

A digital agency for *life science*

A follow-up to our conversation. Five client stories, four service tiers,
and a sense of how we work.

ABOUT ZOOL · 01

Senior digital practitioners primarily working with *life science* and healthcare

Based at Alderley Park in Cheshire, at the heart of one of Europe's largest single-site life science campuses. A sub-20 team working with clients across the UK, US, EU, and Asia. Thirteen years in the sector. Three directors. Practitioners doing the work, not account managers passing it through.

BASED

Alderley Park

WORKING

UK · US · EU · Asia

IN SECTOR

13 years

TEAM

Sub-20

Three things we hold to, in *every* engagement

01

Practitioners do the work

Senior people from start to finish. No layers of account managers between you and the team building your platform.

02

Long-term partners to our clients

Most relationships measure in years, not projects. We work alongside our clients across whatever they need next.

03

Plain English over jargon

In every brief, every meeting, every document. Clarity is a senior trait, not a junior one.

SECTOR KNOWLEDGE · 03

What working in *life science* actually means

Five things this sector does differently. They shape every brief we work on.

03

Regulatory context

Copy, claims, imagery, and design choices are constrained by what compliance and regulators will accept. Senior thinking has to be in the room when scope is set.

01

Long buying cycles

Decisions move through committees over months. Marketing has to hold up to repeated reading by people who join the conversation late.

02

An expert audience

Scientists, clinicians, and procurement do not respond to the same things. They tolerate complexity and distrust marketing language. Writing earns credibility on every line.

04

Evidence as currency

Claims without evidence do not just underperform. They damage credibility. References, data, and citation are part of the work, not garnish.

05

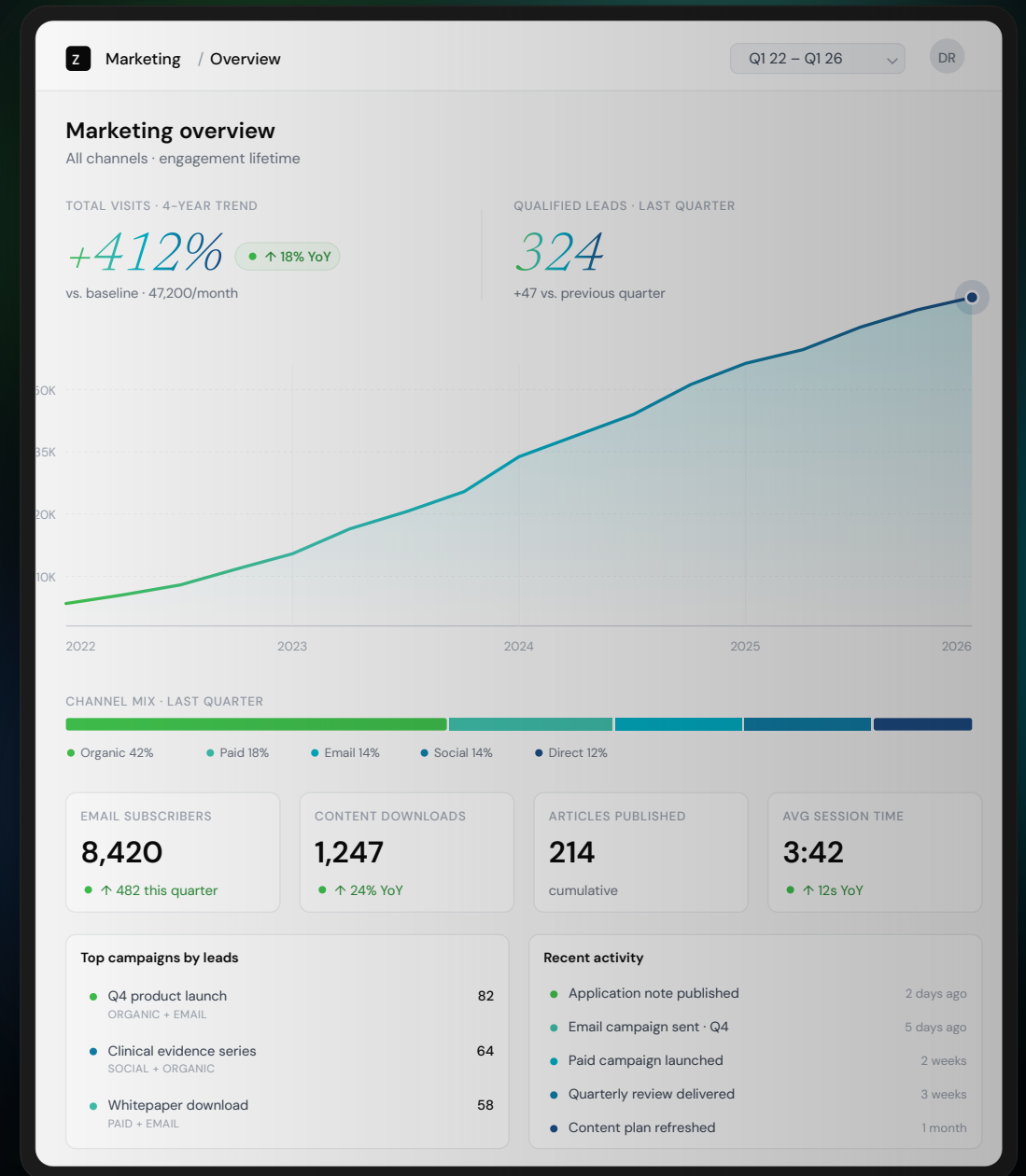
Technical content needs technical writers

Marketing copy that gets the science wrong loses the reader on the first line. Working with the right scientific reviewers is part of the discipline, not an afterthought.

THE RELATIONSHIP · 04

Long-term *partners*

Most agencies work project to project. We work alongside our clients across years, helping them think through what comes next as much as deliver what is in front of them. Strategy, consultancy, and the day-to-day of digital, in one relationship.



Four things that *shape* how we work together

01

Strategy from the start

Most engagements begin with helping our clients decide what to do, not just doing it. Strategic thinking sits alongside delivery throughout the relationship.

02

Built for the long arc

Our client relationships measure in years. We build for what comes next, not just what is in front of us.

03

As close as you want us

Some clients have us in their tools and meetings as part of the team. Others keep a clearer line. Either works. The constant is direct contact with the people doing the work.

04

We pick up the phone

Clients call us about things that are not strictly in scope, because we know the business. That is part of the relationship, not part of the bill.

Four tiers, one *relationship*

Clients enter at any tier. Most expand into others over time as the relationship deepens and the brief grows.

Websites *and commerce*

The full website practice. Design, development, hosting, and ongoing maintenance, on WordPress, bespoke stacks, and e-commerce platforms. Most clients enter the relationship through this work, with marketing and platform engagements often growing from it.

CAPABILITIES

DESIGN

DEVELOPMENT

WORDPRESS

BESPOKE BUILDS

SHOPIFY

ADOBE COMMERCE

HOSTING

MAINTENANCE

Marketing *retainers*

Ongoing marketing support and management delivered by senior practitioners. Strategy, execution, and reporting in one team. Built for clients who want a marketing function that knows their sector, not a campaign-by-campaign agency relationship.

SEARCH EVERYWHERE OPTIMISATION

Search is no longer a single channel. We optimise for the full discovery landscape — traditional search engines, AI-powered tools like ChatGPT, Claude, Gemini, and Perplexity, voice, social, and LLM citation. Life science buyers are using all of them. Your content needs to be findable wherever they're looking.

INCLUSIONS

AEO

SEO

PAID MEDIA

SOCIAL MEDIA

CONTENT

HOSTING

REPORTING

STRATEGY

Digital *transformation*

Architecting and delivering complex digital programmes. Zool leads strategy, architecture, and oversight; specialist partners handle the heavy platform build under our governance. Vendor-agnostic. Outcome-focused.

CAPABILITIES

COMMERCE

CMS

PIM

DAM

MDM

MIDDLEWARE

ERP INTEGRATION

HEADLESS

COMPOSABLE

Platform Management *as a Service*

Ongoing platform stewardship after launch. Monitoring, optimisation, governance, and continuous improvement. The work that keeps a digital platform performing year after year, handled by the team that built it.

INCLUDES

MONITORING

OPTIMISATION

GOVERNANCE

SECURITY

PERFORMANCE

CONTINUOUS IMPROVEMENT

STRATEGIC REVIEW

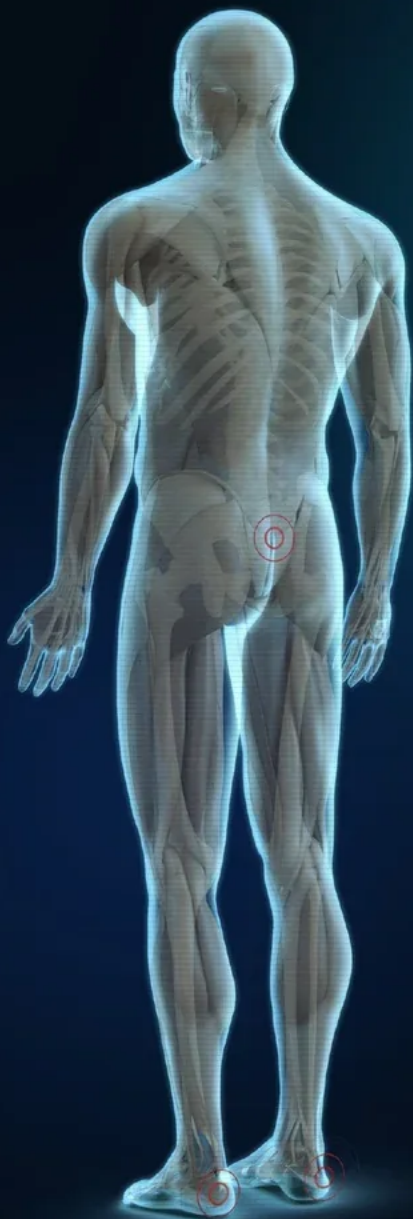
Clients enter at any tier, and grow in *any direction*

Some arrive for a website. Others for a marketing retainer. Some come for a platform rebuild and stay for ongoing management. There is no fixed path. The shape of every engagement is set by what the client needs next.



Selected *life science* work

Five client engagements, ordered by length of relationship. The longest measures in years approaching a decade.



CASE STUDY · 01

Provizio Bruin *Biometrics*

MEDTECH · PRESSURE INJURY PREVENTION

STRATEGY

BRAND

WEB

VIDEO

PHOTOGRAPHY

CONTENT

MARKETING

Since 2017

CLIENT RELATIONSHIP

328

REFERRING DOMAINS

#1

BRANDED CLINICAL SEARCH

What started as a social media enquiry became a full marketing partnership. The Provizio SEM Scanner was first-to-category. No keywords, no direct competitors. We developed a five-level audience strategy, built the website and Knowledge Hub, and ran every channel from paid search to events. Today they own the keyword space and are recognised market leaders in the UK, US, and across major hospital networks.

"We work with dozens of groups to deliver all aspects of our business, with mixed experiences. Our experience with [Zool] has always been exemplary."

MARTIN BURNS · CEO · BRUIN BIOMETRICS



CASE STUDY · 02

Gentronix

LIFE SCIENCE · GENOTOXICITY TESTING · NOW PART OF SCANTOX

BRAND

WEB

VIDEO

PHOTOGRAPHY

CONTENT

CONSULTANCY

MARKETING

Since 2018

CLIENT RELATIONSHIP

DA 34

DOMAIN AUTHORITY

512

ORGANIC KEYWORDS

Gentronix came to us for a rebrand. What followed was eight years of multi-channel partnership: company-wide brand workshops, a new website, consistent SEO, paid search, events, photography, and video. They now outrank every competitor in their space. When their commercial director left to found Scientia Biosource, the first call he made was to us. Gentronix is now part of Scantox.

"We've had positive comments from both clients and competitors following launch, and we continue to see an uplift in enquiries as a result."

MATT TATE · MANAGING DIRECTOR · GENTRONIX

Blue *Scientific*

LIFE SCIENCE · SCIENTIFIC INSTRUMENTS

STRATEGY

BRAND

WEB

CONTENT

MARKETING

Since 2023

CLIENT RELATIONSHIP

2,018

MONTHLY ORGANIC VISITS

580

REFERRING DOMAINS

Our first conversation with Blue Scientific was about an event stand we knew we could not deliver in time. We told them so. Tom has mentioned that moment ever since. From that honesty grew a full partnership: new website, targeted Nordics and Benelux SEO, Google Ads, email, and event support across Europe. SEO is now their main lead driver, with year-on-year growth in enquiries.

Apollo *Scientific*

LIFE SCIENCE · RESEARCH CHEMICALS

DIGITAL TRANSFORMATION

PMAAS

STRATEGY

CONSULTANCY

BRAND

WEB

CONTENT

MARKETING

Full transformation

ENGAGEMENT SCOPE

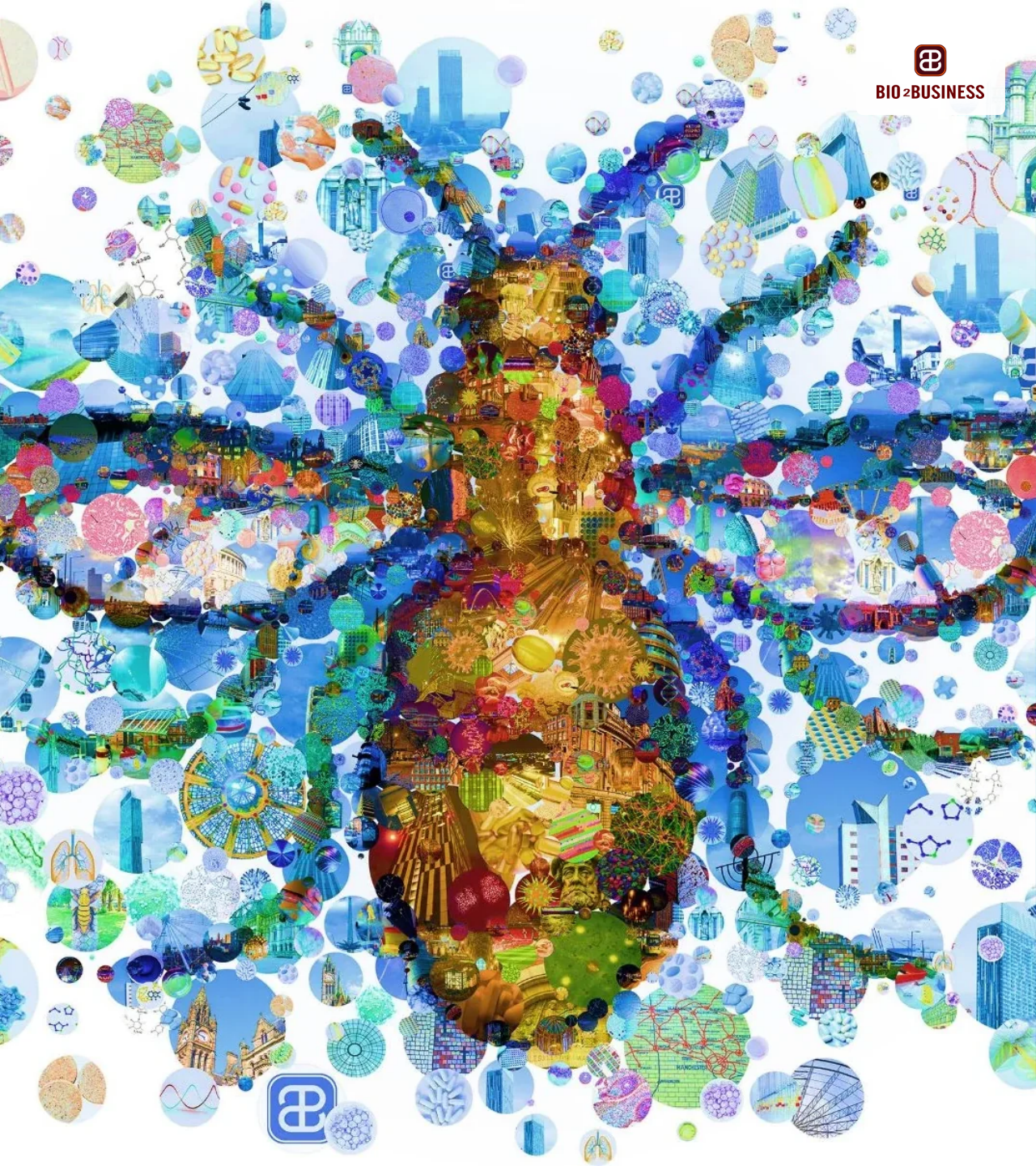
DA 35

DOMAIN AUTHORITY

Since 2024

CLIENT RELATIONSHIP

We came into Apollo Scientific carefully, taking time to understand the business before recommending anything. We helped them recruit a dedicated marketing manager, wrote the job specification, and built a twelve-month retainer across SEO, web, email, and paid search. In parallel, we are leading a complex digital transformation project: a new commerce architecture designed to meet the scale and regulatory demands of the life science sector.



CASE STUDY · 05

Bio2Business

BIOTECH OUTSOURCING · EVENT SERIES

STRATEGY

EVENTS

ORGANIC SOCIAL

VIDEO

PHOTOGRAPHY

ANALYTICS

WEB

Since 2023

6

1,000+

CLIENT RELATIONSHIP

BOS EVENTS DELIVERED

LINKEDIN FOLLOWERS GROWN

Bio2Business runs BOS, a biannual event bringing together the biotech outsourcing community across Manchester and Basel. We came in two weeks before the first event in 2023. Three years on we are the core partner Richard builds around: LinkedIn campaigns, video production, Unbounce landing pages, GTM analytics, storyboarded event interviews, and BOS Anytime, a gated video-on-demand platform built by Zool.

"Zool have presented new creative marketing concepts which they have then executed in a timely and highly professional manner. Planning and communication have been key attributes demonstrated by Zool."

RICHARD COLLINS · BIO2BUSINESS

THE TEAM · 09

Senior practitioners. The people doing the work are the people you *talk to*

Three directors, a team of fewer than twenty, and no layers of account management between you and the people building your platform. That is how we work, in every engagement.



The people you would *actually* work with



Stuart

DIRECTOR · STRATEGY & ACCOUNTS

Leads account strategy and the senior client relationship across the portfolio.



LINKEDIN



Steve

DIRECTOR · SEO & LEAD GENERATION

Drives organic growth and lead generation strategy for clients across the portfolio.



LINKEDIN



Dan

DIRECTOR · CREATIVE & DIGITAL

Leads creative direction, digital delivery, and the platform architecture across client engagements.



LINKEDIN

If this is the kind of *partnership*
you are looking for, let's talk

GET IN TOUCH →

01625 238 770

· ZOOL.AGENCY