



TechniKrom is a provider of world class engineering solutions including processing equipment, products and services for the pharmaceutical, bio-pharmaceutical, and fine chemical industries.

Since 2002, the FDA has promoted a continuous, process-centric approach to validation vs. the prior product-centric one. Yet, many pharma and biopharma companies have failed to incorporate that approach into their strategic plan.

TechniKrom had a story to tell about PAT and wrote a white paper which explains the new distinctions and what they mean in practice, then identifies PAT opportunities that can be implemented immediately to support Quality By Design activities.

The Marketing team at TechniKrom believed that if they could get this white paper out to the pharmaceutical manufacturing audience, many would be interested in reading it and would complete a registration form, including key business related questions, in order to receive the white paper.

The Marketing team chose Pharmamanufacturing's white paper sponsorship program to achieve their goal. The white paper was sent via email to the target audience, and on the first day of the program, TechniKrom received 128 qualified leads, including demographic information and answers to three business related questions which TechniKrom developed. This promotion will continue with promotions in Pharmamanufacturing's enewsletter and on Pharmamanufacturing's web site, generating additional awareness of and leads for TechniKrom in the next months.

"This was a very useful format for us; we were able to put forth a complete idea and we were impressed with the quality of the leads. The number of affirmative answers to our qualifying questions was quite high, the companies represented were in our target market, and there were many decision makers included. The staff at Pharmaceutical Manufacturing were helpful, as well." - Lou Bellafiore, President, TechniKrom, Inc.

Key Takeaways

- When the objective is leads, provide high level content in a non-commercial white paper and promote it with third party validation to key decision makers. Decision makers will complete a registration form to receive this information, knowing they will be contacted by the author of the white paper. This is known as "permission based marketing".
- Prospects should be engaged to download your white paper by providing them with an abstract describing the content and its relevance.
- Pharmamanufacturing's white paper program (like all of Putman's brands) has a subscriber base built on "opt-in" registrations. The opt-in approach usually results in better qualified registrants because the audience has been pre-qualified.