

Launching a New Regulatory Content Management Application

Situation

A global life sciences data and service provider was extending the capabilities of its regulatory information management suite with the launch of a crucial new SaaS-based content management module.

The regulatory team needed an experienced product marketer to partner with product management and sales on the launch of this new application. This consultant needed to understand the **regulatory landscape, onboard quickly, and work independently** with limited oversight. The individual also had to be familiar with the customers marketing operations to secure approval for new product names, create a new web page, and design customer content.

Solution

Rebound matched a product marketer with life science technology expertise and multiple prior engagements with this client to lead the content management launch. The product marketer began by conducting up front discovery about the new application and the competitive landscape via discussions and product demos with members of the regulatory product team.

The product marketer drove the following projects:



Confirmed an official name for the regulatory module in collaboration with the product and marketing teams.



Developed a messaging framework for the new content management application using Rebound's proven methodology, consisting of a value proposition, three anchor themes and talking points, product differentiators and an elevator pitch.



Created core marketing assets, including a capabilities presentation for business development, a fact sheet, and email templates for lead generation.



Built a new web page, including navigation, wireframes, copywriting, content links and call to action, staging, and rollout.



Project managed reviews of the messaging, all customer-facing content, and the new web page.