



Non-Personal Promotion: Capabilities and Offerings

Effective Non-Personal Promotion (NPP) requires robust digital capabilities to create, manage, and distribute compelling content across multiple channels. Our Non-Personal Promotion capabilities are scalable, streamlined, and cost-effective.

A Flexible Approach with Broad Capabilities

Closed Loop Marketing (CLM)

The Conexus team designs and produces compelling digital content. We create CLM programs that efficiently deliver this content across multiple digital platforms. A deep understanding of life sciences marketing and strong technical expertise unite to offer brands the robust and consistent digital presence needed for successful online engagement.

Website and Landing Pages

Our team designs and implements effective brand pages on multiple platforms. We also create action-oriented landing pages to support successful email marketing campaigns. We develop and manage a mix of digital properties that amplify your brand voice.

Creative Content

Conexus provides a wide range of creative capabilities, including graphic design, PDF/PowerPoint conversions, video/photography production, non-medical copywriting, animation, and live streaming production. Our scalable and innovative capabilities offer brands greater flexibility and enable rapid responses at affordable rates.

Email Marketing

We implement email marketing platforms, design and program approved email templates, program email journeys, and manage integrated email marketing campaigns. Our team aligns sales force and marketing efforts in data-driven, digital strategies. We operate as members of your brand team to ensure consistency while expanding your NPP capabilities.

KPIs and Metrics

Conexus designs and deploys in-platform reporting and custom dashboards that compile and present data from multiple sources in new and meaningful ways. This unique market intelligence helps brand teams remain nimble, make efficient decisions, and continuously measure success.

Veeva Engage Video Detailing

The Conexus team can lead and manage the implementation and deployment of the Veeva CRM Engage Meeting platform. Our client brands benefit from state-of-the-art technology to facilitate live, online meetings between PSRs and HCPs.



Our Digital Content Factory

Our reputable Digital Content Factory utilizes quick start templates to develop digital content, such as email formats and CLM workflows. We believe that we have the best possible tools and processes to create digital content for our customers in a timely and cost-effective manner.


A Unique Challenge for Small and Mid-Sized Brands


Small and mid-sized life sciences brands need the same capabilities as larger brands, but they don't have the same budgets or staffing. To meet the challenge of reaching their target audiences more quickly, competitive brands are discarding traditional approaches. They are seeking competent, creative partners who offer strategically aligned NPP capabilities and services.

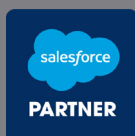
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What Differentiates Us

Conexus NPP services combine unique business expertise and a data-driven approach that is deployed through a flexible business model.

- ◆ Our team combines sales operations and marketing expertise with broad technical knowledge to create integrated NPP solutions. We understand life sciences and the complexities of promoting to HCPs, patients, and caregivers.
- ◆ Our experience as data integrators helps brands transition to omnichannel programs where sales and marketing alignment increases momentum.
- ◆ Our significant life sciences experience informs our views and creates a foundation for our data-driven approach.
- ◆ Our unique business model offers highly skilled resources and access to modern technologies that provide flexible and cost-effective solutions.

Conexus becomes a natural extension of our client teams. The combination of reliable capabilities and adaptable capacity gives small teams the same abilities that larger organizations have, at an affordable price point. Get in touch and let's discuss how Conexus can help.