

Building a sales pipeline as a Contract Development & Manufacturing Organization (CDMO)

CordenPharma with C&EN Media Group:
A Case Study

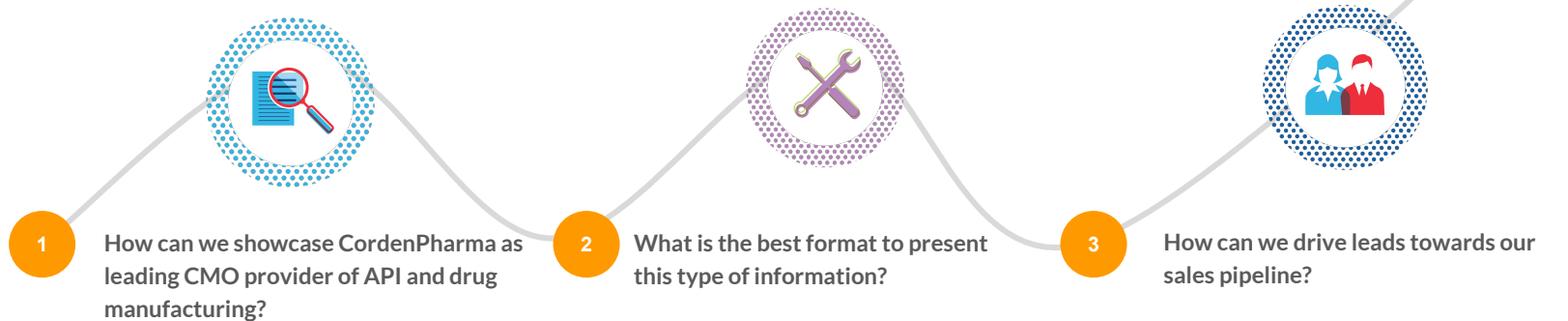
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CordenPharma's Business Challenge

CordenPharma wanted an effective lead generation tool that would capture leads and drive sales for its Active Pharmaceutical Ingredient (API) and Drug Product (DP) manufacturing business. CordenPharma wanted the ability to demonstrate how they provide solutions to meet the needs of companies working in the biopharma and pharmaceutical industry. The challenge was how to present this information in a format that was easily accessible, provided value to the end user and communicated key research findings and case studies of CordenPharma's clients.

C&EN was tasked with solving these questions:





Our Approach to Lead Generation: Demonstrating Industry Knowledge & Impact

1

Choose the Right Content Strategy.

Command the attention of your target audience in a format that's well written, thoroughly researched and readily available to download. C&EN's team of scientific writers developed a custom whitepaper, from the initial outline phase to the final design phase. Working closely with CordenPharma's team we developed all materials and asked for feedback along the way.

2

Demonstrate Thought Leadership.

C&EN developed content that showcased CordenPharma's authority in the biopharma and pharmaceutical industry. Not only covering the benefits of partnering with CordenPharma as a CDMO, but also the larger advantages of having a fully-integrated global supply chain partner.

3

Have a sophisticated lead capture platform.

C&EN created a custom landing page and form linked to it's automated marketing platform. This allowed CordenPharma to capture real time leads including full demographics and answers to qualifying questions.

The Program

C&EN Media Group proposed a solution for a custom whitepaper that would allow CordenPharma to show how they work as a leading CMO provider of API and drug manufacturing, while providing insights on the pharmaceutical industry.

The C&EN team worked closely with CordenPharma to develop the content of the whitepaper, and also created a marketing strategy for launch that would help them meet a guaranteed number of leads for their sales pipeline.





Results

C&EN was able to exceed goals for CordenPharma in both quantity and quality of interactions. The results below demonstrate how C&EN created an effective pipeline of prospects for CordenPharma, and provided support in nurturing prospects into a sales conversation.

Engaging Content

3,500+

Landing page views

Real Lead Generation

576

Qualified scientist leads
delivered to CordenPharma

And Reputable Prospects

Sr.Principal, Bristol-Myers Squibb Co.
Team Leader, Pfizer
R&D Specialist, Biovico
Vice President, Gilead Sciences
Director, MRI Global
Ass. Director, Alexza Pharmaceuticals
Manager Process Support, Johnson Matthey
Director, Sannova

Sample Titles & Industries



Get In Touch with Us!

C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients.

Contact us at advertising@acs.org

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