

Elevating Engagement Through a Targeted eBook Strategy



OVERVIEW

When Aviva Systems Biology set out to create an engaging eBook on neurodegenerative disease biomarkers and immunoassays, they partnered with *The Scientist* to bring their vision to life. Designed as an educational tool and marketing collateral for the Society for Neuroscience conference, the eBook featured three in-depth articles, a custom infographic, and a professionally designed cover. In just under a month, the campaign generated **200 high-quality nurture leads**, with **52 leads originating organically from our website** and the rest driven by strategic email and newsletter outreach.

CLIENT BACKGROUND

Aviva Systems Biology specializes in advancing immunoassays and antibodies to drive breakthroughs in scientific research and drug discovery. Their commitment to innovation empowers scientists across academia, industry, and contract research organizations to tackle pressing challenges in neuroscience and translational medicine.

STEPS TO SUCCESS

1 Aligning on Goals and Vision

The collaboration kicked off with a planning call between Aviva and *The Scientist*. During this discussion, Aviva outlined their goals:

- Develop an eBook with **three articles** and **one infographic** to position their expertise in biomarker test validation.
- Create a custom cover design to align with Aviva's branding, going beyond *The Scientist's* standard templates.
- Ensure the content was relevant to a broad neuroscience audience, including scientists in academia, industry, and CROs.

To ensure alignment, *The Scientist* shared a comprehensive eBook outline, which was reviewed and approved by Aviva.

2 Content Development and Design

With a clear roadmap, *The Scientist* began developing the eBook. Key steps included:

1. Conducting in-depth research to craft three detailed articles, including one focusing on biomarker test validation.
2. Designing a custom infographic to break down complex concepts, enhancing engagement with visual learners.
3. Partnering with the design team to create a **custom cover** that reflected Aviva's brand identity, elevating the eBook's overall presentation.

Aviva reviewed the drafts at each stage, providing feedback to refine the final product. The collaborative process ensured the content was both scientifically accurate and visually compelling.

3 Smooth Execution and Timely Delivery

With a well-organized process in place, the eBook was completed on schedule, allowing ample time to focus on a strong promotional campaign. The final product—a professionally designed and polished PDF—was ready for Aviva to leverage in future marketing efforts following lead delivery.

4 Targeted Promotion and Lead Generation

The Scientist strategically promoted the eBook to ensure it reached a wide neuroscience audience:

- **Five targeted email campaigns** were sent to curated lists, including professionals in neuroscience, immunoassays, biomarkers, preclinical and translational research, antibodies and reagents, and drug discovery.
- The eBook was featured in *The Scientist's* daily **News Alerts** newsletter, amplifying its reach.

This promotional strategy ensured the eBook resonated with Aviva's target audience, driving meaningful engagement across sectors.

OUTCOME

- **Exceeding Expectations:** The campaign generated **200 high-quality nurture leads** within less than a month, including **52 organic leads**.
- **Versatile Resource:** The eBook, complete with a combination of content, offers enduring value. Its individual elements can be repurposed into standalone assets, enhancing its utility across future marketing campaigns.
- **Streamlined Process:** The collaboration was seamless, ensuring a quick turnaround without compromising quality.
- **Effective Reach:** The targeted promotion successfully engaged a broad neuroscience audience, positioning Aviva as a thought leader in the field.

TESTIMONIAL

The Scientist was a fantastic partner throughout our eBook development journey. Their professionalism, clear communication around expectations and deadlines, responsiveness, and quality of content made the entire process seamless and highly effective. We had a great experience and plan to expand our partnership with them.

—Nicole Hoffner, Product Manager, Antibodies & Immunoassays



CONTACT US