

Breaking Barriers: Go-to-Market Messaging and Strategy for a Global Bioscience Leader

THE SCENARIO

Our client, a global biopharmaceutical and clinical manufacturing company, sought to expand their operations into the U.S. market. To succeed, they needed a comprehensive go-to-market (GTM) strategy tailored to the U.S. market's unique demands.

THE CHALLENGE

Entering the competitive U.S. market required the client to establish a strong presence quickly and effectively. This segue entailed identifying key market opportunities, refining their messaging to resonate with U.S. audiences, and creating assets that communicated their value proposition clearly and compellingly. With no prior U.S.-focused messaging or strategy in place, the client faced the dual challenge of building awareness and generating leads in a highly specialized industry.

THE DELIVERABLES

GTM Strategy Development

- Identification of key markets and target audiences within the U.S.
- Creation of a value proposition, service descriptions, and an elevator pitch tailored to the U.S. market.

Content & Digital Marketing

- Development of website copy for key pages, including the homepage and landing pages.
- Creation of LinkedIn posts, ads, and subsequent analytics tracking to refine campaigns and ensure ROI.
- Design of digital conference panels for increased visibility at industry events.

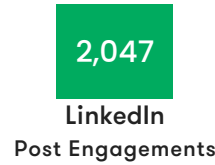
Enhanced Marketing Assets

- Capabilities deck, one-pagers on product development and technology transfer, and a messaging guide.
- Organic social media management with four monthly posts to maintain consistent brand engagement.
- Video interviews with key stakeholders to establish thought leadership.

THE RESULTS

Bracken's tailored approach delivered measurable results that exceeded expectations:

Lead Generation and Audience Engagement



Enhanced Advertising and Paid Media Strategy

- Increased brand awareness and lead generation through paid media efforts.
- Targeted campaigns drove audience engagement and subsequently built an engaged audience pool for remarketing.

Adaptable Client Relationship Management

- Flexible campaign adjustments aligned with evolving client priorities and unexpected challenges.
- Close collaboration ensured tailored solutions that drove measurable client success.

Despite the complexities of entering the U.S. market, Bracken empowered this client to build a foundation for long-term success. The GTM strategy and marketing efforts enabled our client to establish credibility, generate convertible leads, and expand their reach. Ongoing support from Bracken has helped the client refine their brand messaging. In 2025, they shifted their strategy to expand this messaging beyond a solely U.S.-focused approach. Our client had this to say about working with Bracken:



The experience I've appreciated the most is the message and [company] story that Bracken has helped us build. When priorities shifted, Bracken had the ability to turn on a dime with us on this journey and take the same steps we took initially in a different direction.

Life science marketing isn't one-size-fits-all—your strategy shouldn't be, either. As we move forward together, Bracken continues to work collaboratively with our client to refine strategies that support their goals in this new phase and beyond—helping them navigate the competitive biopharmaceutical landscape with confidence.