

Prospective Client Information Packet: What Can You Expect When You Work with Me?

Contents

- About me
- What I do
- How I add value
- My process: What working with me looks like
- My fees

About Me



I'm Tolu Ajiboye, a marketing consultant and writer for companies in healthcare, pharma, and life sciences.

For the last 6 years, I've worked with clients (from early-stage to Fortune 500) to define and implement marketing comms strategies, build solid brand foundations, launch marketing campaigns, and create clear, persuasive content.

Some of my past and present clients include Pfizer, Novartis, Stryker, JPMorgan Chase, GE (Healthcare), QIAGEN, and Aetion.

Fun fact: I'm a lawyer too!

What I do and the value i add

Marketing Consulting

I provide marketing consulting services for B2B and B2C companies in healthcare, pharma, and life sciences. More specifically, I help develop and execute marketing communications strategies and campaigns for new and existing products & services.



The Value

You can be confident that your target customers will get all the compelling information they need to push them to choose your product/service — through the most effective channels.

You will be working with a professional (me!) who has years of solid experience and a deep understanding of the nuances in your industry.

Companies often try to launch new products or maintain continuous marketing by relying entirely on internal resources. Sometimes it goes smoothly, but a lot of times, it doesn't. What commonly happens is that timelines get pushed back, people get distracted with other important but unrelated projects, or plans get abandoned halfway through execution.

Getting external support is particularly great for companies with lean marketing teams. This way, timelines are not delayed unnecessarily, things don't fall through the cracks, and consistency is maintained. Even companies with robust marketing teams will always benefit from the better clarity and fresh ideas an external consultant brings. I'm well positioned to make new connections and deliver new insights.

Examples of marketing communications consulting projects I've worked on:

[Marketing Communications Consulting for QIAGEN](#) (Integrated marketing comms for precision oncology R&D tools targeted at drug developers, clinical labs, and researchers).

[Marketing Consulting for Kareo](#) (Marketing personalization, branding and sales enablement for healthcare software).

My Process

- **Briefing and scoping call:** We'll discuss the product/service(s), your goals, your audience, any pre-existing product material you have, and preferred timelines.
- **Proposal:** I'll use the information you've given to create a proposal with my pricing included.
- **Kick-off:** I schedule any needed interviews with SMEs, customers, and/or internal stakeholders to make sure that the strategy/campaign I develop effectively converts target customers. This also ensures accuracy and alignment with the company's technical specs and values.
- **Execution:** My years of experience in healthcare and biopharma enable me to ask the right questions, wade through complexities, understand regulatory/legal requirements and develop strategies and campaigns that connect authentically with the target audience.

- **Delivery & Review:** I send over the deliverables according to the pre-agreed timelines. We discuss, review and make changes if necessary. I will also guide the design process for the marketing collateral (either with your internal resources or with external ones).

Content and Copy Writing

I write marketing collateral like whitepapers, case studies, e-books, web copy, brochures, and reports to support marketing strategies and campaigns.

How I'm Different

Pharma, life sciences and healthcare expertise. Plus speed and quality.

With my years of experience in healthcare, pharma and life sciences, my clients comfortably rely on me for excellent content— error-free, compelling, on brand, and targeted at the right audience.

Working with me not only ensures that your content will be of great quality, but that they'll be ready when you want too.

Many clients use my services because they struggle with staying on track timewise. Internal resources tend to have too much on their plates to produce the content needed efficiently and on time. I never miss deadlines and I do a great job of urging along other internal stakeholders who may be involved in the projects.

Examples of content writing projects I've worked on:

Ebooks: [The role of real-world evidence in FDA approval](#)
[Use Cases of How AI is Enhancing Clinical Decision Making](#)

Whitepapers: [Real-world evidence and health technology assessment decision-making](#)
[Targeted Boron Drugs for Boron Neutron Capture Therapy \(BNCT\)](#)

Campaign Landing Page: [Novartis Sickle Cell Disease Landing Page](#)

My Writing Process

- **Briefing:** We set up a project discussion phone call. Alternatively, you/the project manager can fill out my short brief.
- **Scope determination:** During the call, or In the brief, you'll give me information on the project as well as your preferred timeline.
- **Proposal:** I'll use that information to determine the scope, and send you a proposal with my pricing included.
- **Approval and kick-off:** Once the proposal is approved, the project commences. Research, Client and SME interviews, and other necessary activities will take place.
- **Writing the content/copy:** My years of experience in healthcare and biopharma enable me to connect dots more easily than others, understand complexities, and nail down the desired tone/voice. All of this lets me elevate your project quality.
- **Project delivery:** I turn in the deliverables outlined in the proposal. There can be multiple revisions till you're absolutely satisfied with the work delivered, as that's what really matters.

Pricing

Marketing comms strategy, campaign development & other consulting services

- Proposal prepared after the full scope has been defined and agreed upon
 - **Flat fee** starting from \$10,000 | **Retainer fee** starting from \$5000/month
-

Lead magnet (Ebook/Whitepaper)

Here's what's included:

- A strategy session to determine the best place in the funnel, audience and topic for the piece
- Pre-commencement outline
- Finished text around 3,000 to 4,000 words
- Up to three interviews with subject matter experts
- Collaboration with the design team, including recommendations for graphics
- Project duration is typically 4 to 6 weeks.

Price: From \$7,500

A set of 3 case studies

Here's what's included: 800-1,500 words per case study, Interviewing the customer(s), finding the most compelling angle, and telling the story from that standpoint. Also included are pull quotes, subheaders and graphics recommendations.

Price: \$7,500

Project duration is typically 1-2 months.

Others (Brochures, web copy, guides, emails e.t.c)

Priced after project scope has been determined

Retainer system

If your company has long term needs, or your project is dynamic and cannot be scoped out in advance, then a retainer agreement may be the best way for us to work together,

Read more about how my [retainer agreements](#) work