

THE EVOLVING ROLE OF CONTENT MARKETING IN LIFE SCIENCE:

WHAT TO EXPECT FOR THE REMAINDER OF 2025



Please note:

This article is recommended for marketing agency professionals in the healthcare sector within the EMEA region.

Content is evolving in B2B life science marketing. The old playbook — whitepapers gated behind forms and one-size-fits-all email blasts — is being replaced with a more strategic, buyer-centric approach.

Life science marketers in 2025 find themselves managing longer, more complex buyer journeys filled with sceptical, time-poor scientists, procurement teams, and technical influencers — each capable of spotting a thinly veiled sales pitch. Today's biotech and biopharma audiences are highly discerning. They expect value: insightful, scientifically grounded content that helps them solve problems, navigate new technologies, and make confident purchasing decisions.

But in this saturated market, content production is only part of the equation; distribution is the new challenge to solve in life science. Marketers need to apply more strategic thinking to distribution in order to: reach the right buyers, in the right place, at the right time, and with the right message.

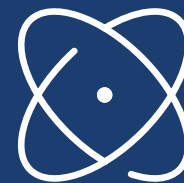
Gone are the days of mass-producing content; 2025 is about creating better content and distributing it with precision.

The good news? Life science marketers have more tools and opportunities than ever before, if they are ready to use them wisely. AI is accelerating all aspects of content marketing. From research and writing to targeting and personalisation, tools are becoming smarter and faster — but success still hinges on something machines cannot replicate: deep industry understanding and authentic human perspective.

To drive commercial impact in life science, your content strategy needs to do more, but that does not mean you have to work harder to do it — just smarter.

This article explores best practices — from leveraging AI to targeted distribution strategies — to enhance your content marketing efforts for the life science market and improve performance.

Earning Trust and Guiding Complex Decision Making in Life Science



In an industry landscape dominated by rapid innovation and growing scepticism, content marketing is not losing relevance, rather it is gaining strategic weight. For life science companies, especially those navigating complex, multi-stakeholder B2B sales, content is still one of the most effective ways to build trust, demonstrate expertise, and guide decision making.

Complex Journeys Demand Smarter Content

The days of one-to-one sales conversations driving deals are over. Today's buying journey in life science is long, non-linear, and crowded with internal gatekeepers. It is no longer just one scientist making a decision, it is a committee of technical buyers, procurement teams, regulatory voices, and commercial leads, each with different priorities and timelines.

Content is how you stay in the room — before your sales team is even involved. Great content supports cross-functional decision makers, clarifies technical value, and reduces friction by answering critical questions.

"Today's purchase decisions are more complex than ever, spanning multiple job functions across an extended buying group. In this scenario, one-size-fits-all messaging is likely to fall short, damaging brand authority and credibility. Strategic content acts as your always-on advocate — conveying value, building trust, and guiding every stakeholder toward a confident decision in your favour."



— **Michelle Churchill**
VP of Global Client Strategy
at INFUSE

Why Educational Content Is Still Your Strongest Asset

Decision makers are drowning in information; they need help navigating complexity, comparing technologies, and making the best decision for their workflow. They want to know that you actually understand their world, not just your product. They are trained to spot weak arguments, exaggerated claims, and a lack of evidence. They are not influenced by clever marketing copy alone — they want proof, substance, and transparency.

Thoughtful, educational content, rooted in real scientific understanding, is what signals credibility. It shows that you understand the challenges that your audience faces and can speak their language, creating the kind of trust that puts you on a shortlist.

AI in Content Marketing — Powerful, But Not Plug-and-Play



AI is not replacing marketers; it is equipping them to move faster, target smarter, and personalise more precisely. AI is changing the game in life science marketing, but let us be clear: it is not a shortcut to quality. It is a tool. And like any powerful tool, it is only as effective as the person wielding it.

Smarter, Faster Content Creation

AI tools now assist with everything from scanning scientific literature to writing first drafts. This is hugely powerful for time-pressed teams who need to produce high-quality, technical content consistently. But here is the catch: AI does not understand your buyer's pain points. It cannot think critically. It does not know your industry's regulatory landscape. That is where your expertise comes in, and why human oversight is non-negotiable in an industry where accuracy, nuance, and compliance are imperative.

Recent studies suggest 72% of marketers are prioritising AI to automate content creation and optimisation ([Voice of the Marketer 2025](#)). This exposes the industry to an influx of uninspiring, AI-generated content, leaving readers drowning in a sea of generic, low-value assets. Focusing on quality over quantity when leveraging AI helps cut through the noise, setting you apart from the content that 51% of buyers say is useless ([Demand Gen Survey, 2024](#)).

For forward-thinking marketers, the opportunity lies in using AI responsibly, focusing on enhancing outputs without compromising quality or trust. Every asset still needs to meet regulatory standards, follow internal review processes, and uphold your reputation.

Personalisation at Scale

AI allows marketers to deliver highly relevant content to segmented audiences based on role, therapeutic area, stage in the buying journey, and more. Achieving this level of personalisation used to be resource-intensive; now, it is more accessible than ever.

However, context is key. It is about delivering content that speaks directly to a specific challenge or opportunity, and that still requires deep subject matter understanding. Your audience wants content that feels like it was written for them.

Providing AI with real insights from your team and your audience is what makes personalisation work. With the right data, you can tailor content for specific roles, pain points, and buying stages. Without that context, you are just generating more noise.

Real-Time Insights to Refine Your Approach

Only 55% of marketers leverage AI for data analysis and insights ([Voice of the Buyer 2025](#)), yet this is arguably where it is at its most powerful. AI tools can now analyse content performance, identify engagement trends, and suggest optimisations — fast. That means marketers can schedule, test, and optimise content across channels with greater precision without waiting for end-of-quarter reports.

With AI-driven analytics, teams can now identify content gaps, track engagement across channels, and optimise performance in near real time. Automation platforms can personalise content delivery by audience segment, while AI can recommend optimal timing and format for higher engagement. This kind of feedback loop improves campaign precision and reduces waste, critical in an industry where marketing budgets are often lean and expectations are high.



Content Distribution: Reaching the Right Audience at the Right Time



Nowhere does combining AI with deep expertise move the needle so much as in content distribution. Even the best content will not deliver results if it does not reach the right audience. In 2025, content distribution is a strategic pillar that demands just as much attention as content creation itself.

Smart distribution is what turns good content into real business results. And with a huge 58% of B2B marketers rating their content strategy as only “moderately effective” ([Content Marketing Institute, 2024](#)), it is clear to see there are improvements to be made.

Why Organic Reach Alone No Longer Cuts It

The days of “build it and they will come” — where good SEO and some LinkedIn posts generated enough traffic — are behind us. Algorithms have shifted, competition has increased, and audiences are more selective. SEO is even beginning to make way for the new search discipline: optimisation for search via LLMs. Referred to as AIEO (AI engine optimisation), AEO (answer engine optimisation), or GEO (generative engine optimisation), the rise of these terms is in direct response to many websites seeing a drop in search traffic as users turn to AI tools to conduct their searches.

To cut through the noise, life science marketers must invest in proactive, strategic distribution. Organic still matters, but smart marketers are treating distribution as a core part of their strategy, not an afterthought. This means planning how each piece of content will be delivered, repurposed, and promoted before it is even created.



Where Your Audience Spends Time — And How to Show Up There

Unsurprisingly, success comes in the form of a multi-channel approach: meeting your audience where they are, everywhere that they are. LinkedIn for thought leadership, email for relationship-building, SEO and AI optimisation for discovery, industry publications for credibility, and events for high-value engagement.

An effective distribution strategy leverages each channel's strengths to reinforce messaging and extend reach. The best strategies make each channel work smarter, not harder, through clever repurposing and integrated campaigns.

Paid and Organic: Better Together

If you want guaranteed reach in 2025, you need to pay for it. Today's most effective life science marketers are using paid and organic in tandem, not as separate strategies, but as a unified engine. Knowing when and where to invest budget is key to maximising ROI, especially when working with smaller budgets.

While organic content, especially thought leadership and educational formats, builds long-term authority, paid amplification is essential for increasing reach to niche, high-value audiences. **See best practices below:**

- Boosted LinkedIn posts remain effective for promoting top- and mid-funnel assets like webinars, with the platform driving down cost per lead due to impressive targeting granularity (e.g., by role, seniority, and company type).
- Sponsored placements in niche, high-trust industry newsletters also offer high engagement at a relatively low cost due to the highly relevant, opted-in audience. Complying fully with German data protection laws and regulations.
- Additionally, retargeting strategies across LinkedIn and programmatic platforms, particularly when based on content engagement behaviours, are improving conversion efficiency later in the buyer journey. With longer sales cycles and multiple touchpoints, retargeting ensures your brand stays in front of decision-makers after that initial click, keeping your solutions top of mind when it's time to act.

The winning formula? A data-driven mix of paid and organic, optimised around audience behaviour and campaign performance.

The key in 2025 is not choosing between paid or organic, it is knowing how to strategically combine them for maximum return.

When to Partner for More Impact

Putting together an effective distribution strategy can often be easier said than done. Executing this type of strategy takes time, expertise, and ongoing optimisation, the resources for which can be scarce in many marketing departments across our industry.

Engaging with specialist partners, who can work as an extension of your marketing department, can be the difference between a reactive, wishful approach and impactful marketing that accelerates growth.

As a specialist life science marketing agency, we combine our in-house scientific and content marketing expertise with our carefully selected agency partners to deliver a strategic, full-funnel content marketing approach to drive commercial success.

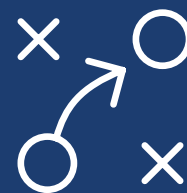
“One of these partners is INFUSE. We work with them to strategically position content at the right stage of the buyer journey to generate highly nurtured, qualified leads that align with our clients’ ideal buyer personas. Working with a specialist partner like INFUSE allows us to tap into established audiences, data-driven targeting, and best practices tailored to the life science market with great success.”



— **Matt Dayman**
Group Account Director
at Notch Communications



Your Next Move: More Strategic Content Marketing



The content marketing bar is being raised; winning content strategies today are built on insight, intelligent use of technology, and precise distribution. They are led by marketers who know how to combine real expertise with intelligent tools and make sure the right people see the content they have worked so hard to create.

Next Steps for Life Science Marketers

- **Audit your content strategy:** Are you addressing the real questions your buyers have? Do you have content mapped to each stage of the buyer journey?
- **Evaluate your tech stack:** Are you using AI and automation tools to increase output and precision, without compromising quality?
- **Get serious about distribution:** Do you have a clear, multi-channel distribution plan to ensure your best content reaches the right audience?

If you are ready to elevate your content strategy in 2025, we can help. Leveraging deep industry knowledge, extensive strategic marketing experience, and exceptional scientific copywriting, we can support you at any stage of the content marketing workflow.

Together with our partner INFUSE, we help plan, create, and distribute content with maximum impact—turning great ideas into real pipeline growth →



Thank you!

About the author

Notch Communications is a science-led B2B marketing agency headquartered in Manchester, UK. Since 2011, Notch has partnered with life science, pharma, CDMO/CRO, and specialty chemical companies to deliver strategic brand, content, and digital marketing that drives commercial growth.

We bring together scientific, creative, and marketing expertise to deliver full-funnel marketing — transforming technical complexity into clear, compelling campaigns. Learn more at notchcommunications.co.uk.

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