

Link Key People's Digital Innovation Tab

GO-TO-MARKET STRATEGY



Key Objectives



Drive awareness



Accelerate adoption



Sales enablement



Strategy

Multi-channel GTM approach combining strong messaging, sales enablement, and targeted customer engagement to drive awareness and adoption.



Customer pain points

- Fragmented KOL digital activity
- Manual research



Target Audience

Decision maker:

- Head of medical operations
- Medical director

Influencers:

- Commercial leaders
- MSLS
- Medical Affairs leaders

Messaging



Link Key People's Digital Tab delivers a complete, AI-powered view of KOL digital influence, transforming fragmented activity into clear, actionable insights.



Market Differentiator: Link Key People delivers a unified, AI-powered view of KOL digital influence that turns fragmented data into actionable insights, faster and at scale.

Marketing Assets

1. Social media promo video & posts
2. Updating web pages & content
3. Customer newsletter
4. Veeva Connect post
5. Sales enablement kit
6. Product Council email



Social Media Promo Video

