

BELISDA™

Direct Marketing for the Life Sciences Industry



Mailing Lists



Mailing Services



Market Research



Mail Design

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Our Services

We have focussed on **the European Life Sciences industry** for over 15 years. As a consulting and publishing company, we are able to offer a comprehensive and profound knowledge of the sector in the various European countries. This condensed knowledge is available through **BELISDA™** (BioTalk European Life Sciences Database).

The versatile database serves as a powerful backbone for most of our activities, such as:

- Former distribution of the journal BioWorld Europe
- market surveys; knowledge base for editorial research
- CRM (customer relationship management), promotion, and administration of our own products and services
- direct marketing services for our clients.

For your direct marketing and market research needs, we offer 3 levels of services:

Level 1: Providing knowledge/information (Data)

e.g. you choose your target markets, and we provide address material

Level 2: DM Handling campaigns (Lettershop)

e.g. we combine your contacts with your selection from BELISDA, print the letter on your letterhead, handle all material according to your instructions and distribute your mailing via price-optimised post service or as email

Level 3: Consulting for effective direct marketing and market research (DM Services)

According to your defined objectives, we assist you in developing a well-targeted and far-reaching DM campaign. Well-coordinated, cost-efficient product launches, embedded in your event marketing, advertising and product PR activities, and powered by outstanding graphic design and by clear and coherent content, giving your campaign the necessary impact – this is our strength!



The Data

BELISDA™ currently comprises approximately **46'000 regularly updated contacts** within the European Life Sciences sector – from industry and academia to NPOs and service providers. The data is compiled from three main sources:

- distribution lists for our former magazine BioWorld Europe as well as for various Newsletters (e.g. OPPORTUNITIES)
- from our activity as a service provider to the life sciences industry for many years – partnerships with industry, academia, other service providers, and NPOs
- from internet and telephone research

Information is available for postal and electronic mailings and for telephone marketing as well as for market research purposes. A list of the data arrays is available upon request. Target your desired market segments precisely by geographical location, organisation type, industry sector, and sub-sector. The **segmentation** is structured based on our long-standing experience and knowledge of the life sciences industry. For a comprehensive list of sectors and sub-sectors from bio-chips, biochemicals and laboratory equipment providers to medical devices, pharma and food additives, please contact us to evaluate your specific mailing needs. Or just fill in the attached form, indicating your target markets.

The DM Services

As a full service agency with focus on the Life Sciences industry, we build on our outstanding talents in the areas of concept, content and design. BioTalk's core competencies however, are in publishing, media and PR services, and in direct marketing. Our Direct Marketing services include:

- Strategic dialogue marketing and consulting
- Response-optimized lists and data selection
- Coordination of mail design and production
- Lettershop services / design and handling of eMailings
- Response-/Dialogue-Handling, Performance-Reporting

The Lettershop

Our area of activity is Europe. Our partners have their locations in various European countries from Italy, France, and Germany to the Czech Republic, Greece and Russia. For your printing, handling and distribution needs, we operate based on this international network as well as on our skills in publishing. Accordingly, we are well-prepared to present the optimal solution for your individual mailing needs.

A selection from our lettershop / production services:

- b/w printing of personalised letters on your letterhead, including editing and layout or according to your text and template
- high-quality laser printing of your flyers (also ask for our lithographic and graphics design services)
- printing of address lists on self-adhesive labels
- we collate, fold, and insert letters and other mailing material either by machine or manually
- evaluation of price-optimised distribution plans, including combined postal and electronic mailings.
- processing of personalised HTML mail blasts (also ask for our online design services)

More Information:

- BELISDA™: Select your Markets
list of available countries, organization types, sectors, and sub-sectors
- Mailing Services Order Form
- Mailing Services Price List
- www.biotalk.ch
- Terms & Conditions, List Usage Agreement