



First and the Only Compliant Social Media Management Platform Purpose Built for Life Sciences

Mission

To empower life sciences to dominate social media with fearless engagement, while expertly navigating compliance.

The Challenge

Life sciences companies face unique challenges in managing social media. Strict regulations govern content approval and compliance, making it difficult to create engaging content while maintaining adherence to industry standards.

Additionally, manually managing content creation, scheduling, and monitoring across multiple platforms can be time-consuming and inefficient.

The Solution

MarketBeam is the only comprehensive and compliant social media management platform built specifically for the life sciences industry.

Developed in collaboration with Veeva PromoMats, MarketBeam empowers organizations to navigate the complexities of social media while ensuring regulatory compliance.



Capabilities

Compliant Publishing

- Automates MLR workflows, reducing publishing time by 55%.
- Ensures content compliance, avoiding penalties.

Compliant Employee Advocacy

- Empowers employees to share approved content.
- Reduces the risk of non-compliant content.

Monitoring and Response Mgmt

- Monitors social media with automated alerts.
- Integrated response guides and Adverse Event reporting.

Regulatory Audit Preparedness

- Generates FDA-compliant reports with detailed data.
- Provides peace of mind for regulatory audits.