

# the chemical marketing toolkit



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Marketing chemicals to new customers is always a challenge. But it doesn't have to be difficult, especially in today's raw materials and ingredients market—where you can use newer, more cost-effective digital tools to convert leads into customers.

We've put together a toolkit to help chemical suppliers like you **create**, **execute** and **manage** your marketing strategies.

Inside you'll find helpful tools to generate impactful results for your company.

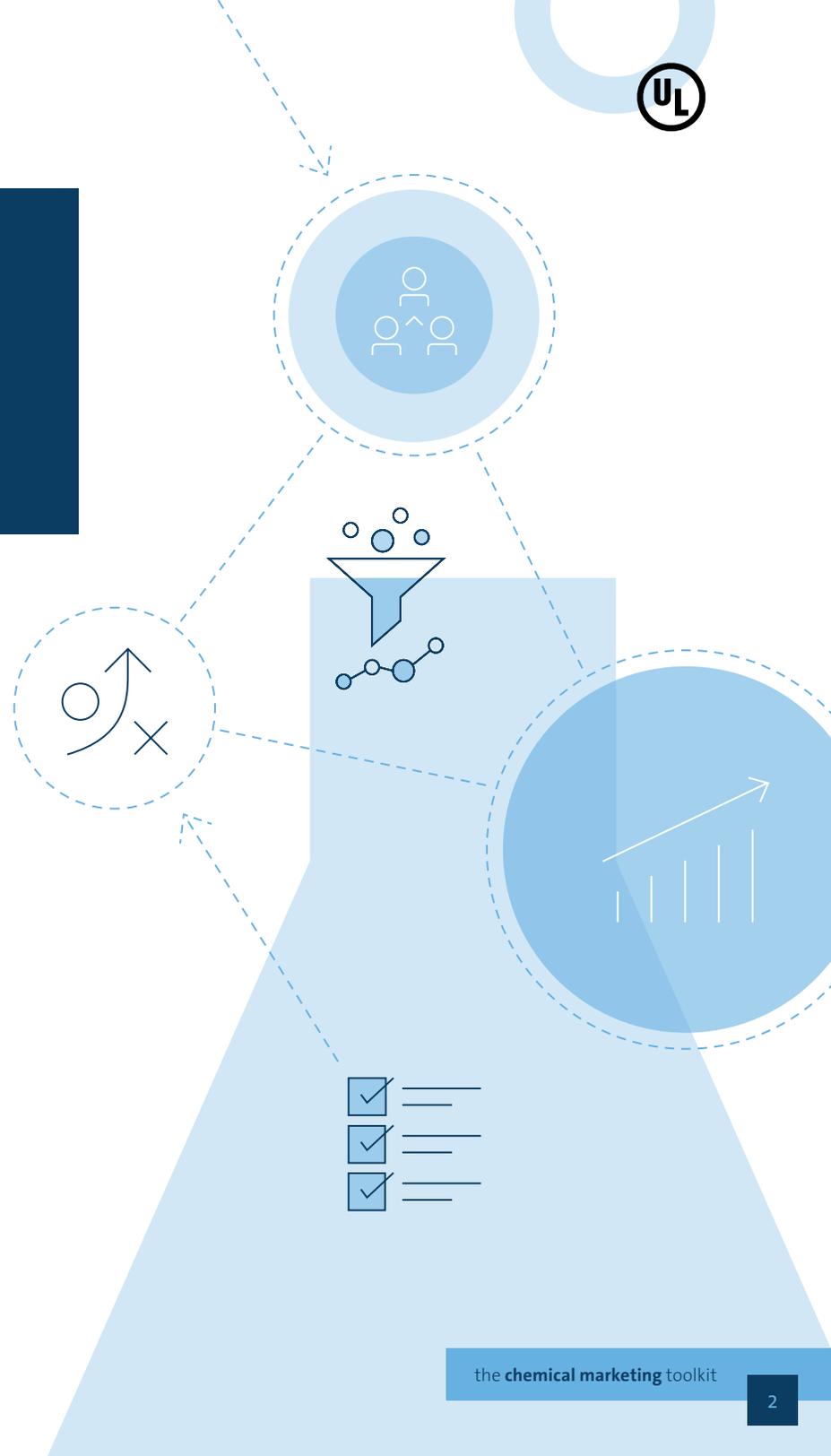
**BOOKMARKS** *(Click links below to jump to specific topic)*

Identifying your target audience | *Worksheet*

Defining your goals | *Guide*

Creating a budget and choosing your marketing tactics | *Template*

Performance and measurement | *Tool*





# Identifying your target audience

When you're ready to find new customers for your raw material or ingredient, the first questions to ask yourself are: who buys my products and who do I want to start buying my products?

Knowing the answer to these questions will help you set up the right marketing campaign.

**Use the worksheet to the right to brainstorm a quick profile of the ideal type of company you want to target.**

**Ask yourself these questions:**

1	How many employees does my ideal company have?	<hr/> <p><i>Ex. Greater than 50</i></p>
2	Where are they located?	<hr/> <p><i>Ex. United States, Germany, etc.</i></p>
3	What is their typical sales volume?	<hr/> <p><i>Ex. \$10,000/month</i></p>
4	What industry is the company in?	<hr/> <p><i>Ex. Cosmetics, coatings, etc.</i></p>

If you're not sure what type of company buys your products, it may be helpful to understand who views your products online. You can also list your products on a specialized materials search engine like UL Prospector® to begin to analyze who among your target audience views your products.



## What job role usually buys your products?

In addition to knowing the type of company who buys your products, you also want to think about the person at the company who places the order. We call this a “buying persona.”

1	What job function does my ideal customer have?	<hr/> <p><i>Ex. R&amp;D, Engineering, etc.</i></p>
2	What seniority or job title do they have?	<hr/> <p><i>Ex. Manager, Director, etc.</i></p>

**A buyer persona is a customized representation of your ideal customer based on market research and analytical data about your existing and target customers. Incorporate job function and title, behavior patterns, decision influencers and goals to help guide your marketing.**



## Defining your goals

### Your next step is to define your goals for the coming year.

What do you want to achieve with your marketing efforts over the next 12 months?

#### **Common objectives include:**

- Increase the number of leads
- Increase revenue
- Build brand awareness
- Sell a certain volume of a particular product
- Sign new clients
- Improve retention of current clients
- Increase margin and profitability

It may also help to involve key stakeholders from both sales and marketing in your conversation about goals, so that everyone is on the same page.

Write a specific, measurable goal. Once you've determined your marketing objective, then you'll want to write up a very specific, measurable goal for the next 12 months. The simpler and clearer the goal, the easier it will be to get everyone on board.

**What is a measurable goal? Effective goals provide concrete criteria for measuring progress, such as quantity of a specified task by an established date, and how that work with be achieved.**

Here are a few examples of concrete, measurable goals for a chemical selling or a materials marketing plan:





## Creating a budget and choosing your marketing tactics

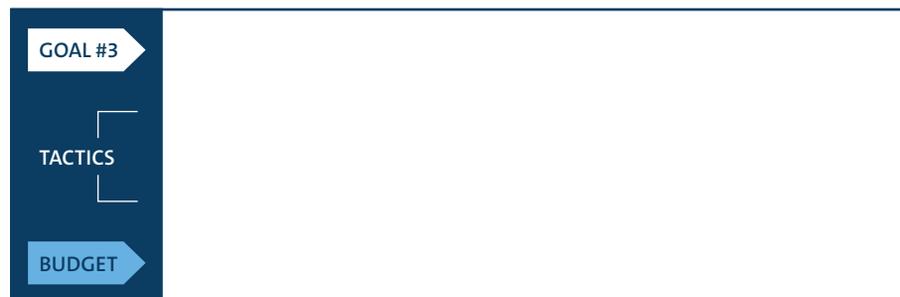
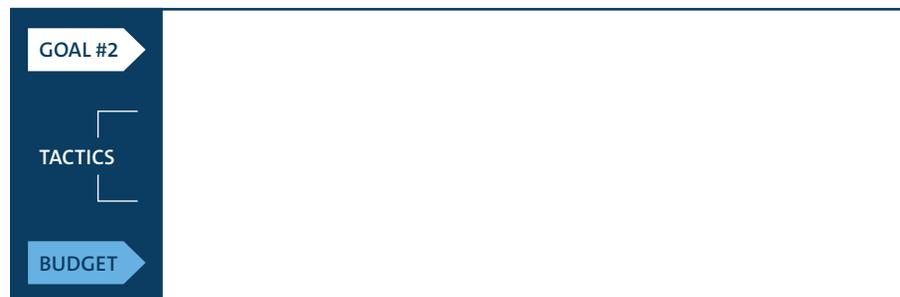
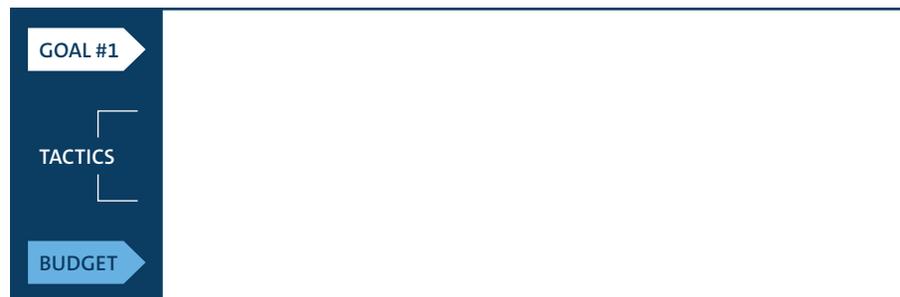
When developing your tactical marketing plan, the most important thing to remember is that each tactic should support one of your marketing goals. Each item or initiative should have a specific budget or resource assigned to it.

*The templates to the right can help you ensure your tactics line up with your goals and their respective budgets are clear.*

Example goal:

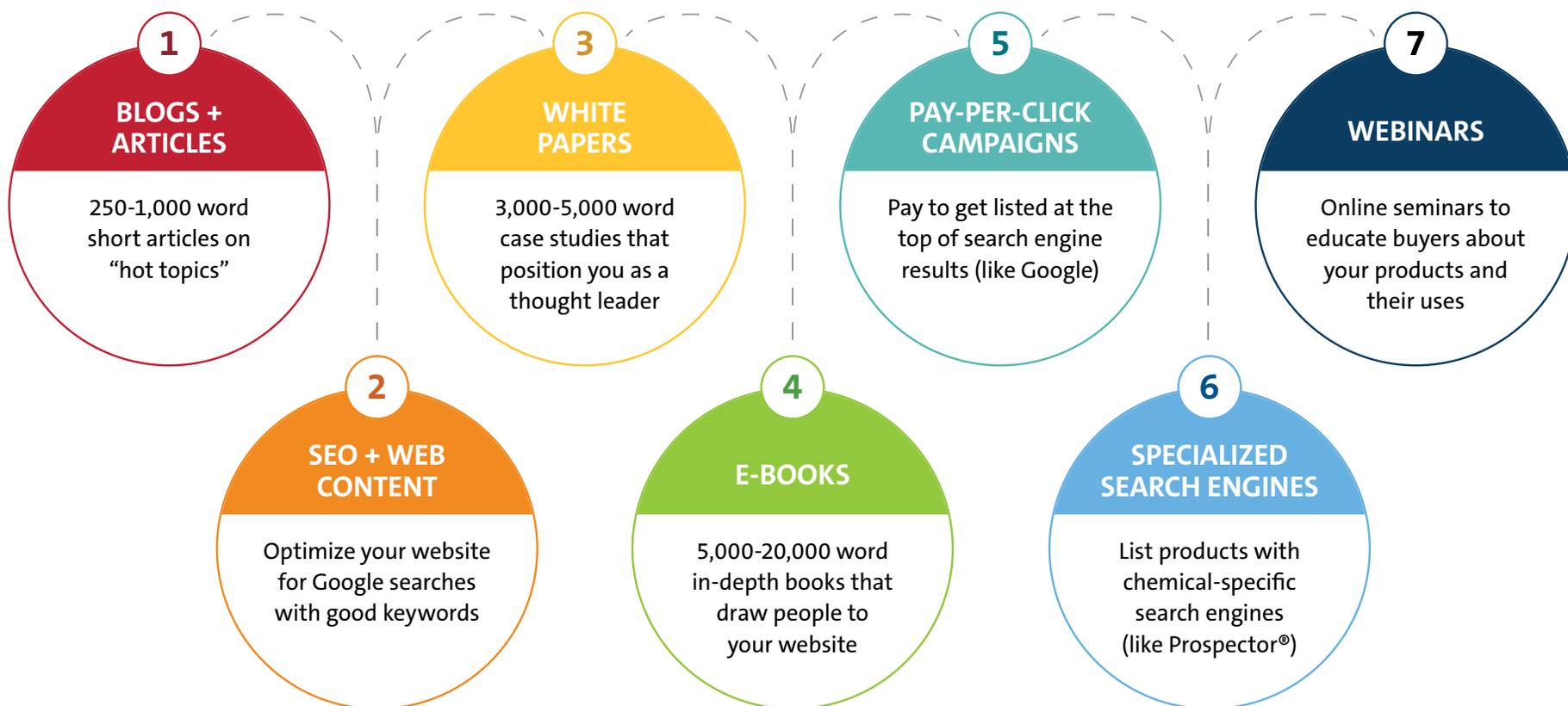
<b>GOAL</b>	<b>Sell 400 tons of glycerin—by Dec. 31</b>
<b>TACTICS</b>	<ul style="list-style-type: none"> <li>• Participate in three trade shows in next 12 months (\$17,000)</li> <li>• Publish two blogs/mo. for 12 months on product “hot topics” (\$4,000)</li> <li>• Run four PPC ads on Google for six months (\$8,000)</li> <li>• Create five whitepapers for website on new uses for glycerin (\$1,000)</li> </ul>
<b>BUDGET</b>	<b>\$30,000</b>

**Make sure you assign a budget or resources for each tactic.**



## Seven important digital tactics in chemical marketing

When choosing your marketing tactics, you'll want to find a good mix of inbound and outbound strategies. This may require some experimentation for the first few months, to see what works best. Seven common digital tactics in chemical marketing are outlined here.





## Performance and measurement

Your marketing plan is only as good as your ability to measure what works, what doesn't work, and where there might be future opportunities.

It's a good idea to check in on your marketing plan and tactics to measure your progress relative to your goals on a regular basis. Share that info with both the sales and marketing teams (or possibly with all key stakeholders), so they can monitor your progress. It is equally important to decide what actions you will take if you fall behind your targets.

Tactic	Target	Current Data	Actions
Publish two blog posts per month	1,000 visitors to our website/quarter through organic search.  10 marketing leads	1,000 visitors/quarter  5 marketing leads	Include a prominent button to "Speak With Sales" on all blog posts.
Run four PPC campaigns on Google	CPC under \$2.44  40 leads for glycerin	\$1.50 CPC  25 glycerin leads	Increase maximum bid amount for highest performing keywords.



Why measure? Knowing how much new business each tactic earned (return on investment, or ROI) tells you which tactics to continue, tweak, or stop. By measuring ROI, you will know where to spend your money next year.

## Need help with your chemical marketing plan? Let UL help!

**UL Prospector®** is an online search engine tool that connects suppliers with formulators, product developers, and engineers around the world. With an audience of more than 380,000 industry professionals in 175 different countries, Prospector can connect you with the right audience to meet your marketing goals. Our services allow you to:



We provide accurate, technical product information on thousands of products to your buyers in 10 industries:

- Adhesives and sealants
- Food, beverage, and nutrition
- Graphic arts and inks
- Household, industrial, and institutional cleaners
- Lubricant and metalworking fluids
- Paint and coatings
- Personal care and cosmetics
- Plastics
- Plastics additives
- Metals

Prospector offers comprehensive solutions for lead generation, email marketing, content marketing, newsletter advertising, and digital ads that reach your target audience directly—as well as tools that measure the effectiveness of your product marketing campaign.



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