product launch Product feature within educational context
Educational engagement Application illustration

Benefits:

Lead generation Product awareness
Brand engagement Brand awareness
Lead nurturing



Virtual Events

Virtual events are a powerful option for engagement and lead generation. Sponsor one of our in-house events, or have us create a bespoke event aimed at your specific market segment.



Click or scan to view one of our virtual events

Typical uses:

Research presentations Product launches
Institutional conferences Private/public product workshops
Sponsorship opportunities (for our in-house events)

Benefits:

Lead generation Lead nurturing
Rich lead data acquisition Brand engagement
Brand awareness Product awareness



Articles

Educational articles are the backbone of Bitesize Bio, and can provide support for a wider content marketing campaign, or simply a burst of exposure and influence within our community.



Click or scan to view one of our articles

Typical uses:

Articles to support SEO of your website
Education/mentoring within our community
Product feature/highlight

Benefits:

Strong SEO backlinks Product awareness
Targeted, ongoing traffic Brand engagement
Brand awareness



eBooks

eBooks are ideal for building brand authority and lead generation. We will create an eBook that is customised to match your target audience, and build a promotional campaign around it to deliver the results you need.

Typical uses:

Education/mentoring within our community

Benefits:

Brand engagement Lead generation
Brand awareness



Click or scan to view one of our eBooks



Masterclasses

Masterclasses offer our users a series of emails that contain useful educational content combined with product information. They offer an excellent way to build a leads list and create multiple, valuable touch points with them.

Typical uses:

Education/mentoring within our community

Product feature within educational context

Benefits:

Lead generation Brand awareness
Product awareness
Multi-touchpoint lead nurturing



Click or scan to view one of our masterclasses



Interactive courses

Drive leads and deep, ongoing engagement with the researchers you are interested in with a hosted, interactive course on Bitesize Bio.

Typically we create a course based on a webinar or presentation provided by you, and our editorial team will break this down into multimedia sections, quizzes and other educational devices to make the course engaging.

Typical uses:

Education/mentoring within our community

Benefits:

Lead generation Brand awareness
Multi-touchpoint lead nurturing



Click or scan to view one of our interactive courses



Podcasts

Podcasts are a powerful option for building brand awareness and engagement. Each podcast is different, but if this medium is of interest to you we would be delighted to get creative with you to devise a concept that fits your needs.

Typical uses:

Sponsorship of an existing Bitesize Bio podcast

Bespoke podcasts for Key Opinion Leaders (KOL) engagement, general education or other focus in your target niche

Benefits:

Brand engagement Product awareness

Brand awareness



Click or scan to view one of our podcasts

Don't forget the old favourites



Email Marketing

Email is still one of the most powerful ways to reach your target audience and drive results.



Newsletter Sponsorship

Sponsor one of our regular niche-specific newsletters with a custom banner shown in a prominent position.



Display Advertising

If you want brand awareness and targeted click throughs, banner ads placed on an authoritative site like Bitesize Bio are still very effective.

Custom marketing services

Our staff have the full stack of expertise required for deploying world-class digital marketing assets and campaigns for companies in the bioscience sector. Below are some of our most requested services.

We are happy to discuss your specific needs and provide portfolio examples.



Technical Content Production

- Articles, White papers, eBooks, Web copy, Marketing copy, email copy, etc.



Digital Event Production and Management

- White label webinars, virtual conferences, virtual product launches and podcasts



Content Platform Creation and Management

- Creation of full content platforms for webinar, article and rich content delivery
- Fully customized to meet your specific needs



Website Design/Redesign/Management

- Full design, deployment and/or maintenance of your website, CRM and eCommerce facilities
- Technical copywriting and content creation are also available