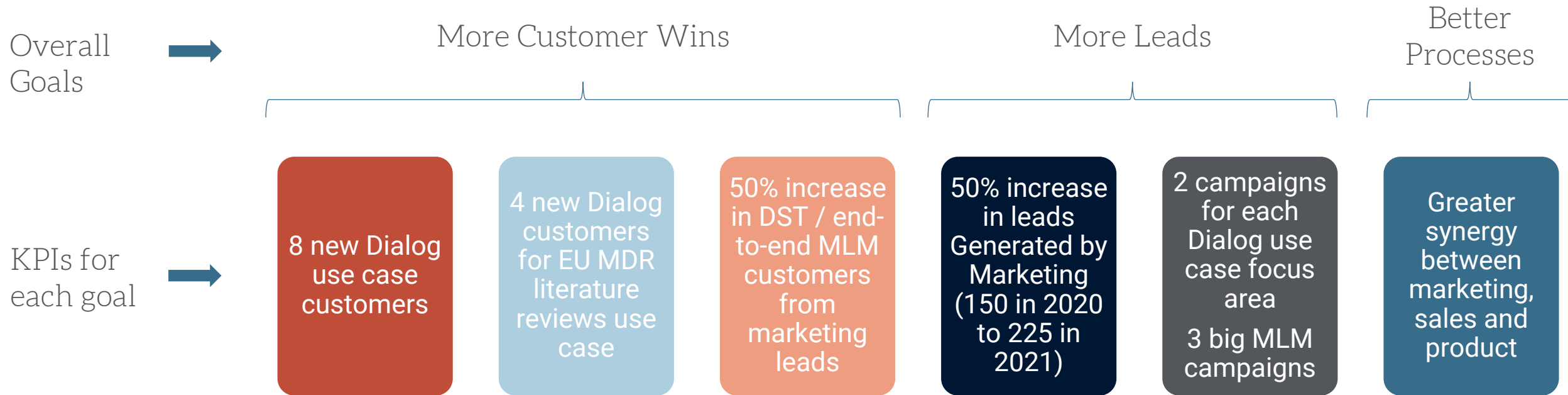


# 2021 Marketing Plans

Presented by Luke Davies-Cooke  
16 February 2021

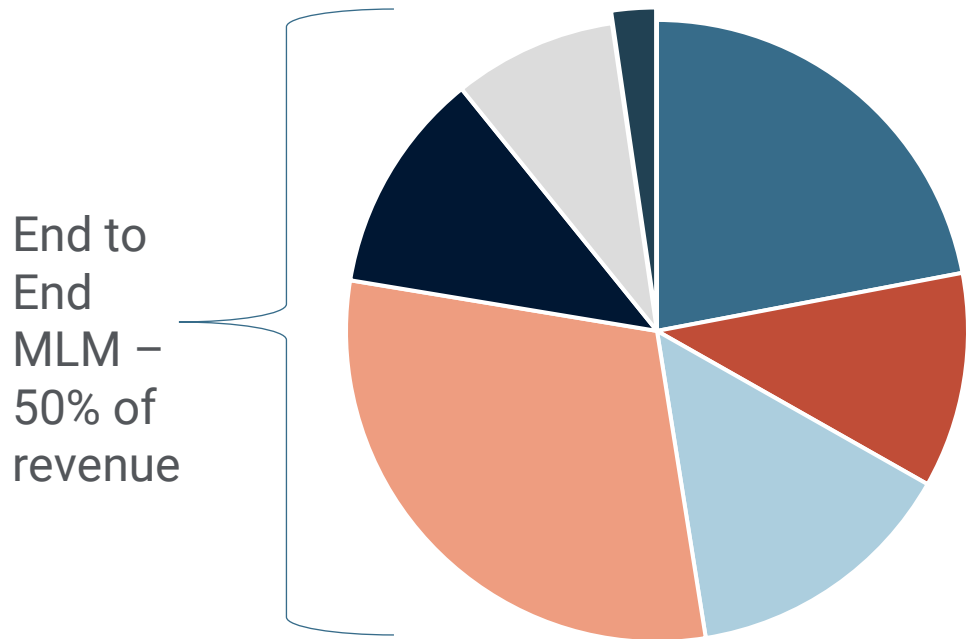
# Overview

# Marketing Goals for 2021



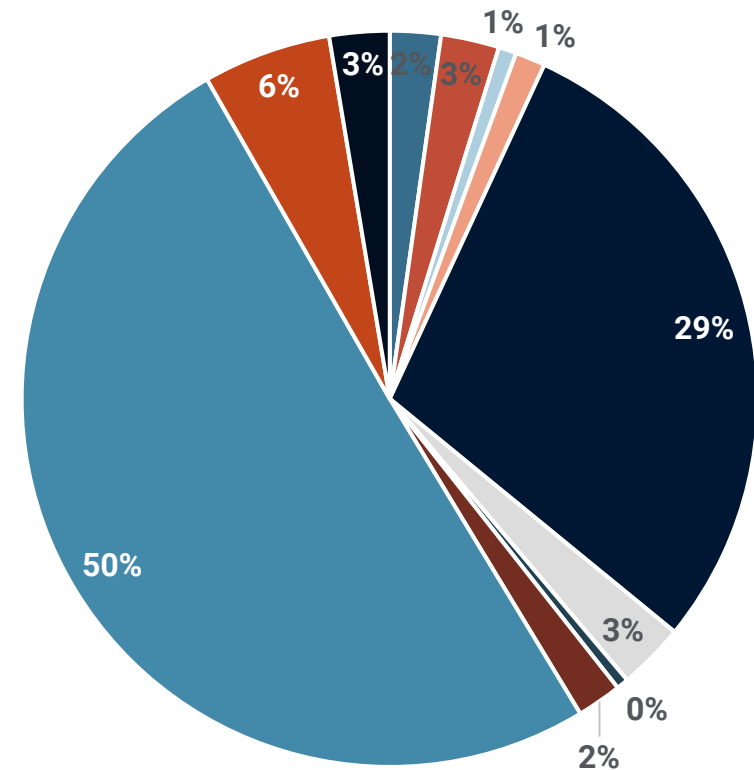
# Marketing Goals: Context

Dialog Solutions 2020 Revenue



- Dialog Government
- Dialog Transactional
- Dialog Engineering
- Dialog Pharma
- Drug Safety Triager
- Literature Services
- PinPoint

Dialog 2020 Revenue by Corporate Segment




# Marketing Goals: The Challenge

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The use case for Medical Literature Monitoring is clear




We have defined customer targets, specific personas and a product offering that supports these personas.



But we are missing this for a lot of Dialog use cases.



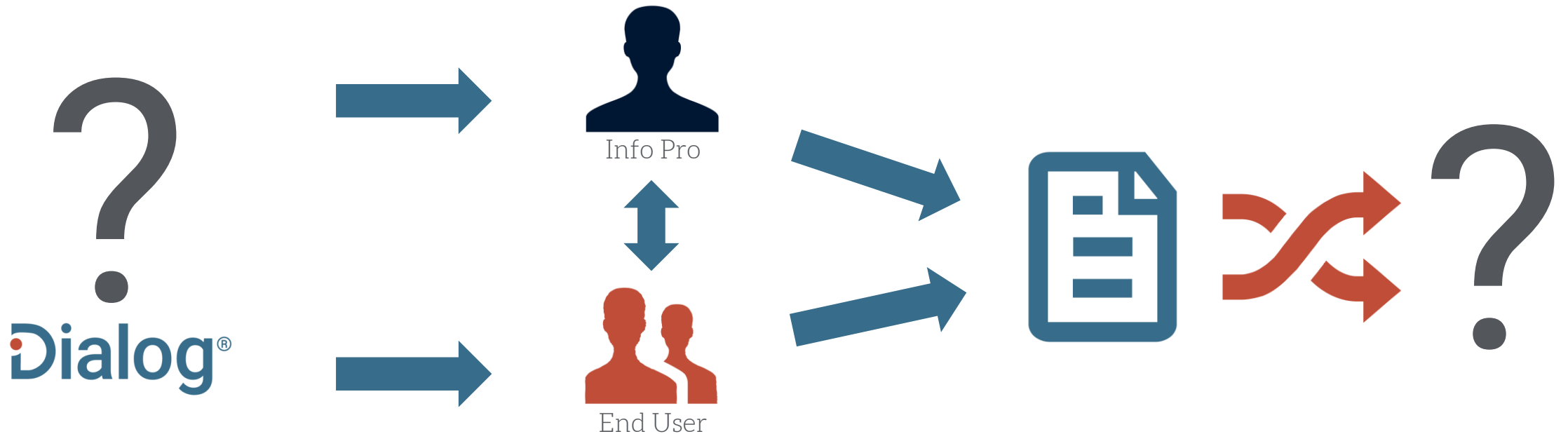
The challenge is that Dialog can be used in so many ways for different reasons.



And without focusing on specific use cases, marketing and sales activities are not as effective as they could be

# Marketing Goals: The Challenge

To appeal to specific use cases, we need to be able to say more than Dialog is used by information professionals and end-users.



What is the driver behind someone using Dialog?

We know who uses it (info pros and/or end users) but don't have more detail

What are they doing with the search results?

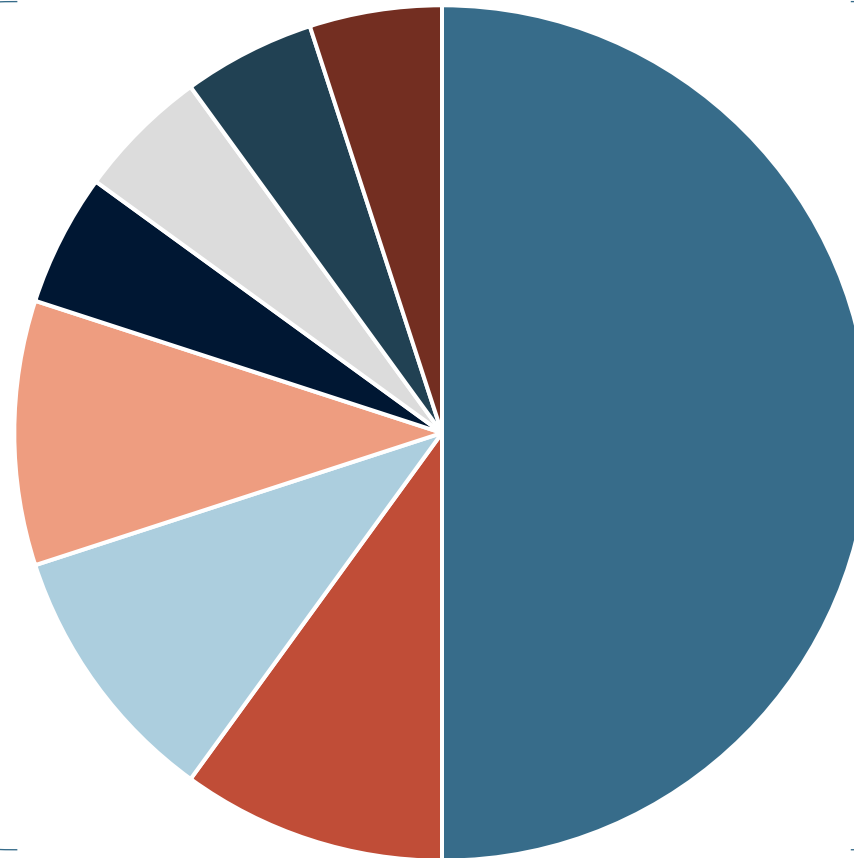
How do the search results fit into a wider workflow?

# Dialog Solutions Marketing Focus for 2021

Dialog Solutions Marketing Activity

**Dialog**<sup>®</sup>

50% of our marketing activity will support Dialog use cases



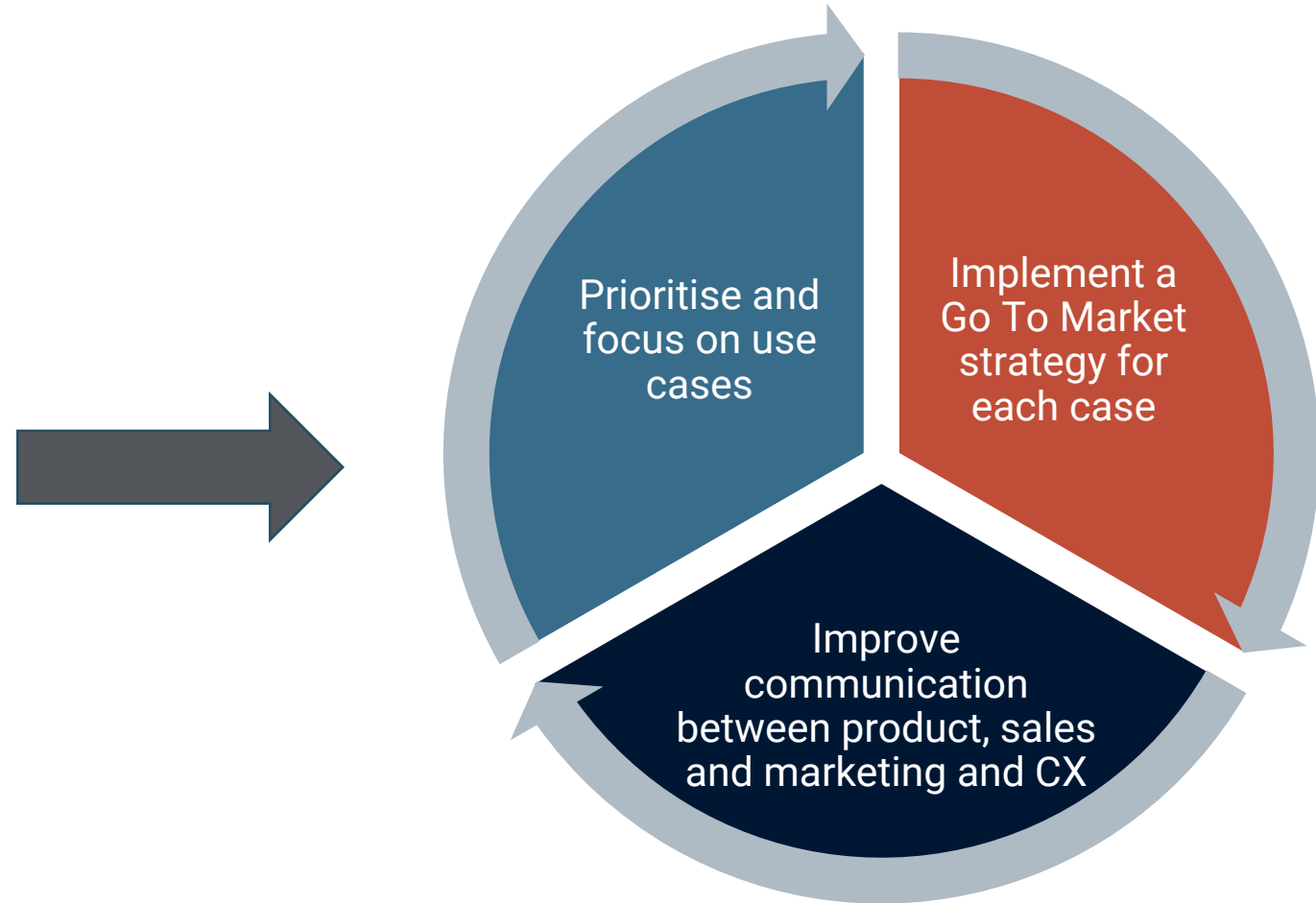
50% of our marketing activity will support pharmacovigilance literature monitoring activity

# How We Get There

# How We Get There: Overview

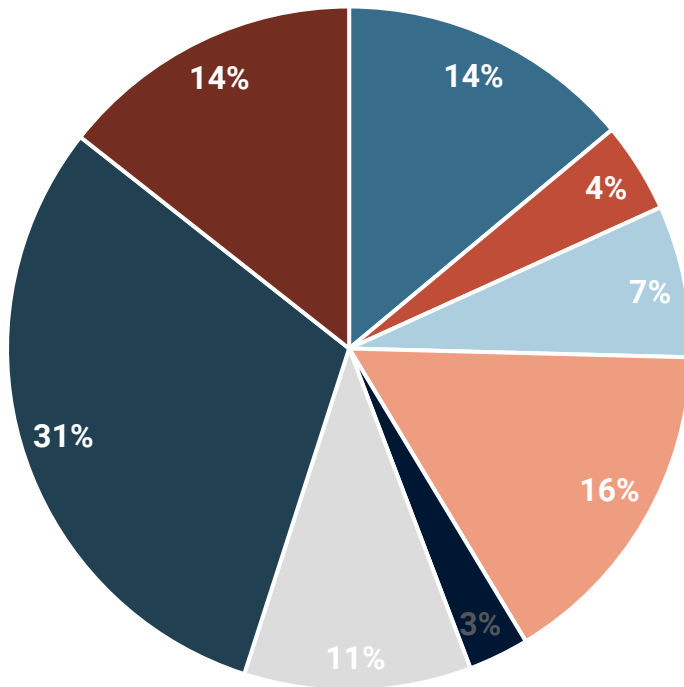
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If our goal is to focus on the top Dialog use cases and medical literature monitoring, there's three things we need to do to get there:



# Prioritise and Focus on Use Cases

Dialog 2020 Revenue by Corporate Segment  
(ex. pharma, education and government)



Looking more closely at sub-segment use cases, we have identified the following focus areas:

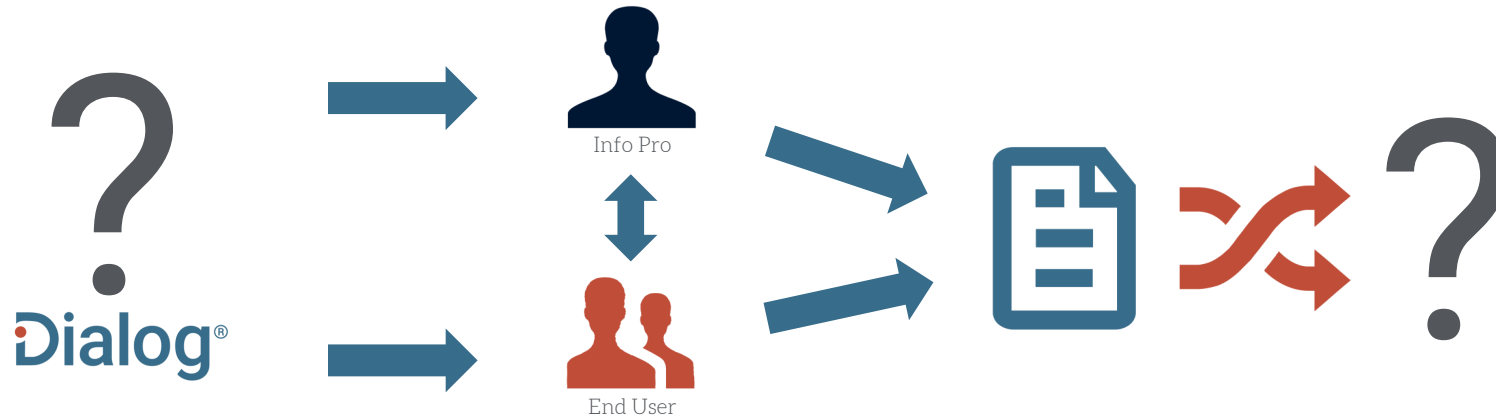
1. MedTech (Medical devices)
2. Research Services (CROs)
3. Law Firms (Patent Prosecution)
4. Professional Services (management consultancies)
5. Patent Offices
6. Research Institutions/Think Tanks
7. Media & Publishing

These have been chosen based on existing customers where we have a strong use case and opportunities in the market for additional growth.

# Prioritise and Focus on Use Cases

Of course, these use cases will be added to as the year progresses and we get more insight into existing customers, campaign performance and market conditions (so if there's something you think we should focus on, let us know!)

But the next challenge is really understanding these use cases – and that's where the Go To Market framework comes into play.

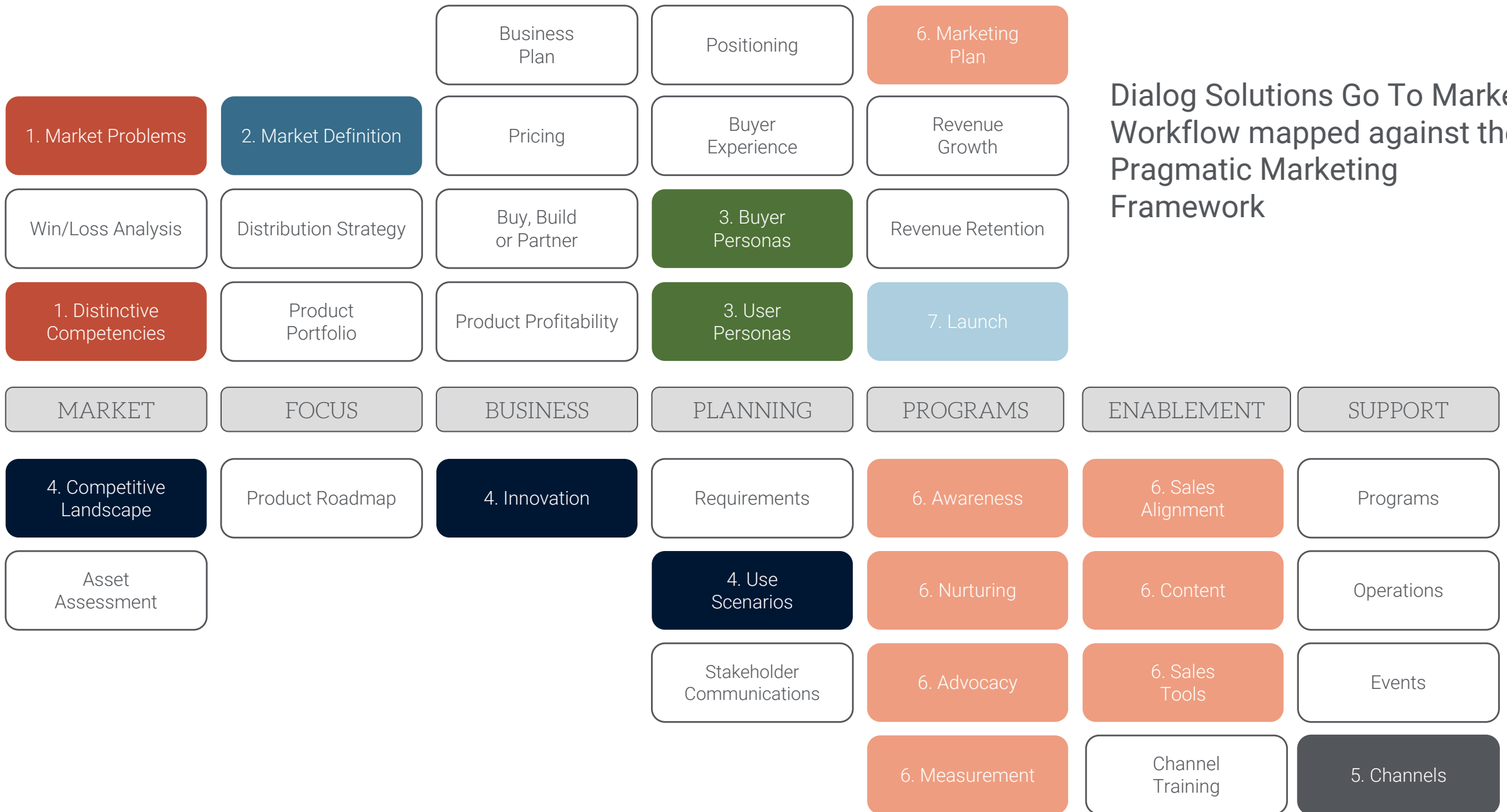




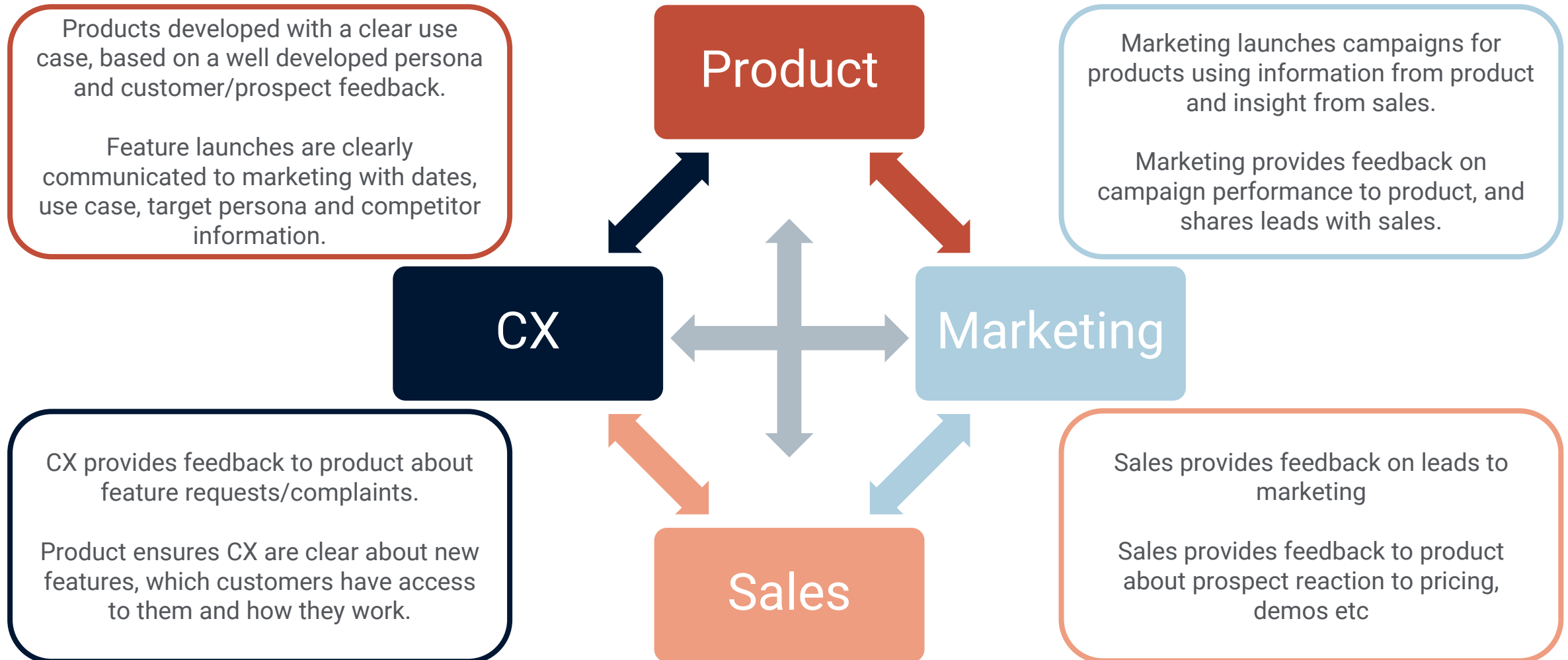
# Dialog Solutions Go To Market Workflow mapped against the Pragmatic Marketing Framework

STRATEGY

EXECUTION



# Improve Communications



# 2021 Marketing Roadmap

# Marketing Calendar 2021

Ongoing pharmacovigilance literature monitoring thought leadership campaign

DST4.0 Launch Campaign

MLM Product Campaign – TBC

Shared Searches Launch

Dialog Feature Launch

EU MDR Campaign

CRO Campaign

Legal Campaign

Management Consultancy Campaign

CRO Use Case Web Page

Patent Prosecution Use Case Web Page

Patent Office Use Case Web Page

Professional Services Use Case Web Page

Allan Lloyds 8<sup>th</sup> PV Summit

WDSC EU Nordic PV Day

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

# 18 February: Shared Searches Launch Overview

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## Assets

- Email to customers with details about Shared Searches functionality
- Updates to Dialog page on website with box-out about 'Shared with me' workspace
- Blog talking about the 'Shared with me' workspace, highlighting the Shared Searches feature
- Organic social media posts linking to the blog post, for account managers to share
- List of Dialog customers that this feature will benefit the most for account managers to use to follow up with customers
- One-pager about shared searches / 'shared with me' workspace for account managers to share with customers/prospects

## Timeline

18/2 – Customer email sent out; one pager shared with account managers; updates made to website

18/2 – Blog goes live and organic social media posts published

# 25 February: DST 4.0 'Launch' Overview

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## Background

- We want to present DST 4.0 as being the 'new generation' of the Drug Safety Triager product
- We'll talk about the launch of the next generation of Drug Safety Triager from Dialog Solutions, rather than it being version 4.0.
- We'll equip sales with everything they need to tell existing customers about the new version of DST 4.0, to encourage them to upgrade
- For prospects, we'll completely update the website to make it clear what the new version of DST offers



# 25 February: DST 4.0 'Launch' Overview

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## Assets to create

### For Sales

- One page overview of DST 4.0/Next-gen DST
- FAQ document to answer questions from customers

### For Website

- Blog to launch next-gen DST: explain why, what it will offer, how it will help
- Update Drug Safety Triager page with new features

### For Prospects

- Email to contacts that have got in touch with us previously about MLM
- Google Ads and LinkedIn Sponsored updates to raise awareness of next-gen DST

## Timeline

24/2 – One page overview and FAQ document shared with sales

26/2 – Website updated and blog launched. Adverts go live.

27/2 – Email sent to prospects in database

# 2021: PV Literature Monitoring – Ongoing Thought Leadership

Buying new pharmacovigilance literature monitoring software, let alone a whole end-to-end workflow, is a once every couple of years decision.

It is not realistic to expect us to make someone suddenly think they need to change their literature monitoring software.

But during this time, before the prospect is ready to look for a new solution, we can start to raise awareness of Dialog Solutions and what we do

But there comes a time when every pharma company will want to change the way they do PV literature monitoring.

We won't always know when this happens, but when they get to this point, we need to:

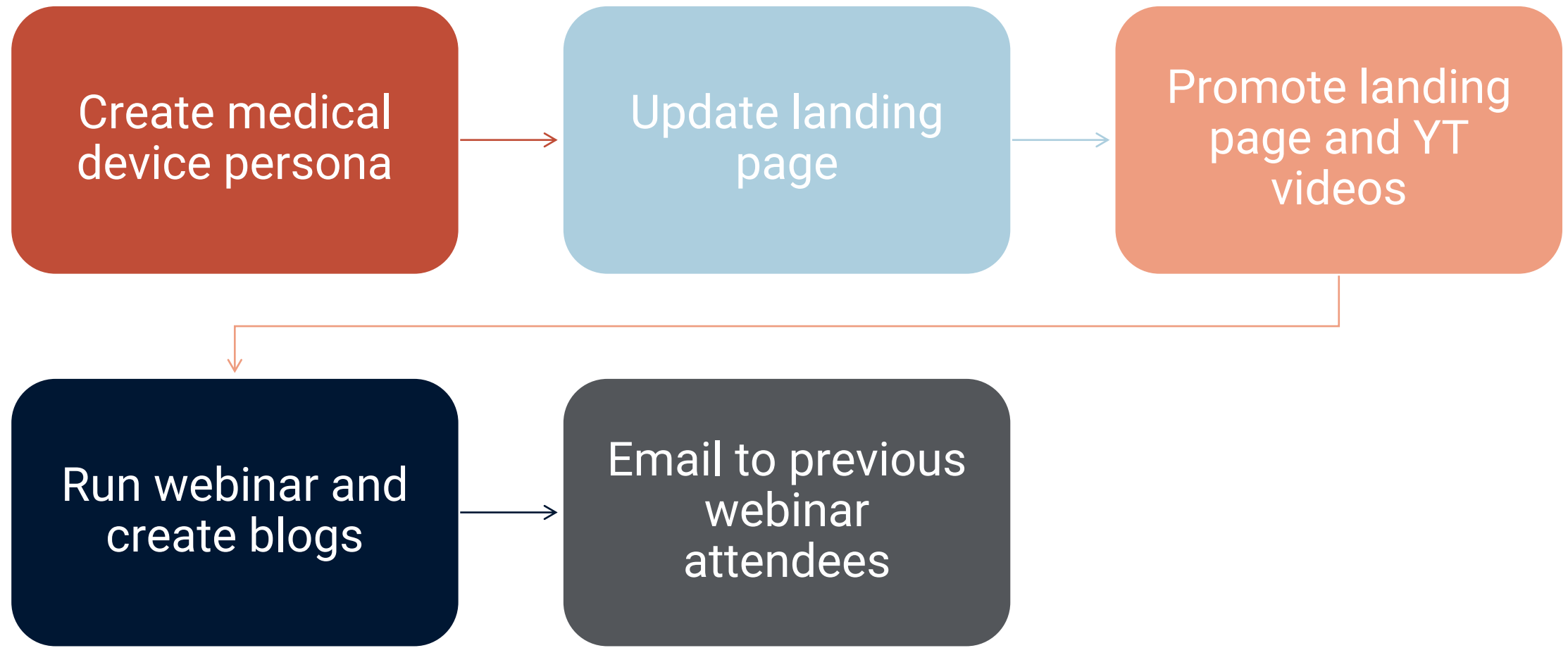
- Be easily found on Google
- Have a range of materials that position us as subject matter experts
- Demonstrate why our approach is better than the competitors'

# 2021: PV Literature Monitoring – Ongoing Thought Leadership Content Overview

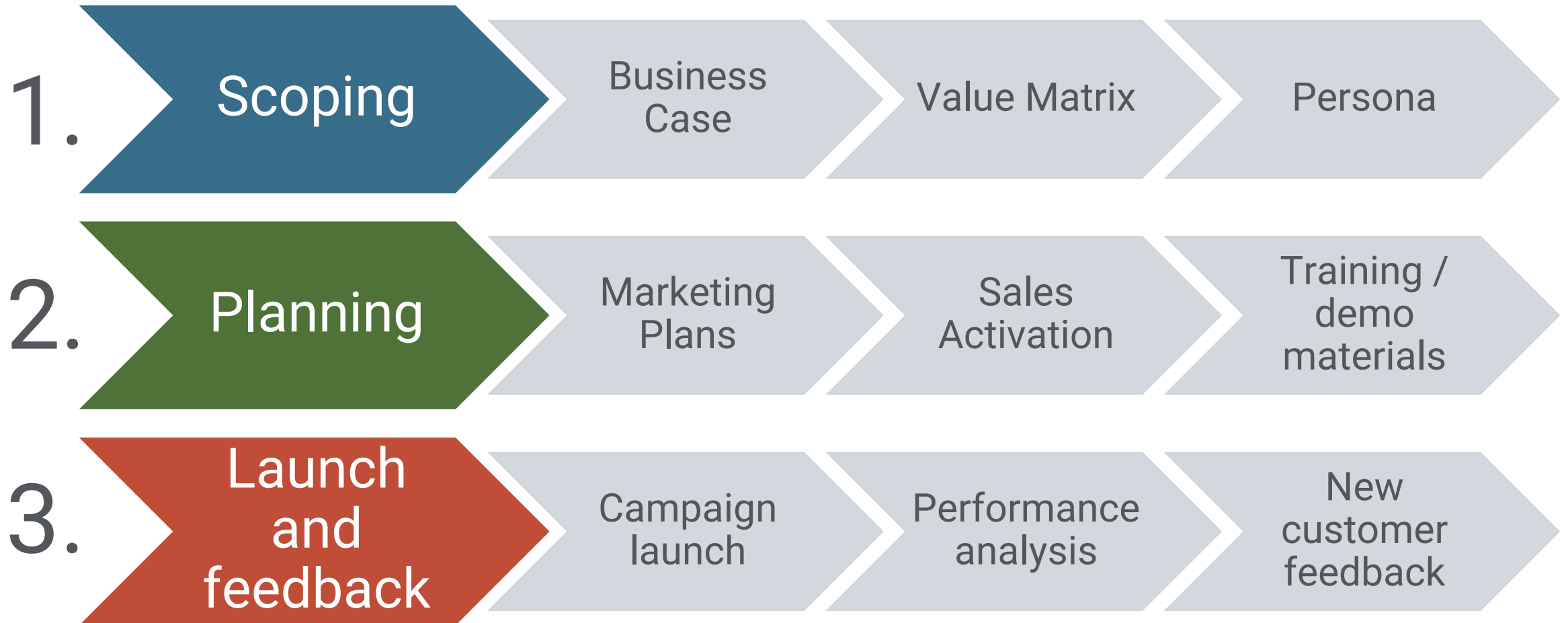
|   | January   | February  | March                            | April   | May   | June                                 | July  | August  | September                      | October   | November  | December                    |
|---|---|---|----------------------------------|---|---|--------------------------------------|---|---|--------------------------------|---|---|-----------------------------|
| <b>Overarching Theme</b>  | Making your pharmacovigilance literature monitoring more efficient (Part 1) |   |                                  | Reducing the cost of your pharmacovigilance literature monitoring |   |                                      | Improving Oversight and Compliance                                |   |                                | Making your pharmacovigilance literature monitoring more efficient (Part 2) |   |                             |
| <b>Pain Point We Solve</b>  | Ineffective Deployment of Resources   | Updating Alerts                                       | Duplicate References             | Machine Learning  | Outputs for Case Processing   | Total cost of ownership              | Vendor Oversight  | Management Oversight                                  | Systems Validation             | Too many irrelevant references  | Aggregate report Outputs                              | Grouped Product Alerts      |
| <b>Message around pain point</b>  | Minimizing the time your medics spend screening scientific literature       | Eliminating the burden of updating your search alerts | Eliminating Duplicate references | Using technology to reduce the costs of MLM                       | Maximizing the advantages of your case intake automation initiative | Developing an ROI Model for your MLM | Separating software from services to get perfect vendor oversight | Using dashboards and reports to nip issues in the bud | Minimizing inspection findings | Optimizing searches to minimize irrelevant material                         | Eliminating mundane reformatting of aggregate reports | Best practice search alerts |
| <b>Short Content form for pain point message</b>                                      | Blog and Video  | Blog and Video  | Blog and Video                   | Blog and Video  | Blog and Video  | Blog and Video                       | Blog and Video  | Blog and Video  | Blog and Video                 | Blog and Video  | Blog and Video  | Blog and Video              |
| <b>Long Content form for overarching theme (grouping the 3 x pain point messages)</b> | 30 minute webinar and longer blog   |   |                                  | 30 minute webinar and longer blog                                 |   |                                      | 30 minute webinar and longer blog                                 |   |                                | 30 minute webinar and longer blog   |   |                             |

# February – March: EU MDR Campaign

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# March – April : Contract Research Organisation Use Case



# Questions?