



# ShamanHub



One Platform,  
*Global Impact.*

Ready to take command of your global content strategy? Featuring a range of intuitive localisation and brand design tools, ShamanHub gives your global and local content teams the power to create, adapt, and reuse high-quality Veeva content for markets around the world – all from one self-service platform.



# It's time to reimagine your Content *Strategy*.

The stakes are high for life science marketing teams. The industry is fast-embracing the digital world and healthcare professionals (HCPs) worldwide are calling for more **personalised** and **omnichannel** content every year.

To keep pace, life science marketing teams are creating more content.

This content is piling up fast, which poses a problem. Faced with tight budgets, long review cycles (which can take up to three weeks<sup>2</sup>), and outsourcing delays, life science content is getting stuck in the pipeline. And then it's going to waste. Field sales teams rarely or never use 77% of pharma marketing content<sup>3</sup>.

Instead, marketing teams must work smarter, not harder. They need a production process that's efficient, lean, and agile – one that values quality over quantity and empowers them to **localise** and **reuse** life science content for global campaigns across multiple channels, time and again.



**BETWEEN  
2020 AND 2022<sup>1</sup>,  
THE LIFE SCIENCE  
INDUSTRY SAW:**

37%

Growth in approved  
assets

5×

More rep-sent  
emails

4×

Increase in  
commercial content  
volume

<sup>1</sup>Veeva Pulse Field Trends Report Q4 2022.

<sup>2</sup>2022 Veeva Pulse Content Metrics Report.

<sup>3</sup>Veeva Pulse Field Trends Report Q4 2022.



# The importance of *localisation*

¿Hablan Español? Türkçe? It's simple – if your content isn't tailored to local markets around the world, audiences won't consume it. But this goes beyond translation. The best global campaigns are finely tuned to reflect local circumstances, such as:

## REGULATIONS

Life science content must abide by local medical, legal, and regulatory (MLR) requirements, including brand registration procedures and government regulations.

## COMPETITORS

Recognising the influence that competitors have over certain regions can help you spot gaps in the market and adjust your content to fill them.

## INFRASTRUCTURE

Marketing campaigns need to reflect local medical guidelines and treatment plans – taking into account how prescriptions and reimbursements are handled, for example.

## CULTURE

The best life science content is adapted to local customs and characteristics, and accurately reflects the way HCPs in each market communicate with their patients and field sales teams. Getting your tone right is especially important here for delivering impactful, personalised experiences to local HCPs.



## The bottom line

Generic messaging doesn't work. HCPs expect highly relevant content from the life science industry that is personalised for their local market. That's why the strength of your localisation strategy determines the success of your campaigns and ultimately, the value of your content production process as a whole.

So, time to get started? Not quite. **There's a catch.**



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# The localisation *bubble*

More life science content means more localisation. If you create just 50 approved emails for a large brand each year, for instance, you may have to localise thousands of emails for local markets around the world.

Creating and localising these assets from scratch, even with the help of third parties like agencies and digital factories, is a monumental task – one that can require a staggering number of working days each year.

This localisation bubble will quickly turn your content strategy into an inefficient, expensive, and stressful burden if you let it. But there's a silver lining here – an opportunity to reimagine the content production process altogether.



It takes about **10 business days to create one approved email.**

*If you need to localise 50 approved emails for 40 countries...*

$$50 \times 10 = 500$$

$$500 \times 40 = 20,000$$

**...that's 20,000 working days.**



# The answer lies in your *workflow*.

HCPs are busy people, and competition for their attention is fierce. To cut through the noise, you need a razor-sharp production workflow that doesn't just churn the content mill but lets you localise and reuse high-value assets for markets all over the world, time and again.

## THE IDEAL CONTENT LOCALISATION WORKFLOW:

1

### Build the foundation

Using a series of templates (created in-house or via an agency of record) and content modules, marketing teams build the foundations of stunning, brand-consistent assets on the fly.

2

### Create the campaign

Armed with pre-designed, brand-consistent marketing assets such as content modules and images, local content owners easily create high-impact regional and global campaigns.

3

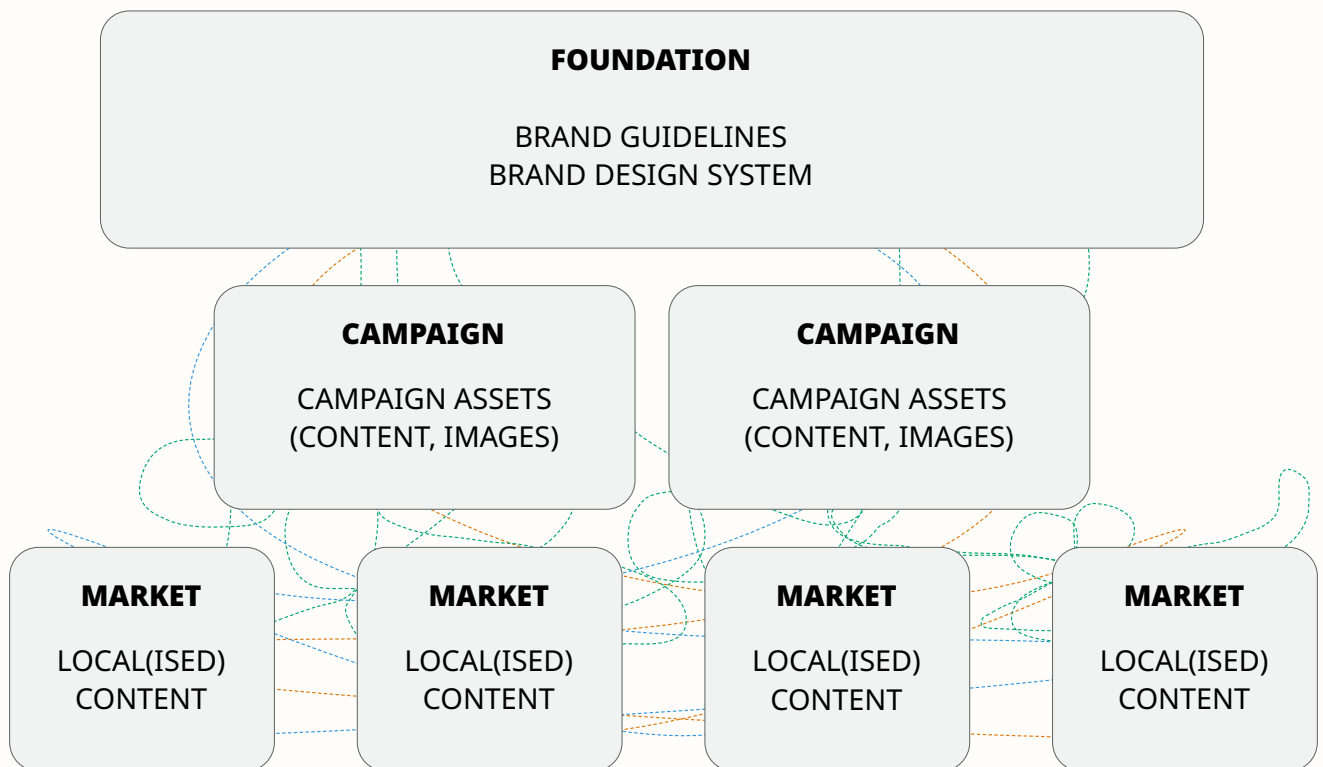
### Localise the content

Content teams translate, adjust, and localise these campaigns using flexible editing tools to ensure they resonate with markets around the world, across multiple channels.



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## HERE'S HOW THE STRUCTURE OF THIS WORKFLOW LOOKS, SO FAR:



Notice something? Campaigns are being created easily enough, but their route to local markets is a complicated, tangled mess. This is because, though the right production steps are in place, content teams are working in siloes and can't properly coordinate how they localise and deliver campaigns around the world.

This workflow needs a **base of operations**.

The missing piece?  
**ShamanHub**



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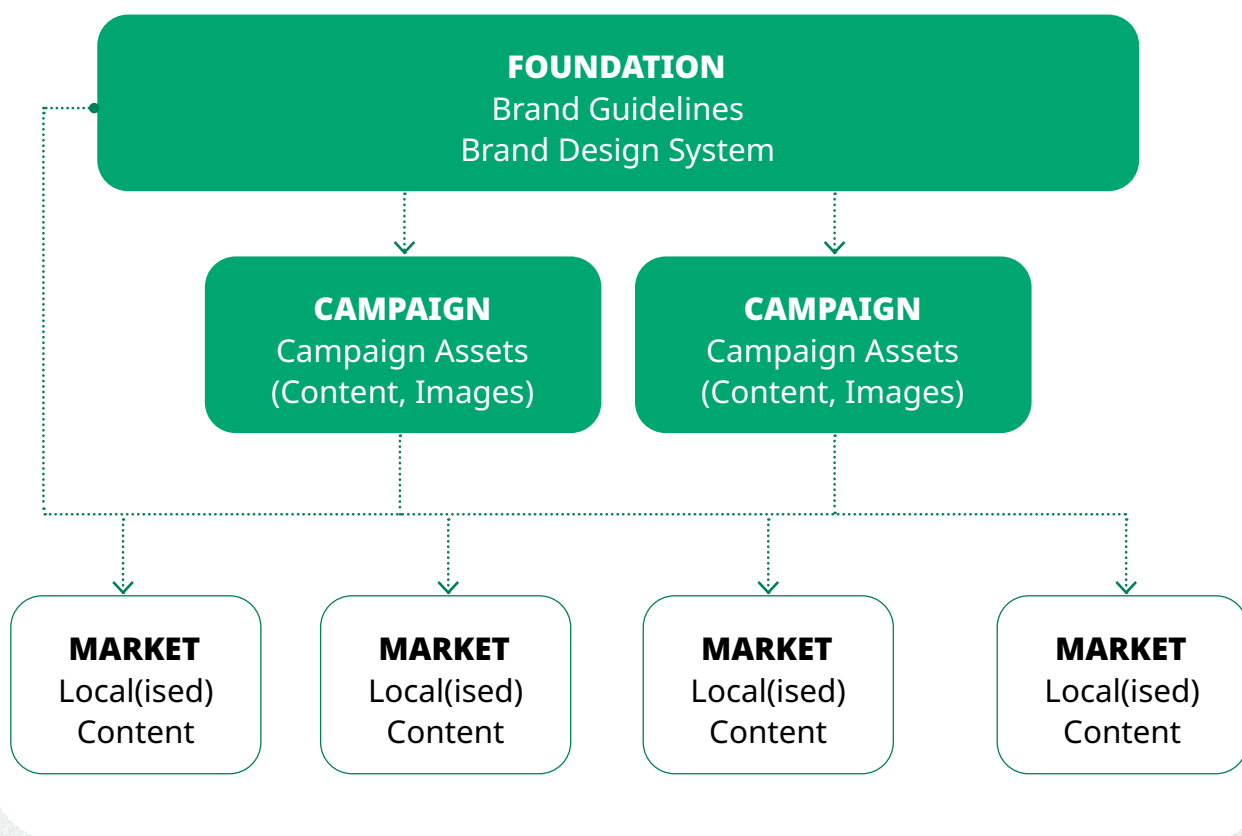
# Welcome to the new home of your *Global Content Strategy*.



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ShamanHub



ShamanHub is a self-service platform that brings all your best life science marketing content to the surface, allowing your teams to manage the entire production content process from one place.

With flexible brand templates, composite assets, and content modules that can be easily shared between global and local teams, as well as powerful translation and localisation features, ShamanHub empowers your content teams to deliver faster, more cost-effective global life science campaigns that truly resonate with HCPs – time and again.

Let's take a look inside.



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# Make your brand *instantly recognisable*



The first step is always the hardest. But with ShamanHub's brand design system, content teams aren't starting at a blank page anymore – they can lay the foundations of great content from a host of beautiful global templates made from elements such as:



**Colours**



**Fonts**



**Icons**



**Templates**



**Shapes**



**Elements**



**Images**



**Logos**



**Content blocks**

## The ShamanHub brand design system is...

### CONSISTENT

Every team in your organisation – no matter where they are in the world – works with the latest version of your brand templates through ShamanHub. That means if you make an update or expire a template, it reflects immediately in all countries.

### FLEXIBLE

ShamanHub's templates are designed for all the most common use cases and are compatible with local footers and other layout requirements, helping your teams quickly build high-impact, compliant marketing assets.

### FAST

ShamanHub makes it easy to create, duplicate, and distribute new marketing assets, allowing your content teams to launch successful global and regional campaigns in just weeks from within your organisation.



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# The world is waiting, *What will you say?*

Give your field sales teams something they're proud to deliver. With ShamanHub, your marketing teams can localise emails, CLM presentations, and content modules that resonate with HCPs around the world – all in just a few clicks.

## FIND

ShamanHub's powerful machine-learning tool automatically translates your Veeva Vault content into English from a host of languages and generates clear, concise summaries. This means you can easily find your best content with just a quick search in English.



## LOCALISE

Create a deep copy of your content and then open it up in the ShamanHub editor where, using a series of powerful localisation tools, you can tweak and refine it for markets worldwide. You can easily follow a link back to the original MLR document from your ShamanHub content.



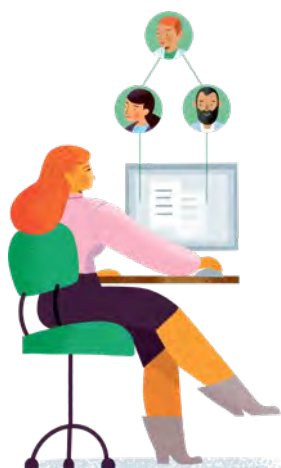
## REVIEW

Once you've finished editing your content, instantly kickstart the review process by creating an MLR document via ShamanHub that's linked directly to your Veeva Vault between different users and countries.



## COLLABORATE

Users can search for each other on the ShamanHub and 'like' content, sharing inspiration for the next best piece of life science content



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With ShamanHub, your life science campaigns can be shared in two main ways – between global teams and local markets, and among local markets themselves.

### GLOBAL TO LOCAL

ShamanHub lets global teams roll out localised content to markets around the world in just weeks.

New campaign? No problem. Create templates with Shaman Builders in under an hour and share them on ShamanHub.

From there, local markets can duplicate, translate, and localise them on the fly.

### LOCAL TO LOCAL

The campaigns that global teams create have limitless potential across local markets.

Got a great email from Spain? Translate it in seconds for a local market in South Korea, then do the same for Turkey, and beyond.

Finish up by adding shared media from ShamanHub such as design layouts and images, then reuse your content across different channels and markets over and over again.



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# ShamanHub is *purpose-built* for Veeva Vault

At Shaman, we believe that Veeva Vault should be the backbone of a successful life science content production model. That's why ShamanHub is designed to integrate seamlessly with your Veeva Vault from day one.

## THIS MEANS YOUR CONTENT IS ALWAYS...

### ✓ UP-TO-DATE

All of your content on ShamanHub is synchronised with Veeva Vault, including status and version updates, making it easy for you to manage your Veeva workflow.

### ✓ COMPLIANT

Only content with an active Veeva status can be replicated to ShamanHub. When content expires, it will also expire in Vault.

### ✓ EASY TO REVIEW

There are no roadblocks when it comes to approval. Reviewers can easily follow a link back to the original MLR document from your ShamanHub content.

### ✓ SAFE

We prioritise security – ShamanHub user access can be logically separated from Veeva Vault.



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# Discover ShamanHub

We'd love to walk you through ShamanHub in a 30-minute discovery call. That's enough time for us to explain exactly how we can help optimise your content production and localisation strategy.

## YOU'LL FIND OUT:

- Why ShamanHub is the right fit for your organisation
- How to easily create, localise, and share Veeva content using ShamanHub
- Which features of the platform you'll benefit from most
- How much time and money you'll save with ShamanHub

**Book a discovery call**

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TRUSTED BY TOP LIFE SCIENCE COMPANIES LIKE:





# About Shaman

Trusted by over 2,500 content creators across a range of LSOs, Shaman is the leading no-code, do-it-yourself content creation platform for Veeva Commercial Cloud. It allows marketing teams to take back control of the conversation and effortlessly create Veeva multichannel content in line with their unique requirements. What's more, Shaman makes it easy to share and reuse this content across different markets, bridging the gap between global and local teams.

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