

the CHALLENGE

**the
SOLUTION**

We partnered with Illumina to develop a Custom Explainer Article, a two-page content asset designed to simplify intricate scientific concepts and provide valuable insights for the target audience. To ensure a seamless experience, DDN's custom content creation workflow was implemented in **six key steps:**

1. Planning

Illumina completed the Explainer Article planning guide and shared insights with their account manager.

2. Kick-off call

3. Outline delivery

DDN provided a detailed outline, including text structure and mock-ups for visual elements.

client approval

Illumina reviewed and provided feedback to refine the outline.

4. Content creation

DDN's team developed the full article and delivered it in PDF format

Illumina reviewed the final copy and provided necessary adjustments

5. Landing page creation

A registration-gated landing page was designed to capture leads.

client approval

Illumina reviewed and approved the landing page.

6. Promotion

The article was hosted on the *DDN* website and strategically promoted through email campaigns, eNewsletters, social media, and website banners to maximize reach and engagement.

the RESULTS

- Delivered a two-page explainer article that effectively educated the *DDN* audience on metatranscriptomics.
- Generated 150 nurture leads within five weeks, exceeding expectations.
- Provided a highly engaging content asset that served as a valuable lead generation tool.

the TESTIMONIAL

Working with *DDN* was such a breeze! They designed an article and infographic about microbiology for us, and both the quality of the design and copywriting were outstanding. This asset was used as a lead generation piece and performed very well, to no surprise. I would recommend *DDN* any day to create powerful marketing collaterals.

Marketing Manager, Illumina

Why Partner with *Drug Discovery News*?

We specialize in crafting strategic multi-channel campaigns tailored for the life sciences industry. Our expertise in content creation, audience engagement, and lead generation ensures measurable success for our clients.

Whether it's explainer articles, webinars, or more, we deliver results that matter.