A Marketing Leader's Guide to the Plastics and Chemicals Industries

Empowering Trust®

UL

Seize the moment

How to thrive in the rapidly shifting marketing world of the chemicals and plastics industries

Digital disruption is constantly reshaping the marketing landscape. Since 2020, those changes have been coming even faster. To be an effective marketing leader in the chemicals and plastics industries, you need to understand some of the biggest trends. This guide from UL explains these trends and how leaders from the largest to the smallest chemicals and plastics companies can navigate them.

Learn more about:

1 New challenges in reaching your target audience digitally

2 How measurement is becoming more sophisticated

3 The acceleration of digital transformation

Challenge No. 1

New obstacles in reaching your target audience

Digital marketing has dramatically changed how companies can get in front of prospects and customers with their messaging. Advertising platforms relying on big data to find your ideal customer or even a specific person online have been a game changer in multichannel marketing. Still, these methods have consistently faced significant limitations and a lack of transparency. Forrester estimated that as much as 56% of all digital advertising dollars is spent on fraud or bots. The robustness of targeting will be challenged even more when Google's data restrictions around third-party cookies take effect.

What to do

1. Focus on search engine marketing, which relies on a prospect's behavior and search for information This eliminates many potential avenues for wasted advertising dollars, such as counterfeit sites, hijacked IP addresses and click farms.

2. Focus on contact acquisition and email. Building your email list by offering extra value to your prospects and customers has always been important. For some, it took a back seat as they pursued other digital channels. First-party data will likely remerge as most marketers' preferred form of targeting if it wasn't already.

3. Syndicate your content in trusted industry publications to significantly increase your chances of getting in front of your ideal prospect. However, keep in mind that not all publications or platforms are equal. Please make sure the publisher or platform regularly validates its users and email addresses.

How UL Prospector® Marketing Solutions can help

Use Prospector's digital media services to boost the effectiveness of your advertising and thought leadership content. Registered users in Prospector have been qualified, and their email addresses are regularly validated. This means you can target your content to real industry professionals, not bots. Promote your content through webinars, email, on-site ads and newsletters.

- Harness the SEO dominance of Prospector. UL Prospector.com has established high domain authority through years of focused SEO efforts and the vast amount of high-quality content on the site. This means product pages on Prospector often rank high on search result pages, providing companies with another opportunity to get in front of their target audience. Read more at Three Ways Prospector Helps You Win with Search Engine Marketing.

- Learn more about How to strengthen your Prospector product pages for organic search

Challenge No. 2

System integrations are important for easy and accurate measurement

On average, Netskope estimated that most enterprise marketing departments use up to 125 martech vendors and cloud services. Turning all that data into actionable insights is an ongoing challenge, especially if systems are not integrated.

What to do

1. First, figure out precisely what you need to measure and understand. Is your goal to drive profitable growth? If so, you may want to understand the lifetime value of a customer. Do you want to get more efficient with your marketing dollars? Then you may want to focus on the cost-per-lead for blended and individual channels.

2. Determine which data sources are essential to meeting and measuring your goals

3. Integrate your systems to obtain your metrics more easily and drive action.

How Prospector Marketing Solutions can help

Prospector provides verified and complete contact information when an industry professional views a material supplier's product. For example, this actionable insight allows a chemical supplier to identify new prospects and equip sales reps with customer insights to build relationships and identify product trends.

Importantly, you can integrate this data into your CRM system to seamlessly interject leads into your existing sales process. Your sales team doesn't need to add a new system into its workflow. CRM integration also makes it easier for marketers to see revenue and new business connected to the leads generated from Prospector. Ultimately, this means you can measure your ROI better and make data-driven decisions.

Challenge No. 3

Accelerating digital transformation

Digital transformation is changing how companies compete, and chemical companies are at an inflection point. Digital enablement for sales and marketing is essential for increasing market share, sustaining growth and reducing risk. Customers want a resource where they can research, compare, sample, purchase and fulfill in one place.

What to do

1. Partner with a platform that helps you fully connect the digital ecosystem for your customers.

2. Make sure this includes the ability to simplify your data management and distribution since transparent, accessible and real time data is the foundation of this ecosystem.

How Prospector Marketing Solutions can help

Through our e-commerce collaboration, Prospector fully connects the digital ecosystem. Your customers can research, compare, request samples, purchase and see fulfillment. Prospector makes it easy for them to get your product information to make buying decisions. Read more on digital transformation and B2B chemical marketplaces.

Our data management services help you easily provide transparent, accessible and real-time data for your technical product and safety information across all digital channels. Our datasheet software and solutions allow you to make a single input change that updates simultaneously across your website, your distributors' websites and Prospector.

Prospector can help marketing leaders prioritize end-to-end digital technology

Prospector can easily scale and integrate across your organization. With Prospector's tools and exclusive data, you can:

- Equip sales reps with the customer data they need to build relationships and trust

- Enhance your online presence and web experience

- Grow your revenue and business

- Measure the effectiveness of your marketing

Contact us to get started.

Empowering Trust®