WITH EXPLAINER ARTICLES

EXPLORING DRUG DISCOVERY AND DEVELOPMENT

metatranscriptomics in microbial gene expression and generate 150 nurture leads. Through a strategic content campaign, DDN developed a two-page explainer article and promoted it across digital channels,

illumina

DDN

explained

WHAT IS METATRANSCRIPTOMICS?

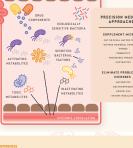
ia, fungi, and viruses that occupy the microbiome play sig

WHAT IS THE HUMAN MICROBIOME?

HOW DO SCIENTISTS DETECT AND MEASURE MICROBIAL FUNCTIONS

HOW CAN RESEARCHERS APPLY METATRANSCRIPTOMIC DATA TO DRUG DISCOVERY?

A MULTILAYERED APPROACH



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:



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.