

There's a reason BioSpace attracts Life Sciences professionals who are in such high demand. It's because we're the only place where they can find the most robust Life Sciences jobs, daily news, custom content and networking community online. And we stay with our audience for a lifetime as they advance through their careers.

Reach your targeted audience with BioSpace – where the Life Sciences community lives. And thrives.



Every day, companies turn to BioSpace for customized solutions for their recruitment marketing and branding needs.

Customer Objective:

A large pharmaceutical company was looking to reach and engage with professionals across the Life Sciences industry with the following objectives:

- Drive registrations for a company event
- Increase employer brand awareness in select markets
- Build a targeted talent pipeline, and engage and cultivate relationships with both passive and active professionals

BioSpace Solution

Robust multi-channel campaign including web display ads, email, and a strong content strategy (leveraging both broad and targeted audience criteria) to drive exposure and engagement.



Results

- Exceeded standard benchmarks across all media channels



*Does not include career advertisements

Contact Us

Support@BioSpace.com

Media Kit: [Solutions.BioSpace.com](https://solutions.biospace.com)

"BioSpace has become the Rome of the biotech industry; it is the main crossroads for current news about biotech companies, trends and career opportunities." – Mary, Biotech Recruiting