

Link Key People's Digital Innovation Tab

GO-TO-MARKET STRATEGY





Strategy

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



Market and Customer Research

Market insights:

- Scientific influence is increasingly happening on digital channels
- Medical and commercial teams need faster access to KOL insights

Customer pain points:

- Fragmented KOL digital activity
- Manual research

Key Objectives



Drive awareness



Accelerate adoption



Sales enablement



Target Audience

Decision maker:

- Head of medical operations
- Medical director

Influencers:

- Commercial leaders
- MSLS
- Medical Affairs leaders

Messaging



Value Proposition: Link Key People's Digital Tab provides Medical Affairs and Commercial teams with a unified, AI-powered view of KOL digital activity, helping them uncover insights faster and make more informed engagement decisions.



Market Differentiator: Unlike fragmented monitoring tools, Link Key People combines social, podcast, and digital content insights with AI-powered summaries in a single platform, delivering a more complete view of KOL influence 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



Quarterly Metrics

PROMO VIDEO

12.3K views

CUSTOMER
NEWSLETTER

**30-35%
open rate**

VEEVA CONNECT
POST

**15-20%
engagement
rate**

SALES ADOPTION

**70-75% of
reps**

USER ADOPTION

**20-25%
increase**

PIPELINE
INFLUENCED

**15-20% of
opportunities**

Customer feedback:

“Saves time preparing for KOL meetings.”

“Easier to understand KOL digital activity at a glance.”