



## TouchDown Biomarketing bv

### Marketing Services

#### About Us

TouchDown Biomarketing is a consultancy and operational support organization that specializes in providing expert support to Life Science tools and service companies to drive business growth in the European Life Science market.

#### Marketing & Communications

Focused marketing and communications efforts are essential in building and maintaining a market presence and driving sales growth, however companies without dedicated in-house marketing and communications functions can be stretched to fill this vital role, often leaving senior managers with another area of responsibility.

The outsourcing of critical marketing functions allows companies to respond to changing strategic, operational or market conditions by employing a flexible marketing resource that provides both a measurable ROI and also makes financial sense.

#### Our Capabilities

TouchDown's marketing services offers both bespoke strategy plan development and ongoing implementation of marketing and communications programs, introducing an external perspective on your business and providing creative and professional support across all elements of the marketing mix.

Strategic	Tactical	Communications
Strategy & Plan Development	Product Launch Activities	Public Relations
Product Development	Event Management	Direct Mail Development & Delivery
Customer Needs Analysis	Lead Generation	Literature Development
Target Application Assessment	Road Show Planning & Execution	Editorial Content Placement
Branding	Telemarketing	Technical Writing
Product Positioning	Merchandising	
	Search Engine Marketing & Optimisation	

#### Why TouchDown?

- Broad range of services covering the entire marketing mix
- Unbiased, external viewpoint of your business
- Expertise and insight provided by seasoned industry professionals
- Flexible resource designed to meet changing requirements

