

NEW

LEAD GENERATION PLAYBOOK

C&EN Media Group's solutions for generating quality leads

SERVING THE CHEMICAL, LIFE SCIENCES & LABORATORY WORLDS

cenmediakit.org

TABLE OF CONTENTS

WHY LEAD GENERATION?

Connecting With Your Scientific Buyer 03

WEBINARS 07

Overview
Case Study

WHITE PAPERS 10

Overview
Case Study

EBOOKS 13

Overview
Case Study

QUIZZES 15

Overview
Case Study

SURVEYS 17

Overview
Case Study

PRICING 20

WHAT IS LEAD GENERATION?

lead gen·er·a·tion

[noun]

The action or process of identifying and converting prospects into potential customers for an organization.

THE SCIENCE MARKETER'S NEW NORMAL

The pandemic has brought unforeseen challenges to life as we know it, impacting everything from daily life to how we work and conduct business. Nobody knows exactly when we'll be able to resume large in-person events again, for example, and until then, science marketers will have to find ways to engage their audience in a digital-only world.

But one positive outcome of this abrupt change has been our marketers' ability to quickly make shifts needed to keep their businesses moving. C&EN Media Group has been here to help, powering online events, webinars and digital campaigns. Our audience of scientists remain hungry for information: our webinar programs' registration and attendance have skyrocketed, with registration numbers up **23%**, and live attendance up **177%**. To cater to this demand, we've hosted **63%** more webinars in 2020 in comparison to 2019. Our eBooks and white paper downloads have also increased in 2020, by **24%**, and readership on cen.acs.org has gone up over **120%**.

In order to respond to the needs of today's buyers, marketers and salespeople need to reach the right person, in the right place and at the right time. In this lead generation playbook, we walk you through the current multi-dimensional buyer journey that demands novel techniques to connect your solutions to your ideal buyer.



WHY IS LEAD GENERATION IMPORTANT?

The science marketer's challenge

SCIENCE INDUSTRY CHALLENGES

The increase in traffic and engagement makes sense: our audience of scientists are leading the fight against this pandemic and seeking all the latest research and news they can find. We recently surveyed our audience to see how they plan to get information and make purchases in 2021 and found:

- **65.2%** of buyers will purchase from a website or online product catalog.
- **58%** of buyers in 2021 will be looking to suppliers with ongoing communications about changes to operations and delivery.
- **56%** of buyers in 2021 will seek suppliers who provide information about products digitally.

To reach buyers in this new paradigm, a modern science marketer must be able to:

- **Demonstrate value in an authentic way without sounding like a sales pitch.**
- **Create a superior customer experience for any digital campaign.**
- **Stand out in a noisy digital world with compelling content.**
- **Present relatable customer case studies.**
- **Educate buyers on the latest trends, technologies and applications.**
- **Keep a thriving sales funnel by delivering high-quality leads to sales.**

RISING TO THE CHALLENGE

The American Chemical Society (ACS) is the world's largest and most prestigious community of chemists. C&EN Media Group has direct access to this engaged audience that you can't get anywhere else, plus a powerful distribution network to activate an even wider community. We can help you reach your target audience – no matter how niche or broad with the right content, at the right place and at the right time.

C&EN'S LEAD GENERATION SOLUTION STACK



CONSULTATION

Our campaign strategists work directly with your brand.



CONTENT

Choose from webinars, white papers, eBooks, quizzes and surveys.



AUDIENCE

Reach a scientific community of 31 million.



DISTRIBUTION

Exclusive platforms and channels to reach decision makers.



SEGMENTATION

Targeted communications to your buyers.



RETURN ON INVESTMENT

Measurable results for your marketing dollars.

WHO ARE YOUR IDEAL PROSPECTS?

Access an unparalleled audience of scientists

JOB TITLES OF YOUR PROSPECTS	TOP COMPANIES EMPLOYING YOUR PROSPECTS	TOP INTERESTS OF YOUR PROSPECTS
Chemist Principal Scientist Engineer Researcher Professor/Phd R&D Director Lab Manager Ceo President Vice President	DowDuPont Sanofi-Aventis Pfizer Amgen Merck Novartis Dow Glaxosmithkline Sigma-Aldrich	Environmental/Food & Ag Analytical Medicinal Chemistry Drug Discovery/Development Plastics/Polymers/Coatings Energy & Fuels

PURCHASING AUTHORITY AND TIMELINE



of the people we studied were involved in the purchasing process in their organizations.

This represents at least **\$131mm** in annual buying power.



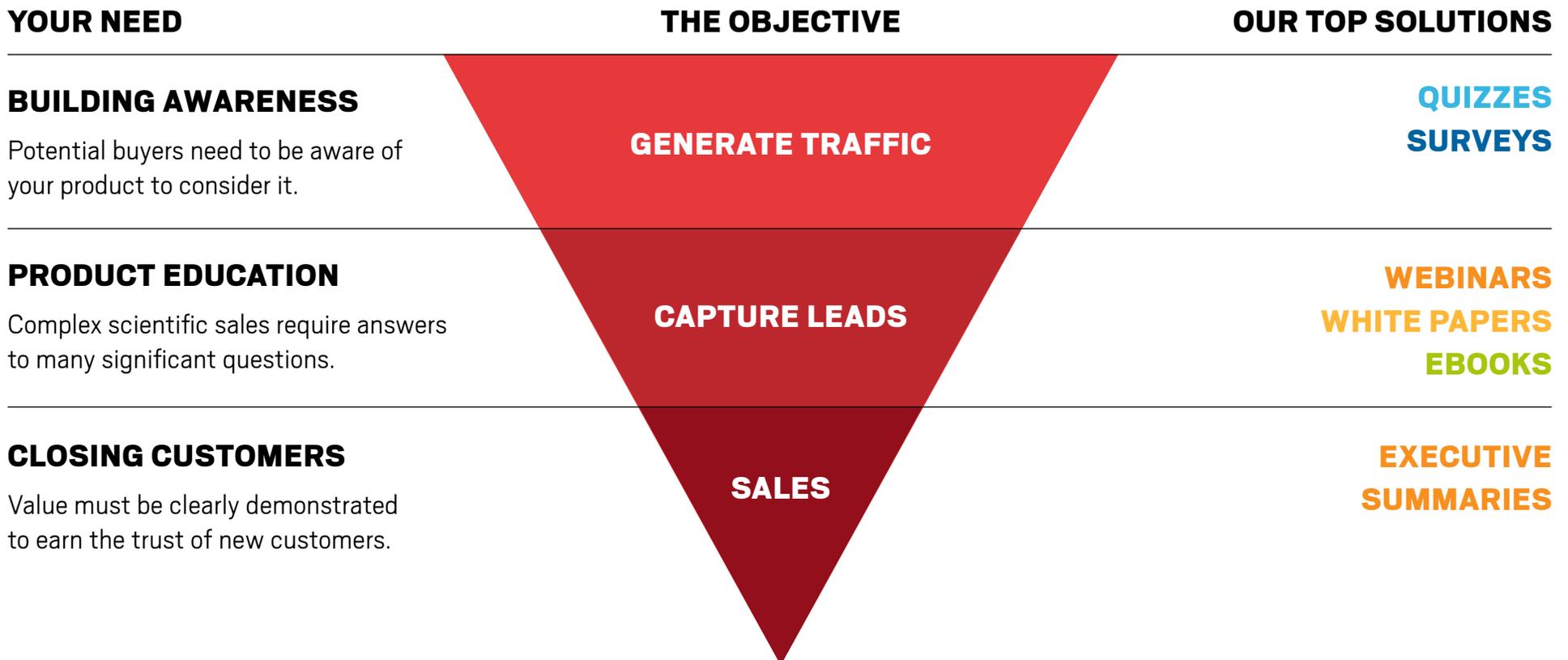
of buyers planned on purchasing instruments or equipment in the next 18-24 months.

SOURCE: C&EN Survey, May 2017

HOW DO YOU GENERATE LEADS?

Focus on creating content that maps to the buying process

C&EN Media Group can help increase your marketing ROI through engaging lead generation campaigns. We collaborate with our partners to craft valuable content that appeals to scientific audiences from top to bottom of the sales funnel. This is more important than ever. Our recent buyer study of our audience suggests 45% of respondents do research on the internet when trying to learn about new products or services. But by creating a strong digital presence with educational resources, companies can stay top of mind for prospects at each step of the funnel. Here's how:



WEBINARS

WHY WEBINARS?

In this new normal where we're all home, webinars are the key solution and have become really the only two-way channel of communication with your target audience wherever they may be. While webinars have always been an effective tool for science marketers, they are now more than ever an essential part of all marketing strategies. With in-person events cancelled, it's not surprising that webinars have emerged as the perfect tactic for B2B marketers, bridging the gap and helping brands connect with their audiences.

Here at C&EN, with an average of **862** registrants this year, we've seen an unprecedented number of registrants that actually convert into attendees (attendance is up **177%**!).

- Since March 2020, 100% of our webinars had more than 400 registrants.
- Highest performing webinar had 2,335 registrants.
- Our on-demand attendance rate is up 30%.

Webinars are an effective instrument for science marketers to present informative and interactive content while connecting with their target market on a deeper and more personal level. It is not surprising that webinars have emerged as the preferred tactic for B2B marketers, with **~73% of sales and marketing leaders claiming webinars are the best way to generate high-quality leads.**

SOURCE: [Go to Meeting](#)



C&EN'S WEBINAR SOLUTION

C&EN's proven webinar program continues to grow registrations and engagement, as **97% of ACS members find these webinars to be beneficial**, according to a recent survey.

Our approach to presenting webinars is distinct from other publishers in important ways. We've established certain measures in our processes that help ensure your webinar campaign is set up to succeed – including a **guaranteed leads model, exclusive editorial insights on your webinar content, streamlined production workflow, superior user experience, intelligent marketing operations** and **access to an unrivaled audience**.

Our webinar production process is **completely turnkey**. We prepare all marketing materials and generate leads from our pool of interested and influential contacts, including ACS Members and C&EN readers, while you enlist your company's subject matter experts to present your content.

We're committed to providing our audience with the information they rely on for technology breakthroughs and services in the chemical, life sciences and laboratory worlds.

Take your webinar content a step further with custom executive summaries. Our C&EN BrandLab team can summarize the content of your webinar in a PDF format for all registrants.



WEBINAR PROGRAM OVERVIEW

Our webinar program includes:



45 minutes of presentation time and 15 minutes of live Q&A



Event hosting and technical support



Features include: polling, tracking URLs, social media, resources for attendees to download, video integration and lead scoring



Webinars are available on-demand for 1 year after the broadcast



Promotions through emails, banners and journals

**ASK ABOUT OUR
WEBINAR EXECUTIVE SUMMARIES**

WEBINAR CASE STUDY:

LEVERAGING A TRENDING TOPIC TO GET AHEAD OF THE MARKET

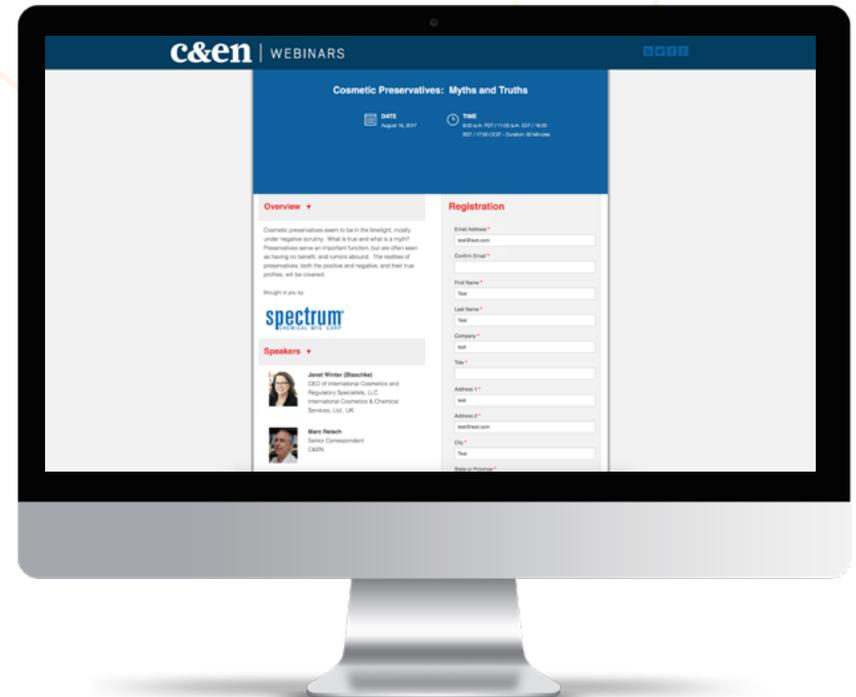
spectrum[®]
CHEMICAL MFG CORP

THE CHALLENGE

Spectrum Chemical is known in the market as a provider of a vast array of chemicals that spans the pharmaceutical, analytical, food grade and personal care industries. With over 60+ application categories in skin and hair care, color cosmetics, sun care, oral care and fragrance products, Spectrum wanted to extend its reach and raise its brand awareness in the cosmetic preservative chemicals market. Spectrum turned to C&EN for campaign ideas on how to reach its goal to get ahead of the market.

THE SOLUTION

In line with the personal care issue of our magazine, we suggested Spectrum sponsor an editorially-led webinar on the topic of cosmetic preservatives. With the halo effect of C&EN, Spectrum could associate itself with content that the editorial team would be reporting on. C&EN's editorial and marketing team put together the entire webinar program, including promotional assets. An integrated promotional campaign was created that included a custom landing page, email, banners and posts on C&EN online. C&EN's editorial team recruited influential expert Janet Winter, CEO of International Cosmetics and Regulatory Specialists LLC, to speak on the topic. Spectrum benefited from working with C&EN to create a powerful educational webinar around an emerging hot topic. The company was able to leverage its investment in a webinar into a large-scale awareness and engagement moment for the brand.



**ASK US ABOUT EDITORIALY LED
WEBINAR OPPORTUNITIES**

THE RESULTS



868
WEBINAR
REGISTRANTS



371
LIVE ATTENDEES



43%
REGISTRATION
PAGE CONVERSION



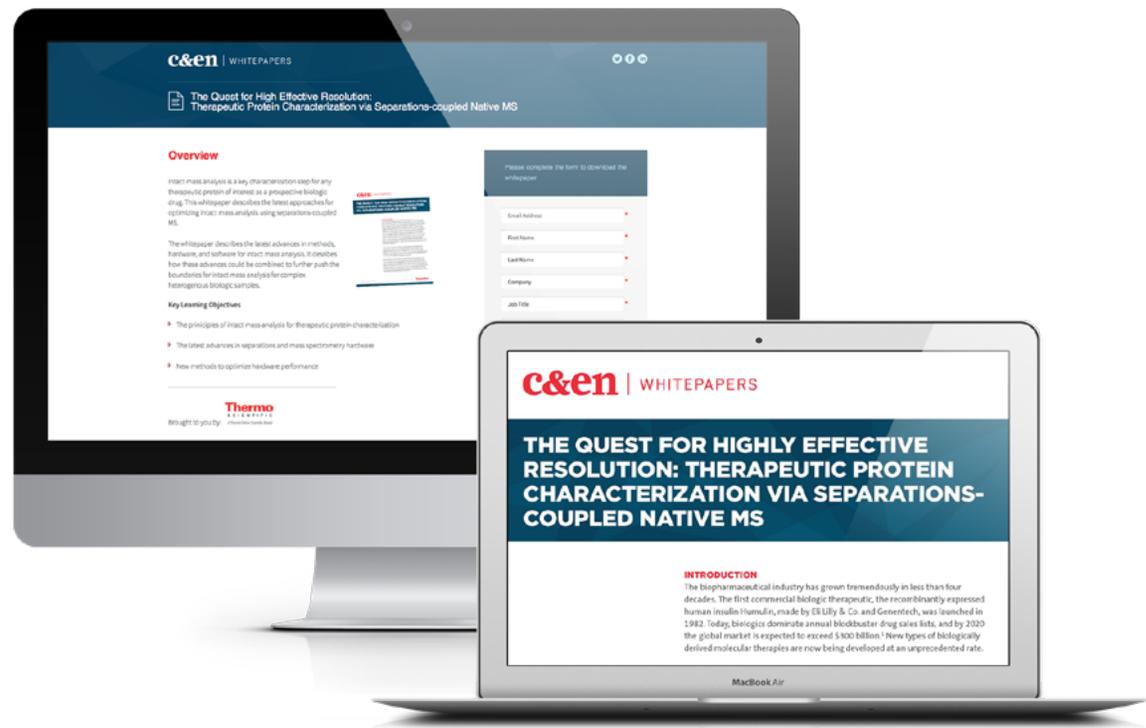
WHITE PAPERS

WHY WHITE PAPERS?

White papers are a proven format to distribute informative, relevant content to an audience that's interested in learning about key trends, technology, case studies and interviews of influencers in the industry. By taking the lead in informing your target audience about a particular trend, application or breakthrough research, white papers allow you to demonstrate thought leadership and connect with prospects in a non-intrusive way, on their own time, while building trust and establishing your brand.

C&EN'S WHITE PAPER SOLUTION

C&EN white papers allow you to collaborate with an experienced team of C&EN Media Group writers to produce compelling content that will command the attention of your target audience. Our production team will also work with you to develop a marketing campaign for a successful launch of your white paper.



C&EN'S WHITE PAPER SOLUTION

OPTION #1: CUSTOM WHITE PAPER



Tell us your topic of interest and our team will research and develop the content of your white paper. This option is entirely turnkey – from the initial outline phase to the final design, we'll develop all the materials and get your feedback along the way. We'll also create a robust marketing campaign with digital banners and emails to promote your white paper and generate leads.

OPTION #2: SUPPLIED WHITE PAPER



If you already have an existing white paper, we can help you create a targeted marketing campaign with your white paper at the center. In this setup, you're able to use materials you already have, but leverage C&EN's brand authority and distribution capabilities to push content to an engaged audience of key decision makers.



400+
AVERAGE
DOWNLOADS

WHITE PAPER CASE STUDY:

EXTENDING THE SHELF LIFE OF YOUR CAMPAIGN: CREATE ONCE, PUBLISH EVERYWHERE

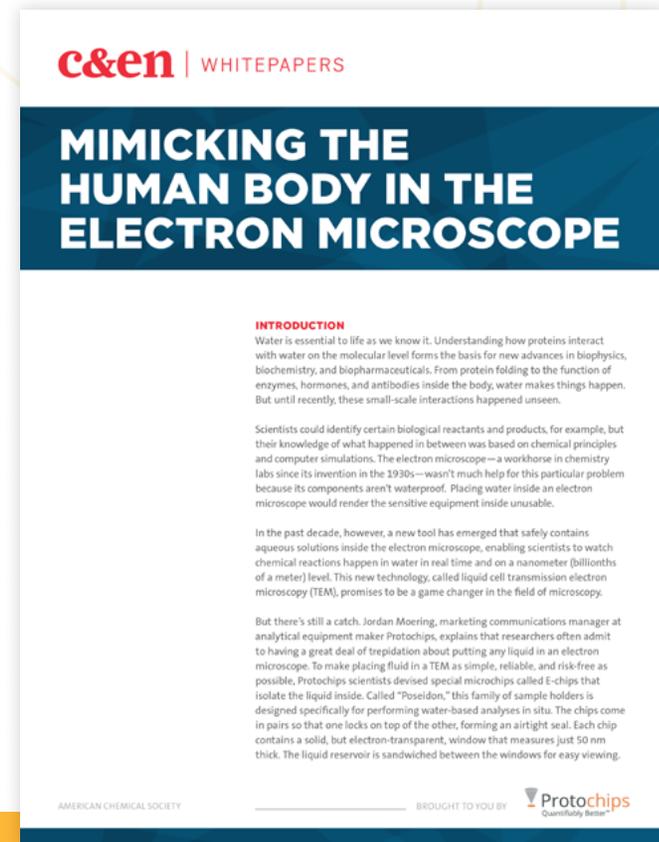


THE CHALLENGE

Protochips had just completed a webinar on transmission electron microscopy, a niche technology for which the company makes a product. With all the time and effort that went into the program, Protochips wanted to leverage the final content presented in the webinar and find ways to distribute it in additional formats. The C&EN Media Group team came in to create meaningful solutions to repurpose their webinar materials.

THE SOLUTION

C&EN Media Group enlisted one of its science writers to watch the webinar and extract highlights to turn it into a compelling narrative for the white paper. By covering the webinar content, we helped Protochips add additional details to the new white paper, including case studies and research papers that didn't make it into the webinar program. The C&EN team worked closely with Protochips to develop the content, and created a robust a marketing strategy for launch that would help them meet a guaranteed number of leads for their sales pipeline.



THE RESULTS

 **1,622**
PAGE VIEWS

 **374**
LEADS

 **16%**
OPEN RATE

 **113**
EMAIL FORWARDS

EBOOKS

WHY EBOOKS?

eBooks are long-form text narratives geared towards telling a story about how a specific product or service can successfully address an issue or solve a problem. Typically, eBooks also incorporate more imagery that supports and substantiates the overall value proposition and associated benefits of the product or service. This type of content is best suited for end-of-funnel marketing campaigns, where more detailed product information a reader has already been researching pushes them toward the final purchase. This allows marketers to talk more directly about the benefits of their products than their white paper counterparts.

C&EN'S EBOOK SOLUTION

Leveraging our in-house experts and creative team, we will craft a compelling story about your company and how it solves problems, using real examples and leveraging display charts and key findings to effectively demonstrate your industry leadership. These elements have been proven to be key in influencing a scientific – and sometimes skeptical – audience.



EBOOK CASE STUDY:

BUILDING AWARENESS OF A PRODUCT WITH MANY APPLICATIONS

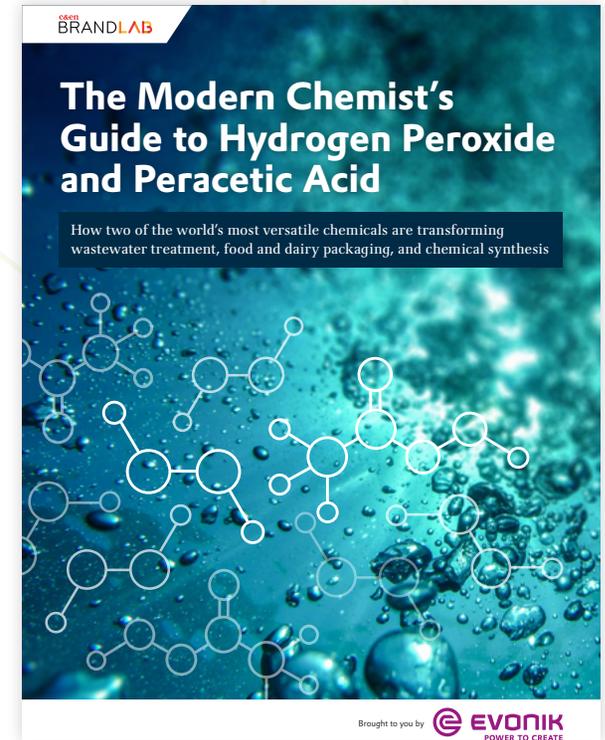


THE CHALLENGE

Evonik is one of the world's largest producers of hydrogen peroxide and peracetic acid for different applications, such as wastewater treatment and dairy packaging. However, awareness of Evonik as a hydrogen peroxide producer was low in several market segments. The company wanted to showcase the different ways in which hydrogen peroxide and peracetic acid are used and build a healthy sales pipeline as a result of their efforts.

THE SOLUTION

C&EN BrandLab wrote and designed a custom eBook that provided an in-depth, technical examination of hydrogen peroxide's uses in three disparate target market segments. A highly appealing title and cover design were key to driving traffic. C&EN BrandLab leveraged multiple digital channels to find the niche audiences that Evonik was targeting, developing a far-reaching distribution campaign that spanned C&EN platforms, social media, search, and more. Customized lead gen forms were created to dynamically target specific industries. Prospects were able to obtain a custom eBook specific to their area of research or download the comprehensive guide. In doing so, C&EN was able to generate a significant amount of interest and deliver leads targeted by market segment.



THE RESULTS



1,468,000
IMPRESSIONS DELIVERED



2,447
LEADS



20%
QUALIFIED LEADS
LAB MANAGER OR ABOVE

"C&EN was the perfect partner as they already have access to the respective target groups and know exactly how to create and promote relevant content in the right language in order to reach the desired target group in the best way possible. The download results within the first month were higher than expected. We also saw a clear improvement of our website performance and an increase in customer inquiries, which is most likely linked to the eBook promotion."
— Kristina Kossányi, strategic marketing, active oxygens, Evonik



QUIZZES

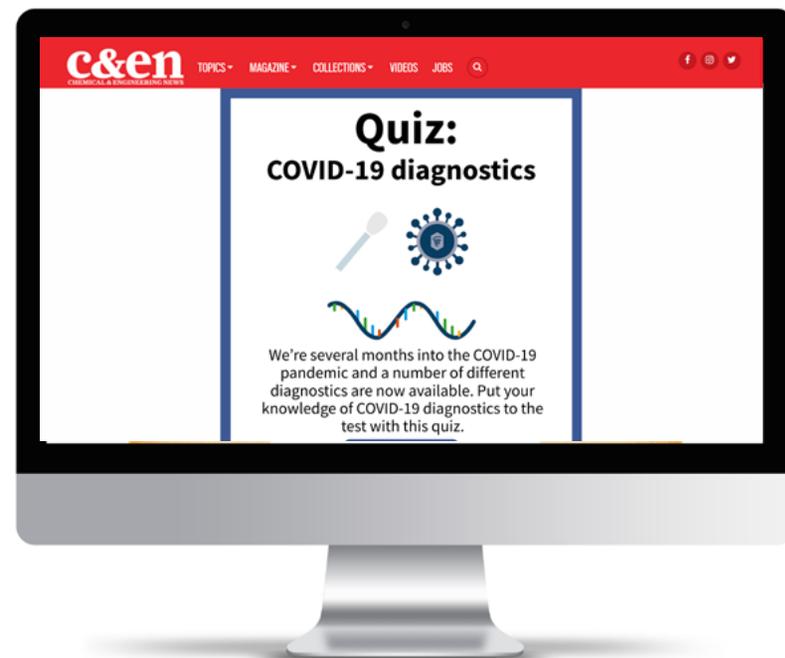
WHY QUIZZES?

Sparking the intellectual curiosity of a scientist is a powerful motivator. There are few better ways of doing so than posing questions through an informative and interactive quiz campaign. Quizzes are highly shareable and can be beneficial for companies who are seeking novel ways of engaging with their target audience. Ideal for top-of-funnel content that can find new audiences, quizzes are simply a fun and interesting campaign option that demonstrates sophistication to the scientific community – while providing lead generation capabilities at the same time.

C&EN'S QUIZ SOLUTION

C&EN Media Group will provide consultative and creative support in the design, development and distribution of your custom quiz.

Promoted through our social media channels, newsletters and digital banners, quizzes provide an interactive way to engage with your target audience.



QUIZ CASE STUDY:

USING CURIOSITY TO DRIVE BUSINESS LEADS



THE CHALLENGE

Ace Glass wanted to raise awareness of its brand as a premium provider of scientific glassware, lab equipment and glass apparatus. With lead gen and social media being important aspects of this campaign, the team at Ace Glass sought C&EN BrandLab to provide a unique medium to reach their target audience.

THE SOLUTION

C&EN BrandLab worked with Ace Glass on creating a quiz around the topic of 'How much do you know about Lab Glassware.' Questions challenged chemists on whether they knew which glassware is best for certain methods including distillation, filtration, mixing and extraction. Once the questions were finalized, C&EN BrandLab created an integrated marketing campaign across digital and social channels.

A custom quiz landing page was developed along with promotions across social media and cen.acs.org and pubs.acs.org that prompted readers to take the quiz. To drive quiz completions and to generate leads, participants were encouraged to enter their information to enter a \$250 giftcard giveaway.



THE RESULTS



1,395,080
CAMPAIGN IMPRESIONS



37,224
TOTAL PAGEVIEWS



44,172
TOTAL CLICKS



238
LEADS GENERATED



3:02
AVERAGE TIME ON PAGE



SURVEYS

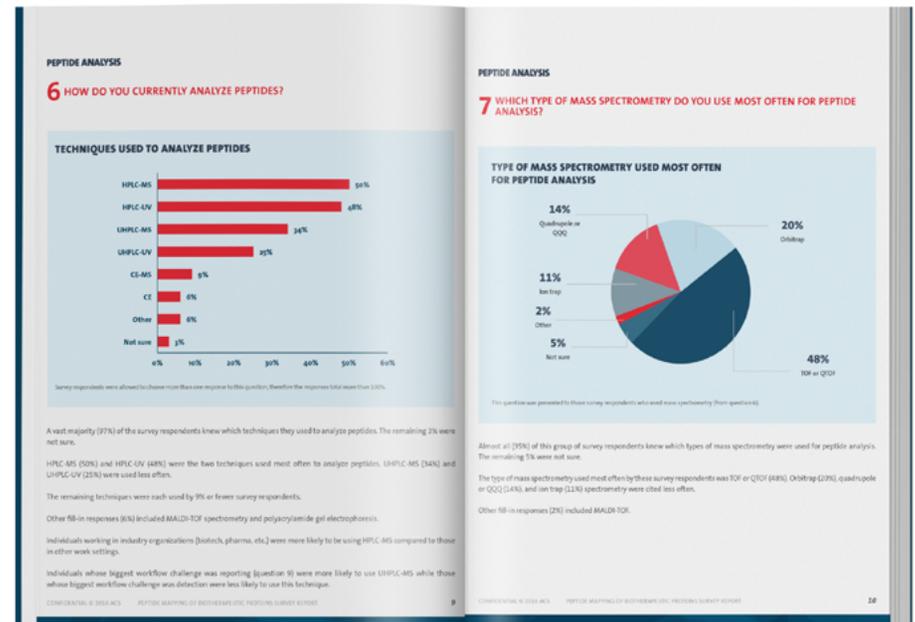
WHY SURVEYS?

In order to accurately understand your audience's preferences, needs and pain points, learning directly from them is critical. Targeted surveys can uncover the internal and external drivers of your customer's thought processes, and provide you with specific insights that are invaluable to future business, marketing and product or service development efforts. A valuable tool in any industry, it is of particular importance when launching a new product or service, revamping campaign strategies or simply getting the pulse on how your audience currently interacts with your brand.

C&EN'S SURVEY SOLUTION

Running a survey is more than just about deploying it. Leveraging our market research experts, C&EN will craft and launch a survey that will be targeted and unbiased, and ensure a statistical confidence level that guarantees the information you receive is actionable.

C&EN provides end-to-end project management, giving analytical insights on responses and how it can apply to your business.



SURVEY CASE STUDY:

CONDUCTING RESEARCH FOR CONTENT CREDIBILITY

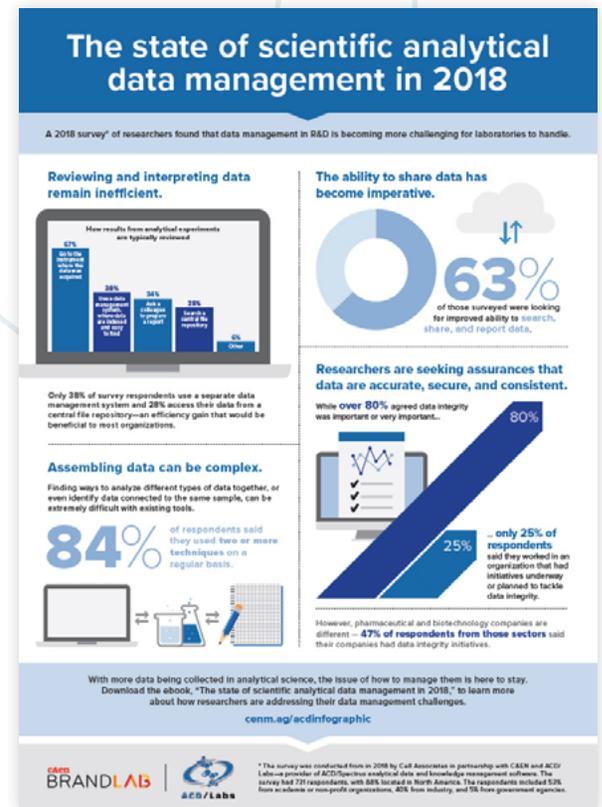


THE CHALLENGE

ACD/Labs specializes in software for small-molecule chemistry R&D and provides enterprise solutions for analytical data handling and knowledge management. ACD Labs wanted to learn whether researchers felt confident in data accuracy and whether they could adequately manipulate, share, and retrieve data. The company wanted to find these high-value targets, engage them in education about analytical data management, and build a healthy sales pipeline as a result of their efforts.

THE SOLUTION

C&EN BrandLab conducted a survey for ACD/Labs to uncover challenges researchers face in data management. When original data and case histories are added to content, a custom project is elevated to a new level of credibility and engagement. Plus, the audience takes away market intelligence they can actually apply in their organizations. C&EN BrandLab wrote and designed a custom eBook and infographic based off the survey content for ACD/Labs' campaign. The two pieces worked together – and as separate assets. The eBook was also created as an interactive PDF to help engage the audience. Custom landing pages, emails and promotions were created by C&EN BrandLab and marketed to collect leads for immediate sales impact.



THE RESULTS

**780**
TOTAL SURVEY
RESPONSES

**717**
LEADS FROM
REPORT AND EBOOK

"Our goal was to get a better understanding of our target audience in how they handle data management in their labs through market research. We then took the data we learned to develop custom content that would hit on the pain points and position us as a top solution provider in the data management space."

— Sanji Bhal, Director of Marketing & Communications, ACD/Labs



READY TO DRIVE QUALITY LEADS TO YOUR SALES PIPELINE?

Thanks for reading through our lead generation playbook. Ready to take the next step? Let's discuss your next lead generation campaign.

[SEE PRICING](#)

PRICING

	PRODUCTS	PLATINUM	GOLD	SILVER
WEBINARS	CUSTOM WEBINAR	<ul style="list-style-type: none"> • 1,000 guaranteed leads • Custom email promo to C&EN webinar database of 200,000+ • Customizable registration form with up to 5 qualifier questions • 500,000 impressions on C&EN Online/ACS Journals • Custom landing page & form 	<ul style="list-style-type: none"> • 600 guaranteed leads • Custom email promo to C&EN webinar database of 200,000+ • Customizable registration form with up to 3 qualifier questions • 300,000 impressions on C&EN Online/ACS Journals • Custom landing page & form 	<ul style="list-style-type: none"> • 400 guaranteed leads • Custom email promo to C&EN webinar database of 200,000+ • Customizable registration form with up to 2 qualifier questions • 150,000 Impressions on C&EN Online/ACS Journals • Custom landing page & form
		\$30,000	\$24,000	\$20,000
	WHITE PAPERS	CUSTOM WHITE PAPER	<ul style="list-style-type: none"> • 400 guaranteed leads • Custom white paper written • 2 custom email promos to C&EN webinar database of 200,000+ • Customizable registration form with up to 2 qualifier questions • 400,000 impressions on C&EN Online/ACS Journals • 2 social media posts • Custom landing page & form 	<ul style="list-style-type: none"> • 250 guaranteed leads • Custom white paper written • 1 custom email promo to C&EN webinar database of 200,000+ • Customizable registration form with up to 1 qualifier question • 250,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form
		\$20,000	\$16,500	\$13,500
		SUPPLIED WHITE PAPER	<ul style="list-style-type: none"> • 300 guaranteed leads • Customizable registration form with up to 2 qualifier questions • 400,000 impressions on C&EN Online/ACS Journals • 2 social media posts • Custom landing page & form 	<ul style="list-style-type: none"> • 200 guaranteed leads • Customizable registration form with up to 1 qualifier question • 250,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form
		\$17,500	\$13,500	\$10,000

*Webinars, white papers and eBook guaranteed leads report includes: First Name, Last Name, Email Address, Company, Job Title, Address, City, Zip code, Country, Phone. Rates reflected as net.

PRICING, cont.

PRODUCTS	PLATINUM	GOLD	SILVER
EBOOKS	CUSTOM EBOOK <ul style="list-style-type: none"> • 400 guaranteed leads • Custom eBook written • 2 custom email promos to C&EN webinar database of 200,000+ • Customizable registration form with up to 3 qualifier questions • 500,000 impressions on C&EN Online/ACS Journals • 2 social media posts • Custom landing page & form 	<ul style="list-style-type: none"> • 250 guaranteed leads • Custom eBook written • 1 custom email promo to C&EN webinar database of 200,000+ • Customizable registration form with up to 1 qualifier questions • 250,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form 	<ul style="list-style-type: none"> • Custom eBook written only
		Starting at \$25,000	Starting at \$21,500
	SUPPLIED EBOOK <ul style="list-style-type: none"> • 150 guaranteed leads • C&EN standard registration page questions • 150,000 impressions on C&EN Online/ACS Journals • 1 social media post • Custom landing page & form 		
	\$12,500		
QUIZZES	CUSTOM QUIZ <ul style="list-style-type: none"> • Custom quiz with 10 questions and Lead Gen Component • Quiz contains lead gen form & follow up email • 100,000 impressions on C&EN Online/ACS Journals • 2 social media posts • 1 Native Content Feature in C&EN Weekly Newsletter • Quiz hosted on C&EN landing page 	<ul style="list-style-type: none"> • Custom quiz with 10 questions • 100,000 impressions on C&EN Online/ACS Journals • 2 social media posts • 1 Native Content Feature in C&EN Weekly Newsletter • Quiz hosted on C&EN landing page 	
		\$13,500	\$11,000
SURVEYS	CUSTOM SURVEY <ul style="list-style-type: none"> • Custom survey with up to 30 questions • Complete post-survey report 	<ul style="list-style-type: none"> • Custom survey with up to 25 questions • Complete post-survey report 	<ul style="list-style-type: none"> • Custom survey with up to 20 questions • Complete post-survey report
		\$24,000	\$22,000

*Webinars, white papers and eBook guaranteed leads report includes: First Name, Last Name, Email Address, Company, Job Title, Address, City, Zip code, Country, Phone. Rates reflected as net.

CONTACT OUR LEAD GENERATION TEAM

Uwe Riemeyer
European Sales Director

T: +49 202 271690 /

E: riemeyer@intermediapartners.de

Visit CENMediaKit.org to learn more about our integrated advertising operations.



ABOUT C&EN MEDIA GROUP

The C&EN Media Group provides advertising opportunities to chemical and technology companies, targeted to our large, powerful audience of members and subscribers, through custom media and publications.

c&en
MEDIA GROUP