

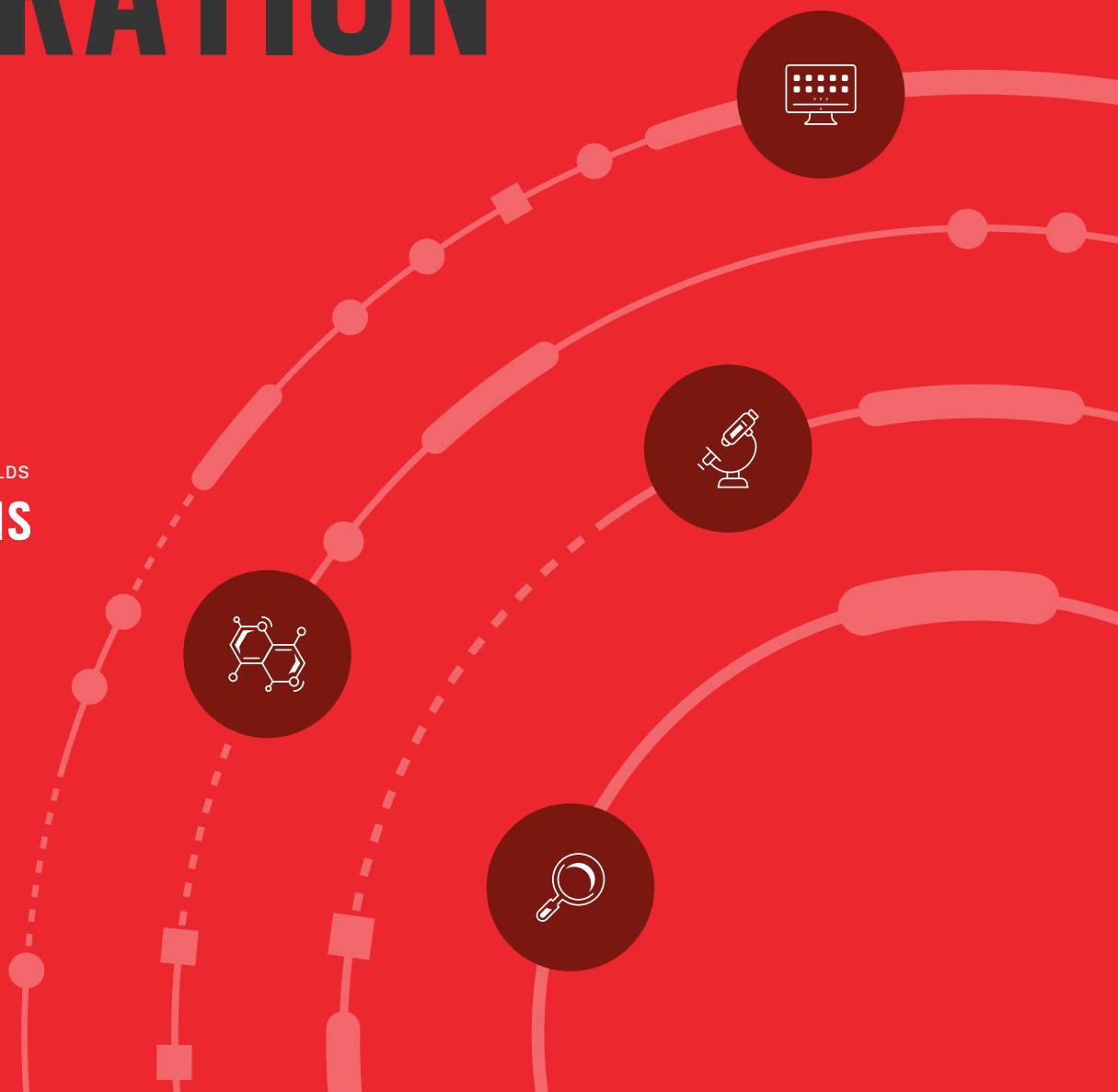
# LEAD GENERATION PLAYBOOK

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

SERVING THE CHEMICAL, LIFE SCIENCES, RECRUITMENT, AND LABORATORY WORLDS

**INTEGRATED ADVERTISING SOLUTIONS**

**[acsmmediakit.org](http://acsmmediakit.org)**



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# 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.

## AN INTEGRAL PART OF A SCIENCE MARKETER'S STRATEGY

Recent times have proven that the modern science marketer must stay steps ahead and be able to pivot strategies to keep business moving. We've seen our clients invest increasingly towards lead generation tactics and online events. Why? Because lead generation provides the ROI required, especially in times of uncertainty.

A lead generation strategy is now a necessity for science marketers to remain competitive. This strategy works well for our global audience of scientists too, who are actively searching for the latest technologies, applications, and regulations across topics on instrumentation, pharmaceuticals, and chemicals.

Through our robust portfolio of lead generation products, we can help you meet your potential prospects in the buyer's journey. It's now more important than ever before to respond to the needs of today's buyers at the right time and place, and with the right messaging. 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

### REACHING THE SCIENTIST

We recently surveyed our audience to see how they get their information and make purchases:

- **Buying Power: 87%** of the respondents were involved in purchasing products and services for their group.
- **Purchasing Plans: 53%** of the respondents plan on purchasing new instruments or equipment in the next 18–24 months. Respondents planned to purchase many kinds of instruments including LC, GC, HPLC/uHPLC, MS, and SFC separation systems, automated titrators, chemical reactors, atomic adsorption, FTIR, NMR, and UV/Vis and light and electron microscopes.
- **Source of Information: 56%** rely on magazines, such as C&EN, to keep abreast of new products and technologies.
- **Webinar Attendance: 84%** attended one or more webinars in the last 12 months.

**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.

### RIISING 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, e-books and more custom options.



##### AUDIENCE

Reach a scientific community of 56 million.



##### DISTRIBUTION

Exclusive platforms and channels to reach decision-makers.



##### SEGMENTATION

Targeted communications to your buyers.



##### RETURN ON INVESTMENT

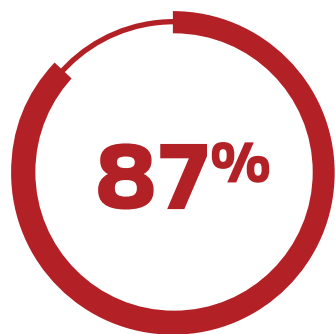
Measurable results for your marketing dollars.

# WHO ARE YOUR IDEAL PROSPECTS?

Access an unparalleled audience of scientists

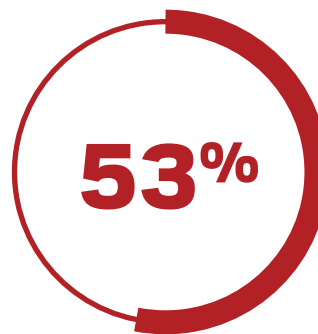
JOB TITLES	TOP COMPANIES	TOP INTERESTS
Chemist Principal Scientist Engineer Researcher Professor/PhD R&D Director Lab Manager CEO President Vice President	DowDuPont Sanofi-Aventis Pfizer Amgen Merck Novartis Dow Glaxosmithkline Sigma-Aldrich	Environmental/Food & Ag Analytical Medicinal Chemistry Drug 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 **\$450M** in annual buying power.



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

SOURCE: C&EN 2023 BUYING POWER SURVEY

# 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:

### YOUR NEED

#### BUILDING AWARENESS

Potential buyers need to be aware of your product to consider it.

#### PRODUCT EDUCATION

Complex scientific sales require answers to many significant questions.

#### CLOSING CUSTOMERS

Value must be clearly demonstrated to earn the trust of new customers.

### THE OBJECTIVE

**GENERATE TRAFFIC**

**CAPTURE LEADS**

**SALES**

### OUR TOP SOLUTIONS

**CUSTOM  
CONTENT**

**WEBINARS  
WHITE PAPERS  
E-BOOKS**

**EXECUTIVE  
SUMMARIES**

# WEBINARS

## WHY WEBINARS?

Webinars have always been a top performing lead generation tactic, but the pandemic propelled webinars to another level. Since then, webinars have emerged as a critical tool for B2B marketers, helping brands connect with their audiences wherever they may be. The ROI continues to deliver year over year because audiences are actively searching for and engaging with rich content through webinars, which in turn helps marketers identify and prospect those most engaged leads.

Here at C&EN, our webinar engagement continues to remain high with an average of **600** webinar registrants.

- Highest performing webinar had 1,378 registrants.
- Our webinars' new interactive features increased our engagement score to 50% and continues to remain high.

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.



## Top 5 Webinars from 2023

Webinar Name	Sponsor	Registration Number
The Changing PFAS Landscape: Insights Into EPA Draft Method 1621	Metrohm USA	1,378
Unlock the Power of Artificial Intelligence in Novel Drug Discovery	MilliporeSigma	1,257
Azure Quantum: Accelerating Scientific Discovery	Microsoft	1,234
The Predict-First Paradigm: How Digital Chemistry is Changing Drug Discovery	Schrödinger, Inc.	1,222
Creating Better Chromatographic Methods Using a Systematic Approach	Waters Corporation	909

# C&EN'S WEBINAR SOLUTION

C&EN's successful webinar program continues to attract registrations and engagement, with **97% of ACS members finding these webinars beneficial**, according to a recent survey.

Our approach to presenting webinars sets us apart from other publishers. We've implemented measures to ensure your campaign's success, including a **guaranteed leads model, exclusive editorial insights on your webinar content, a streamlined production workflow, superior user experience, intelligent marketing operations, and access to an unrivaled audience**. Our **turnkey process** handles all marketing materials and generates leads from our pool of interested and influential contacts, including ACS Members and C&EN readers. Meanwhile, your company's subject matter experts present the content.

We're dedicated to providing our audience with essential information for technology breakthroughs and services in the chemical, life sciences and laboratory domains.

**Extend the reach of your webinar content a step further and transform it into a white paper or e-book, create an executive summary, or even a supporting infographic. Our C&EN BrandLab team can summarize the content of your webinar to reach a wider audience in multiple ways.**

**97%**

OF SURVEYED ACS  
MEMBERS FIND C&EN  
WEBINARS BENEFICIAL

**600**

AVERAGE REGISTRANTS  
(2023)

**55**

MINUTES OF AVERAGE  
VIEWER TIME

## 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 (as an add-on), resources for attendees to download, certification of attendance, video integration, mouse pointers, reactions tool, lead scoring, and other personalization tools



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



Promotions through emails, banners, journals, and ACS Events page

**ASK US HOW  
WE CAN REPURPOSE YOUR WEBINAR**



## WEBINAR CASE STUDY:

# HOW VALUABLE CONTENT DELIVERS FOR BOTH THE BRAND & THE AUDIENCE



## THE CHALLENGE

AI innovation is rapidly advancing, offering new possibilities for medicinal chemists to discover synthetically viable compounds. The key challenge in using AI for drug discovery is the lack of robust machine learning (ML) models in experimental data. Given the complexity of the AIDDISON™ integrated platform using validated AI/ML methods, MilliporeSigma partnered with C&EN Media Group to demonstrate solving drug design challenges to their audience and generate high-quality leads for their sales pipeline.

## THE SOLUTION

C&EN Media Group devised a lead generation strategy around MilliporeSigma's webinar and showcased how the AIDDISON™ platform empowers users with AI methods and computational tools to design tailored molecules. MilliporeSigma harnessed C&EN's dynamic webinar platform to deliver engaging content, incorporating features like webcams, audience interaction, and resource downloads. During the webinar, MilliporeSigma offered downloadable white papers and resources, providing valuable insights through resource download analytics for their sales team. This engagement then served as an added value to qualify prospects into actionable leads.



## THE RESULTS



**1,257**  
REGISTRANTS



**490**  
LIVE AND ON  
DEMAND ATTENDEES



**988,313**  
BANNER IMPRESSIONS



**524**  
RESOURCE  
DOWNLOADS



**345**  
PROSPECTS  
SEEKING TO BUY

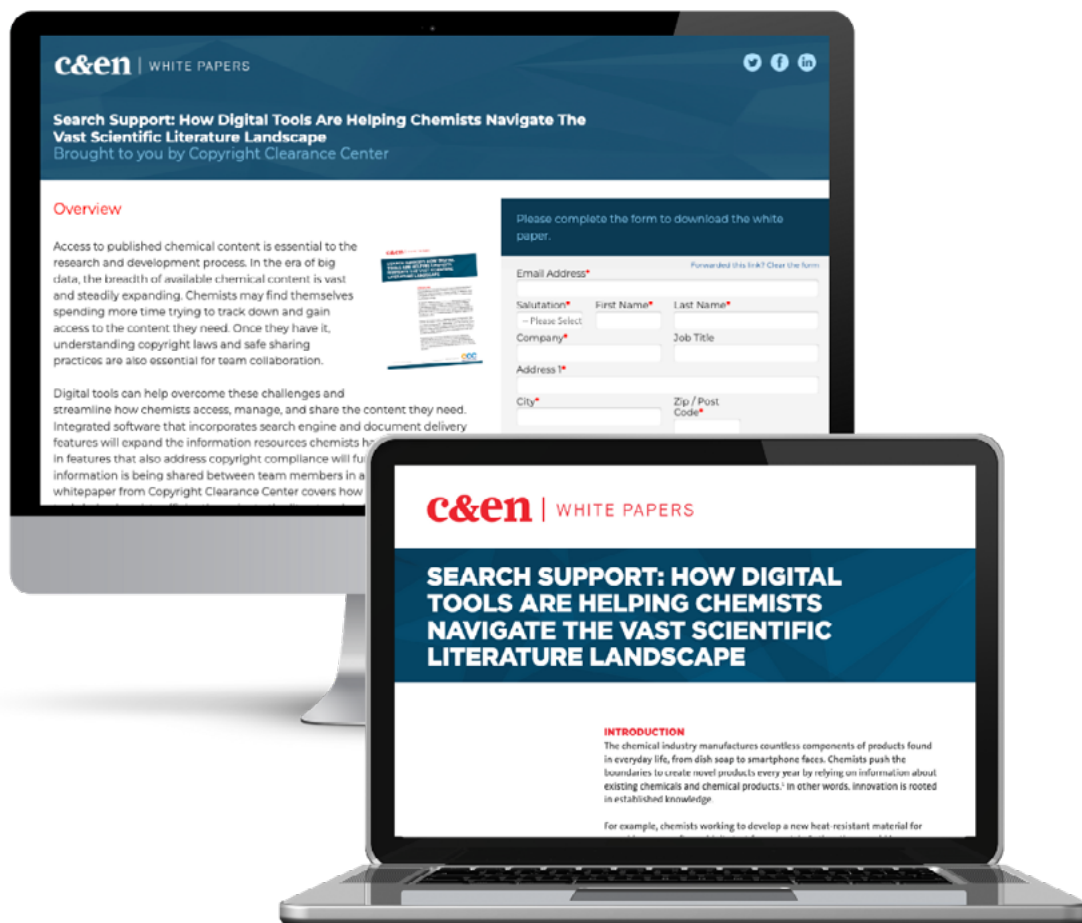
# WHITE PAPERS

## 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

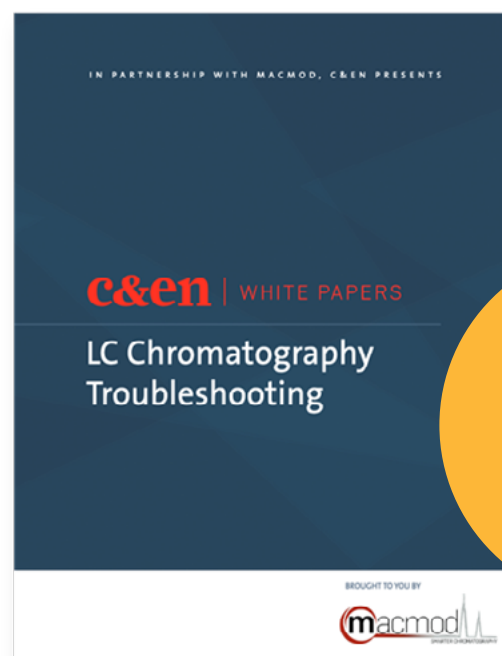
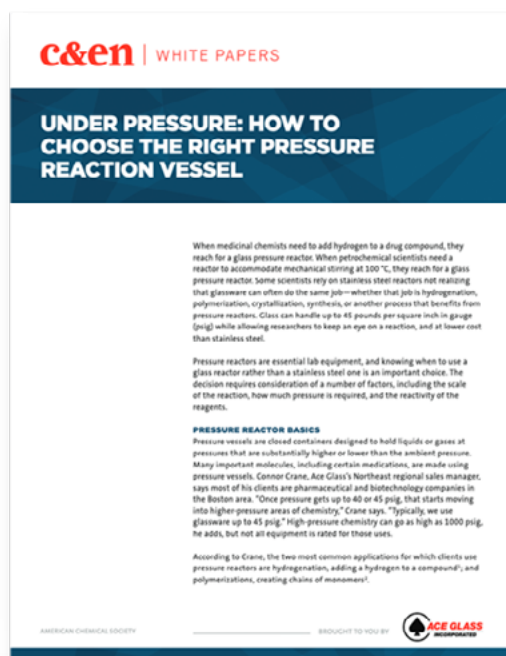


Tell us your topic of interest and **our team at C&EN BrandLab** will research and develop the content of your white paper. This option is entirely turnkey – from the initial outline phase to the final design, we'll develop all the materials and get your feedback along the way. We'll also create a robust 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.



**330+**  
AVERAGE  
DOWNLOADS

## WHITE PAPER CASE STUDY:

# DEMONSTRATING PRODUCT CAPABILITIES IN SOLVING GLOBAL ENVIRONMENTAL CHALLENGES



## THE CHALLENGE

TA Instruments (Waters Corp.) wanted an effective lead generation tool that would capture leads and drive sales for its polymer and additive manufacturing instrumentation business. TA Instruments wanted to demonstrate how measurements of fundamental polymer properties could help tackle plastics waste problems. The measurements provide information that can help scientists and engineers manage variability when using recycled plastics feedstocks, called post-consumer resin (PCR). The challenge was how to present the sustainability connections in a format that was easily understood by R&D scientists in the polymer industry.


## THE SOLUTION

C&EN BrandLab proposed a solution for a custom white paper that would allow TA Instruments to highlight the current challenges in plastics recycling, sources of variability in PCR feedstocks, and explain how scientists can adjust formulations while using PCR in production. The team worked closely with TA Instruments to develop the content of the white paper, and also created a marketing strategy for launch that would help them meet a guaranteed number of leads for their sales pipeline.



## THE RESULTS

 **764**  
DOWNLOADS

 **329,430**  
BANNER IMPRESSIONS

 **134**  
BANNER CLICKS

 **109,031**  
CLICKS ON FACEBOOK

 **99**  
EMAIL FORWARDS

# E-BOOKS

## WHY E-BOOKS?

E-Books 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, e-books 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 E-BOOK 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.





## E-BOOK CASE STUDY:

# BUILDING BRAND REPUTATION AND LEADING THE WAY FOR SUSTAINABILITY



## THE CHALLENGE

Customers, regulators, and investors increasingly require products are made using sustainable materials and processes, with an eye toward efficient operation and long service life, recyclability, and environmentally responsible disposal. Biovia reached out to C&EN BrandLab with the goal to become a global brand leader in molecular modeling software. They wanted to show how their solutions could apply to developing sustainable materials for a variety of industries. Another aspect of this goal was to generate a certain number of leads for their sales funnel.

## THE SOLUTION

C&EN BrandLab suggested a custom e-book campaign that would focus on Biovia's capabilities in multiscale modeling and simulation for materials science. The C&EN BrandLab team completed a deep dive into the content -- conducting stakeholder interviews and developing the story Biovia wanted to deliver. Then the team produced an e-book demonstrating how multiscale modeling can help scientists better predict characteristics of new materials for batteries and polymer composites, and also help scientists optimize sustainable development processes. After the e-book content was finalized, C&EN launched a robust marketing strategy that helped Biovia reach and exceed a guaranteed number of leads for their sales pipeline.



## THE RESULTS

 **861**  
DOWNLOADS

 **1,682,937**  
BANNER IMPRESSIONS

 **884**  
BANNER CLICKS

 **7,720**  
CLICKS ON FACEBOOK

 **183**  
REACTIONS

# PRICING

## WEBINARS

## WHITE PAPERS

PRODUCTS	PLATINUM	GOLD	SILVER
<b>CUSTOM WEBINAR</b>	<ul style="list-style-type: none"> <li>• <b>1,000</b> guaranteed leads</li> <li>• Custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to <b>5</b> qualifier questions</li> <li>• <b>500,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>600</b> guaranteed leads</li> <li>• Custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to <b>3</b> qualifier questions</li> <li>• <b>300,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>400</b> guaranteed leads</li> <li>• Custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to <b>2</b> qualifier questions</li> <li>• <b>150,000</b> Impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>
	<b>\$32,000</b>	<b>\$25,500</b>	<b>\$21,500</b>
<b>CUSTOM WHITE PAPER</b>	<ul style="list-style-type: none"> <li>• <b>400</b> guaranteed leads</li> <li>• Custom white paper written</li> <li>• 2 custom email promos to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to <b>2</b> qualifier questions</li> <li>• <b>400,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250</b> guaranteed leads</li> <li>• Custom white paper written</li> <li>• 1 custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with up to <b>1</b> qualifier question</li> <li>• <b>250,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>150</b> guaranteed leads</li> <li>• Custom white paper written</li> <li>• 1 custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Standard C&amp;EN registration questions</li> <li>• <b>150,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Custom landing page &amp; form</li> </ul>
	<b>\$20,000</b>	<b>\$17,500</b>	<b>\$15,500</b>
<b>SUPPLIED WHITE PAPER</b>	<ul style="list-style-type: none"> <li>• <b>300</b> guaranteed leads</li> <li>• Customizable registration form with up to <b>2</b> qualifier questions</li> <li>• <b>400,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>200</b> guaranteed leads</li> <li>• Customizable registration form with up to <b>1</b> qualifier question</li> <li>• <b>250,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>100</b> guaranteed leads</li> <li>• <b>150,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• Standard C&amp;EN registration questions</li> <li>• Custom landing page &amp; form</li> </ul>
	<b>\$18,000</b>	<b>\$14,500</b>	<b>\$11,500</b>

\*Webinars, white papers and e-book 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.

## E-BOOKS

PRODUCTS	PLATINUM	GOLD	SILVER
<b>CUSTOM E-BOOK</b>	<ul style="list-style-type: none"> <li>• <b>400</b> guaranteed leads</li> <li>• Custom e-book written</li> <li>• 2 custom email promos to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with <b>up to 3 qualifier questions</b></li> <li>• <b>500,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>2</b> social media posts</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250</b> guaranteed leads</li> <li>• Custom e-book written</li> <li>• 1 custom email promo to C&amp;EN webinar database of <b>200,000+</b></li> <li>• Customizable registration form with <b>up to 1 qualifier question</b></li> <li>• <b>250,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>	<ul style="list-style-type: none"> <li>• Custom e-book written only</li> </ul>
	<b>Starting at \$32,000</b>	<b>Starting at \$25,500</b>	<b>\$20,000</b>
<b>SUPPLIED E-BOOK</b>	<ul style="list-style-type: none"> <li>• <b>150</b> guaranteed leads</li> <li>• Standard C&amp;EN registration questions</li> <li>• <b>150,000</b> impressions on C&amp;EN Online/ACS Journals</li> <li>• <b>1</b> social media post</li> <li>• Custom landing page &amp; form</li> </ul>		
	<b>\$12,500</b>		

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Visit [acsmediakit.org](https://acsmediakit.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