

Empowering ambitious
life science, biotech and
healthcare ventures to
showcase their
innovation online

Creative clarity for Life Sciences.
Making the complicated simple. And beautiful.

arttia.co.uk

Creating WOW

Breaking through the noise

Our clients have one thing in common, the desire to make the world a healthier place.

We exist to help them achieve this goal clearly and quickly.

We work with established, high-growth and growing life sciences enterprises, entrepreneurs, researchers and academics to showcase their findings, innovations and products. Distilling scientific and healthcare multi-layered messages and presenting them online with clarity.

The best life science websites. Creating stunning, high-converting, high-performing international biotech and life science websites. Plus, we provide you with a world-leading brand identity, visual communication services and search visibility.

Helping international life science businesses like yours build a global reach.

Let's get started.

Science Branding

BRANDING IS A VITAL PART OF LIFE SCIENCE
BUSINESS SUCCESS

Transforming brands for life science.
Developing a strong and engaging visual identity
and clear design patterns will set you apart from
the competition.

For highly technical science markets, creating
clarity and consistency across all of your media to
enable you to communicate powerful, effective
and coherent messages to customers worldwide.

How are you different?

*A strong brand creates a natural sense of pride in your
business and distinguishes you in your marketplace.
It empowers you to be bold and original and ensures
your business is instantly recognisable, distinct and
unique.*

Website Consultants

WORLD LEADING WEBSITE DESIGN AND UX
TO LIFE SCIENCE AND BIOTECH BUSINESSES.
TRANSFORMING SCIENCE-BASED
BUSINESSES.

Do you need help to tell your audience what
you're researching – and why?

Are you ready to communicate your developments
and vision?

We specialise in helping people like you who work
across the life science sector and understand the
power of life science marketing online.

Whether you work in biotech or pharma, you're
in the science, geology and energy industries, or
you work with medical devices or lab equipment.
We're here to help – as you work to change the
world with your disruptive innovations.

Content Marketing

DONE-FOR-YOU CONTENT

Creating outstanding content for highly specialised science companies.

Imagine if you could sit down with every single person who clicked onto your website, and tell them exactly what your business offers.

All of it. Every last detail.

So they quickly understand what you do, and how you could help them.

With content marketing, you can.

Whether it's through posting articles on your blog, producing a podcast or running a series of webinars, we create the content you need that speaks to your visitors and creates customers.

Content marketing helps you to start a conversation. It helps people to understand you and the story of why you're in business. It creates opportunities. It leads to business. And both your customers – and Google – will thank you for it.

Marketing Funnels

MARKETING AUTOMATION AND LEAD NURTURING

Connect with the right audience; guide and nurture them via response funnels.

Let us help you profit from your website. We'll work with you to create automated marketing funnels, response funnels, generate leads and sales.

Creating unique ideas for landing and conversion pages, the marketing assets you need to drive traffic and encourage downloads on your site.

We'll design functional, dynamic easy to use forms, brand building graphics, eBooks, newsletters, white papers, thought leadership pieces, content strategy ideas, all with stunning imagery and copy. Helping you to create a range of media types necessary in today's connected world.

Search Engine Optimisation

MONTHLY SEO STRATEGY AND SUPPORT TO
MAXIMISE RANKINGS AND CONVERSIONS.

Search Engine Optimisation is a fundamental component of your website; after all, what's the point in having a beautiful website if no-one can find it?

Search Engine Optimisation works to help Google to find your website.

And if Google can find your site, so can your customers. At Arttia Creative our SEO expertise encompasses both the technical and creative elements of optimisation.

We'll help to make sure that your content stays search friendly, relevant, fresh and engaging so that search engines can find you and your customers will want to buy from you.

From content marketing assets to SEO reports, we'll ensure your site works hard, is useful and expertly builds your business with proven ROI.

Visual Communications

VISUAL COMMUNICATIONS FOR LIFE SCIENCE, BIOTECH AND HEALTH CARE

Well-designed visual communication creates a lasting impression with people – and potential customers, from your website visitors to conference delegates, email recipients to event participants.

Arttia Creative blends creative design with science industry knowledge to visually communicate your business in a way that's elegant, clear – and memorable.

Promoting your life science project

We'll work with you to promote your project from seed stage through to its launch and phased growth, helping you to address significant unmet needs in healthcare.

Our experience of working with life sciences entrepreneurs will have a positive impact on your business – and your bottom line – as we collaborate with you to support the development and promotion of products that have a dramatic impact on health.

Design for Print

CO-ORDINATED PRINT PROJECTS.
YOUR PARTNER FOR PRINT AND WEB.

From conference exhibition graphics, promotional literature and annual reports to roll up banners, business cards and brochures, we work with professional print houses to meet all your scientific printing needs.

Spread the word about your business and give customers something they can take away to engage them with what you offer.

We can create your printed materials as interactive digital and slide decks and presentations.

Meet the author

Belinda White, website consultant and creative designer with over 25 years' experience of developing and creating successful digital and print campaigns for her clients. Founder of Arttia Creative in 2008, Belinda has knowledge of upcoming industry trends, best practices and a talent for interpreting life science businesses, both on and off-line, particularly in the Biotech, Science, Pharmaceutical, Geology, Technology and Energy sectors.

Past creative industry experience, across the UK, includes working on creative projects for Kings College London, BP, Sage, Marks and Spencer, Nike and Lucion Services to name a few. Belinda works with your team of trusted professional associates to collectively deliver outstanding projects.

Specialist in website consultancy, print design, branding development, front-end web development, user experience design, search engine optimisation, email marketing campaigns and 10x content creation.



Belinda

We want to work with you

Our creative team
is ready to get started.

Let's talk.

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Biotech



Life Science



Health Tech



Academic



Healthcare



Geo Science



Energy



Research



BIOCITY

bionow



charity: water
SUPPORTER