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Pre-Commercial Launch Checklist: Building for Promotional Content

When pre-commercial companies launch, they must do so with impact. This requires a content infrastructure that can get the message out to market with speed and compliance.

Here are **five key considerations** from industry professionals in emerging biopharma to help prepare your content for Day One of your launch:

01 — Do you have the right content?

Interactions with healthcare providers (HCPs) require a range of content to support both in-person and online. Most critical launch assets include a website, email templates, and detail aids. Consider using video for your disease state awareness content.

02 — Are you set up for efficient content creation and reviews?

Relying on email for communications between internal and agency content creators is time-consuming and open to errors. Instead, consider cloud-based collaborative authoring tools and digital asset management (DAM) systems. These collaborative tools streamline medical, regulatory, and legal (MLR) reviews and simplify content distribution.

03 — Is your claims and references library in order?

Claims and supporting references are a key communications asset in life sciences, and a claim that is inaccurate or not thoroughly reviewed can slow or halt your marketing launch. Having clearly defined claims that are managed digitally can speed content writing and fact-checking.

04 — Are you prepared to hear from the FDA?

Create a task force to quickly handle any label changes or content changes required by the agency. Having a software solution to streamline collaboration will make this process easier.

05 — Are you ready to measure your effectiveness?

Have digital tracking tools in place to measure how messages and content channels perform. For your emails, be prepared to capture open and click-through rates, as well as engagement with your call to action. This data will help you to plan the reuse of high-performing pieces and improve those that did not resonate.

Launch day will be a flurry of activity to make the website live, send approved emails, and get materials to field reps, but it is only the beginning of the next stage of your content strategy.

Use digital tracking tools and HCP feedback to measure how your content is performing and map a plan to reuse high-performing pieces and improve those that didn't resonate. The industry is shifting towards personalized messaging, and this approach helps set the foundation to follow that trend.

Are you an emerging biopharma preparing for commercial launch?

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