

COMPREHENSIVE DIGITAL MARKETING SOLUTIONS

to Accelerate Metisox's Growth

Digital Marketing

End-to-End Digital Marketing Strategies
by Nikolina Lodjinovic

UNDERSTANDING COMPANY & PRODUCT

Metisox is innovative tech company that provides AI/ML solutions to the researchers, scientific & biotech and pharmaceutical companies with clear aim to turn **RAW DATA** into **FASTER RESULTS**.

With services such as data analysis, scientific data processing, bioinformatics and consulting, Metisox uses complex scientific data and turns it into innovative, safer and faster outcome results and accountable insights.

THE CORE SERVICES

DATA ANALYSIS

Turns complex scientific data in clear conclusion for decision making:

- analyzing results from clinical trials
- processing huge lab datasets
- reflecting errors in experiments

BIOINFORMATICS

Connect biology & technology to understand life process at the molecular level :

- study genetic mutations that causes disease
- investigating the reaction of genes on specific drug application, getting the results that may help choose the right drug for the right oatient

SCIENTIFIC DATA PROCESSING

Makes huge amounts of scientific data consistent, reliable, and ready for analysis:

- Handling millions of test results from high throughput experiments (testing, drug components...)
- standardizing lab results to the international quality systems
- integrating data from different sources into the system (genomes, chemistry, imaging...)

RESEARCH INSTITUTIONS & UNIVERSITIES

- Harvard Medical School
- University of Oxford
- Max Plank institute for biochemistry
- Institute of Molecular Genetics Serbia

HEALTHCARE ORGANIZATIONS

- Mayo Clinic
- ADSSC
- SEHA clinics
- Charite
- Cleveland clinic
- VMA

SCIENTISTS AND PROFESSORS

Personal approach to the scientists through email data, linkedin or events

BIOTECH & PHARMACEUTICAL

- Roche
- Novartis
- Pfizer
- Biontech
- Hemofarm

STARTUPS & ENTERPRISES

- Illumina
- 23andMe
- Tempus
- Seven Bridges



TARGET AUDIENCE



DIGITAL MARKETING STRATEGIES

PHASE 1

SEO & Content
Marketing

PHASE 2

Chanel Activation :
Instagram
Facebook
LinkedIn
TikTok

PHASE 3

Audience Attraction :
Post Calendar
Ads planning and
execution

PHASE 4

KPI Adjusting
based on Insights



Step by step guide through setting up the strategy for
digital marketing activities in a period of 3-6 months

SEO & CONTENT MARKETING



The importance of SEO & Blogs, Articles and Website updates lies in the opportunity to boost organic search for Metisox services . SEO updates usually manifest through 6-9 months marking this period critical investment window.



SEO

Blogs and Articles should be written to consider SEO friendly keywords such as “bioinformatics solutions”, “genomic analysis”...

BLOGS

Blogs and articles should be as frequent as 2-3 times a month, with currently attractive subjects such as international exhibitions, latest pharmaceutical researches and updates...

CHANNEL ACTIVATION OF ALL SOCIAL MEDIA ACCOUNTS

After setting up foundation in phase 1 (update the website, create blogs, activate SEO), we are coming to the point of activation of all Social Media Channels. (Currently META inactive, LinkedIn barely active - details on LinkedIn page)



Opening Instagram Account



Opening Facebook Page



Setting LinkedIn Post strategy



Opening TikTok account



PHASE 3

AUDIENCE ATTRACTION

LinkedIn

Develop active LinkedIn account that will focus on posting up to 3 posts weekly on a different topic targeting previously mentioned audience of decision makers and scientists. In this matter we usually have STUDY PERIOD, this period is used to learn A/B testing of the posts. Consider running targeted content campaigns and sharing success stories as well as InMail LinkedIn messages .

Turning Data into Breakthroughs in Life Sciences

In today's biopharma and biotech landscape, one of the biggest challenges is making sense of complex biological data. From genomics to clinical trials, organizations are sitting on a goldmine of insights—but without the right tools, that data remains underutilized.

At Metisox, we help transform data into actionable knowledge. Our curated bioinformatics solutions empower teams to:

- Accelerate drug discovery
- Enable personalized medicine
- Gain deeper insights into biological systems

By combining AI-driven analytics with expert-curated databases, we enable smarter, faster, and more reliable decisions in pharmaceuticals, nutrition, and agriculture.

The future of life sciences is data-driven. Let's shape it together.

#Bioinformatics #PharmaInnovation #DrugDiscovery #Genomics
#AIinHealthcare #BiotechSolutions #PrecisionMedicine #LifeSciences
#Metisox



Turning Data into Breakthroughs in Life Sciences

AI-driven Bioinformatics Solutions for Pharma, Biotech & Life Sciences

**Faster Drug Discovery
Smarter Clinical Insights
Personalized Medicine at Scale**



RECOMMENDATION :

Current LinkedIn profile have a very limited number of followers, I do recommend more frequent posting, more general content, more visuals. Texts that are currently available are generated from Chat Gbt obviously without editing.

LANDING PAGE

THE IMPORTANCE OF THE FINAL DESTINATION

Landing page

Certain Social Media posts should lead on a certain page. We call it Landing page. Usually used for easier approach to certain products, topics or services we offer.

Here is an example of a Landing Page related to bioinformatics.



+ METISOX
Unlock Insights From Your Scientific Data
With Expert
Bioinformatics Solutions

Problem solving

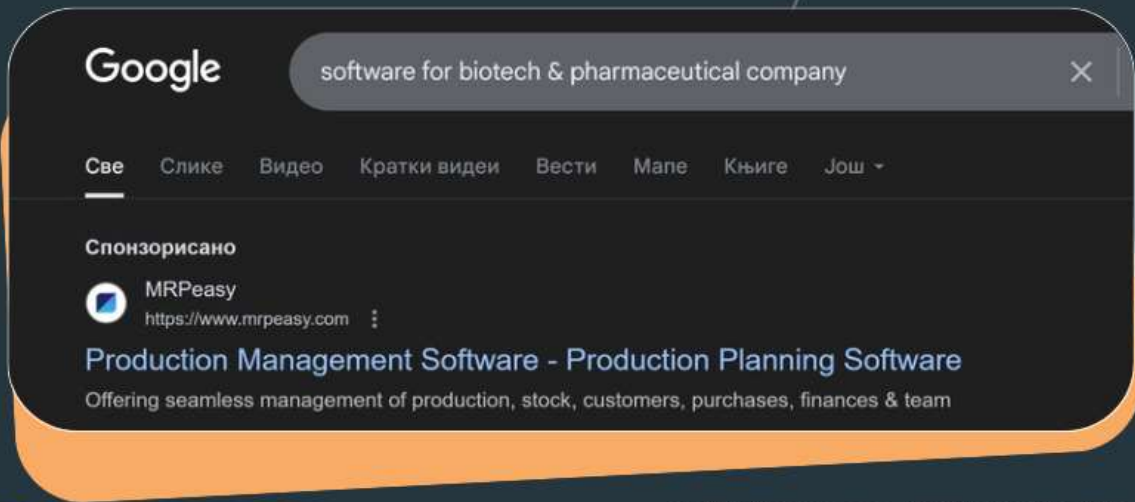
From genomics to clinical trials, Metiso helps research institutions, doctors, and healthcare teams transform raw data into actionable discoveries.

Proposed Solution

- Solution 1**
Long-term positioning & credibility
(Base for research institutions)
- Solution 2**
Quick conversions with urgency
(Base for research startups & funding)

Potential Impact

- Improved Disease Diagnosis and Personalized Medicine
- Accelerated Drug Discovery and Development
- Enhanced Understanding of Biological Systems



PAID MEDIA EXPERIMENT



Google Ads

Test initial paid Ads on Google, targeting specific group of researchers who are probably into solving their company's problem.

Google Ads can be specific and target any group of interested in Metasox's services .

Google Ads can vary through:

- PMX (Performance Max Campaign)
- Video- Display Ad
- Search Campaigns

In Metisox case, B2B would attract specific group of searchers through DV360 channel (Only through certified Google Partner).

Google Ads are leading to the website or specific Landing page, therefor in order to offer a solution to the problem, we have to have 360 circle closed with :

- Identification of problem
- setting target audience
- launching the Ad
- Leading clients to the right page
- offer demo or consultation
- finalize the sale
- follow the process



Meta Ads

After setting up foundation in Phase 1 (Pages, branding, basic presence), This phase focus on audience engagement more that sale expectation. Meta is here to raise awareness in case of Metisox. Meta Ads are there to make sure we exist on market, we reach enough followers and circulate in certain circles. Lead generation as a potential option is an optimal goal for any kind of META ads either on Instagram or Facebook. In this group we can set TikTok account as well,



Email Marketing & Lead Magnets

Launch lead magnets such as whitepapers, how-to guides or webinars invites around topics like " data driven decision making in biotech"- here we can focus on holding webinars occasionally, or share latest research news. This is to generate new data for future purposes of email marketing.

KPI INSIGHTS



LinkedIn

I recommend up to 5 posts per week, targeting decision makers in pharmaceutical/biotech companies.



Meta Instagram/Facebook

Based on insights we make sure that Ads are necessary, otherwise, 15 posts including video and static photos are recommended per month in order to keep AI Meta learn about our existence



Email Marketing

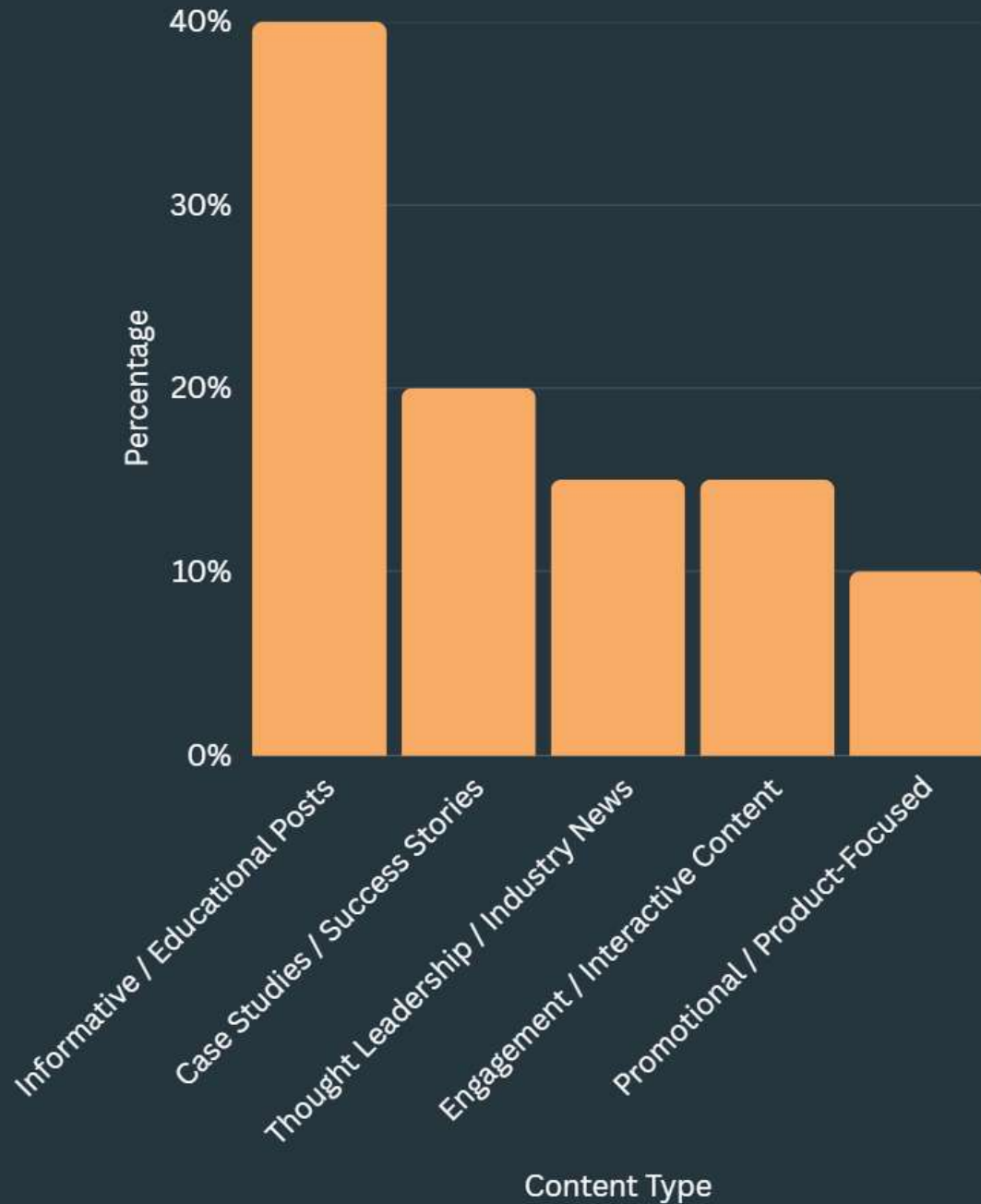
I recommend at least one Webinar on quarterly basis in order to receive certain leads and email data.



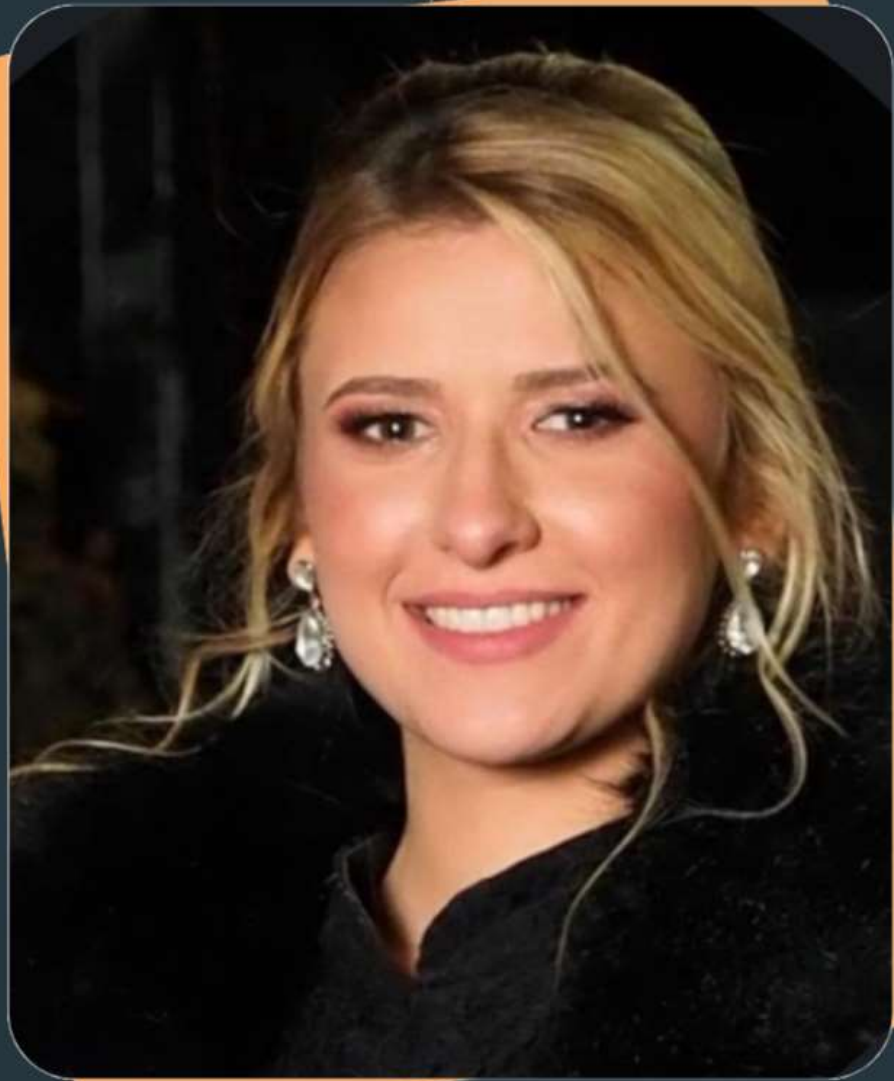
Google Ads

Based on active Ad Insights I would be able to set a goal. I believe in number of conversions instead of views and clicks.





SOCIAL MEDIA CONTENT CALENDAR



INNOVATING FOR GROWTH



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