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# Podcast: Creating A Digital Biotech Story

by [Lucie Ellis-Taitt](#)

In this latest instalment of the *In Vivo* podcast Daniel Lofaso, CEO of Digital Elevator, talks about the common mistakes biotech companies make when trying to build their brand, how to connect with varied audiences and key trends the industry should keep track of in digital marketing.

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## *Timestamps*

50 secs: Introductions

1 min 30: Changes Across Biotech Industry

3 min 30: Defining Brand Awareness And Strategies For Growth

5 min 20: Common Mistakes

9 min 40: Telling Your Biotech Story

10 min 45: New Techniques And Stretching A Budget

14 mins 30: Reaching The Right Audience

17 min 20: Lessons Learned

20 min: Key Trends For 2024