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# 2017-2018 CHEMISTRY MARKET TRENDS

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How labs are transforming the way they collaborate,  
make decisions, and buy products

Presented by Chemical & Engineering News  
August 2017

## ACS INFORMS CHEMISTRY

### ACS AND C&EN'S UNPARALLELED REACH & INFLUENCE

Across its products, C&EN delivers a powerful community of buyers

*The most cited journals in all of chemistry.*

*An active audience of 157,000 professional members.*

*The attention and trust of 25 million researchers and scientists.*

#### **Why professionals rely on ACS, C&EN and Journals:**

- A daily analysis of the issues most important to labs across the world.
- A weekly digest of critical research that professionals use to set priorities.
- Regular deep-dive academic journals that are the voice of record across 50 specific vertical areas.
- Timely events where professionals engage and connect.

**157  
THOUSAND**  
Professional  
members in  
ACS

**90  
YEARS**  
Of C&EN  
serving this  
community

**50  
JOURNALS**  
Of deep  
scientific  
research

**25  
MILLION**  
Scientists  
accessing  
annually

**c&en**

## ACS DELIVERS THE ENTERPRISE SINCE 1876

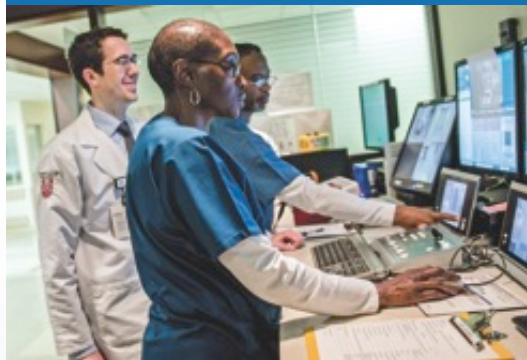
**LEADING NAVIGATION OF A CHANGING LANDSCAPE.  
A CREDIBLE VOICE IN A CRITICAL SPACE.  
DISTRIBUTION THAT MOVES MARKETS.**

For more than a century the American Chemical Society has studied and served the scientific community. Today our websites, events, research, print publications and journals draw the most influential audience in all fields of chemistry and chemical engineering.

For pharmaceutical, instrumentation and chemical marketers, we activate a powerful network of decision-makers by creating solutions that promote your products, surface high-value prospects and nurture them through every step of the buying process.

**c&en**

**\$600MM+**  
in potential buying power



**76%**  
of respondents influence  
decisions to purchase  
products and services



**50%**  
will make  
purchases  
in the next  
18 months

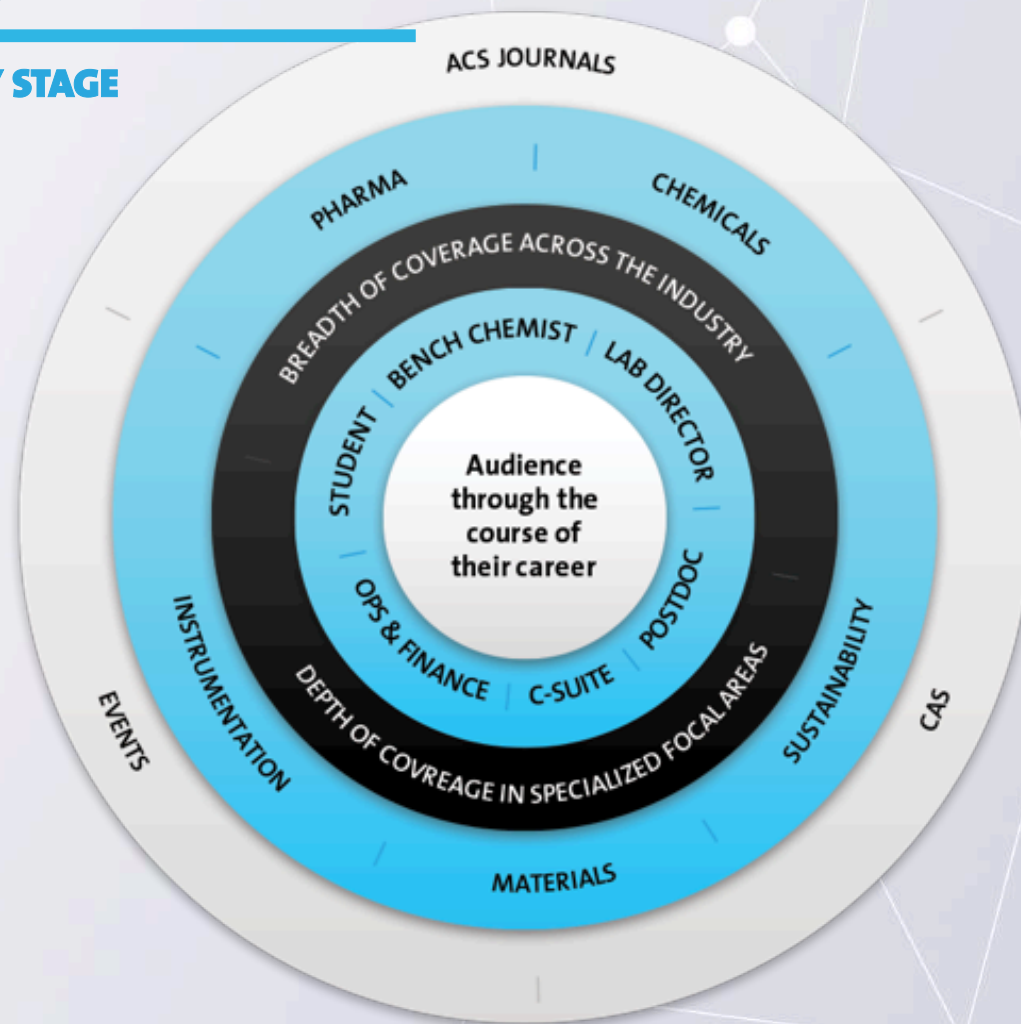
**TITLES  
WE SERVE**  
R&D Director,  
Chemist,  
Chief Scientist,  
Lab Manager,  
VP of R&D,  
Researchers



## ACS DELIVERS THE ENTERPRISE SINCE 1876

ACS PROVIDES THE RESOURCES AND EVENTS AT EVERY STAGE WITHIN A CHEMIST'S CAREER.

**From breadth  
to in-depth; from  
student to CEO, ACS  
offers unparalleled  
access to the chemical  
community**



# What Drives the Scientific Buyer?

c&en

## A TANGLED WEB OF INFLUENCE

Hidden influencers of the purchasing process present challenges for marketers

### STUDENT

Setting preferences for the length of a career

### POST-DOC

First-line recognition of lab product and service needs

### R&D DIRECTOR

Setting budgets; different levels of approval on purchases

### BENCH CHEMIST

Researching products and services; highly influential to the buy

### RESEARCHER

Influential when it comes to requirements of products and services

### C-SUITE/CHIEF SCIENTIST

Setting budgets and final approval on purchases

### LAB MANAGER

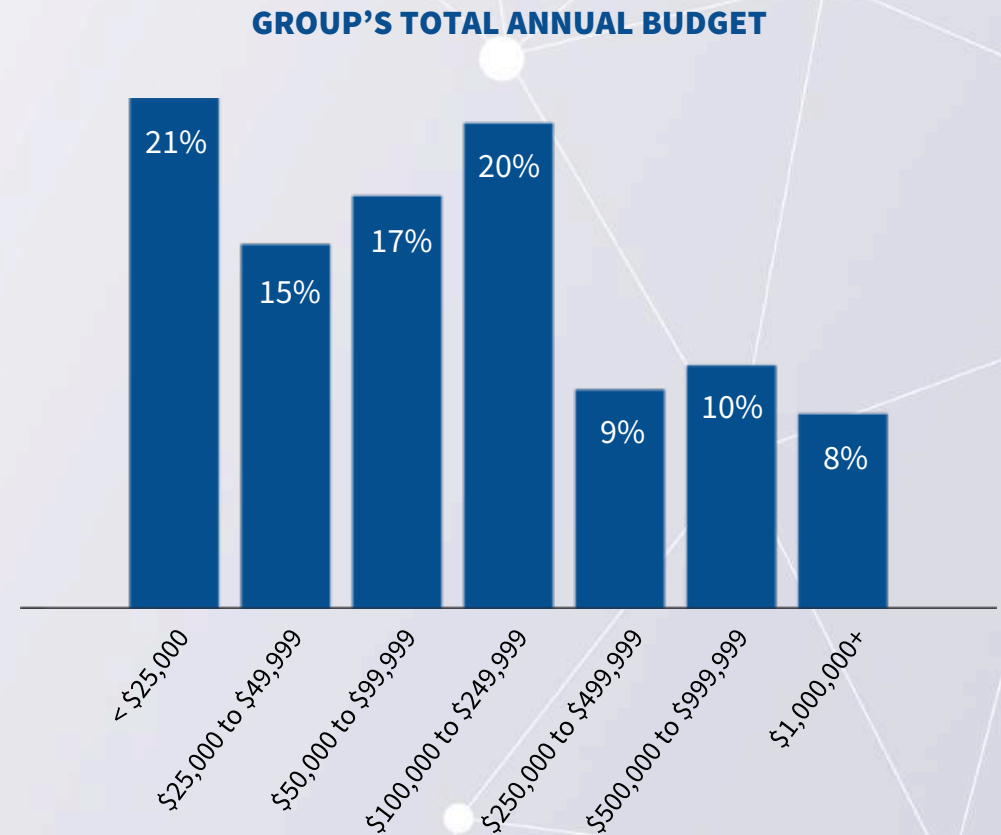
Creating overall spend recommendations for executives

## UNDERSTANDING AN INFLUENTIAL AUDIENCE

**97%** of the people we studied were involved in the purchasing process in their organizations.

This represents at least **\$131mm** in annual buying power for just the 385 respondents of this survey.

We asked them how these decisions are made.






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## UNDERSTANDING HOW THEY PURCHASE

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ACS set out to answer four critical questions.  
In the following pages, we present our findings.

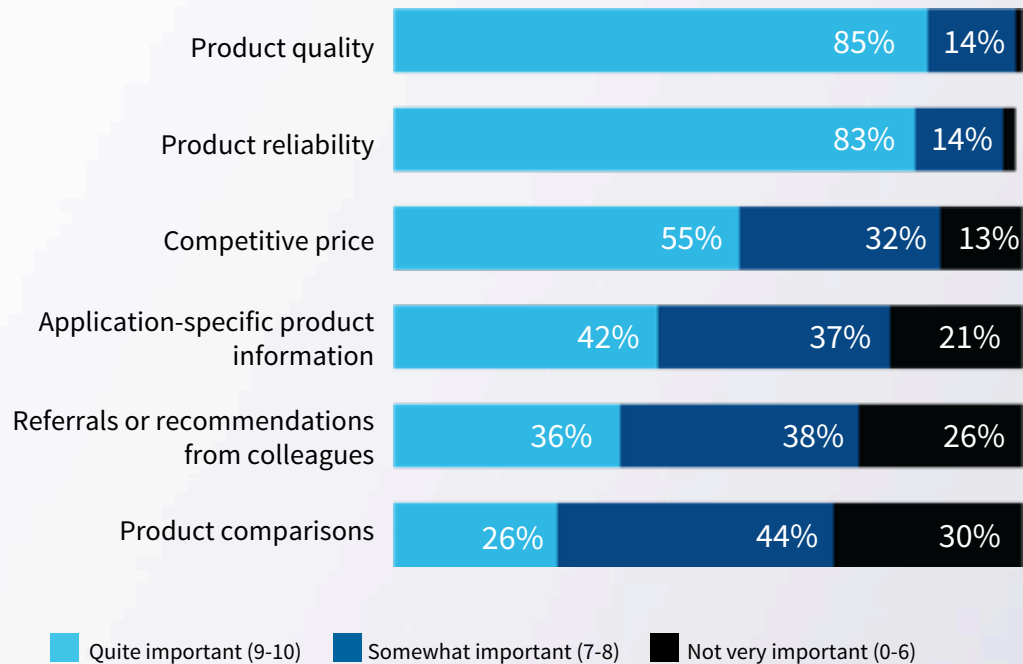
- What's most important to buyers?
  - What influences their decisions at every step of the buying process?
  - Who makes a buying decision?
  - What's the funding outlook for 2018?
- 



## WHAT PRODUCT DETAILS ARE MOST IMPORTANT TO BUYERS?

Quality and reliability top the list.

### IMPORTANCE OF PRODUCT-RELATED FACTORS IN MAKING PURCHASING DECISION



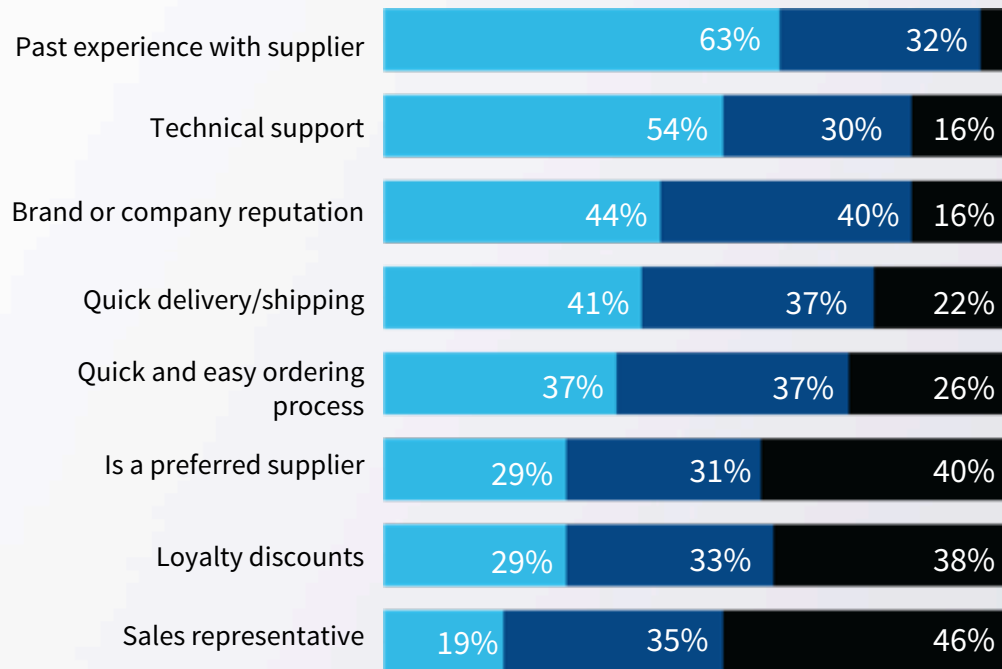
### SEGMENTATION MATTERS

Academic and nonprofit labs were more likely to consider competitive price to be very important, in addition to focusing on quick delivery and loyalty discounts.

## WHAT COMPANY DETAILS ARE MOST IMPORTANT TO BUYERS?

Direct experience, reputation and customer service top the list.

### IMPORTANCE OF COMPANY-RELATED FACTORS IN MAKING PURCHASING DECISION



■ Quite important (9-10) ■ Somewhat important (7-8) ■ Not very important (0-6)

### SEGMENTATION MATTERS, CONTINUED.

For-profit companies were less concerned with price and delivery, but were very focused on technical support and working with a preferred supplier.

### HIDDEN INFLUENCERS

While respondents perceived sales representatives to be of low influence, similar studies of unconscious influence have shown quite the opposite.

## WHAT REALLY DRIVES THE SCIENTIST-BUYER

Continued unearthing prioritization of needs among purchasers



## MAKING A BUYING DECISION

More or less a team sport.

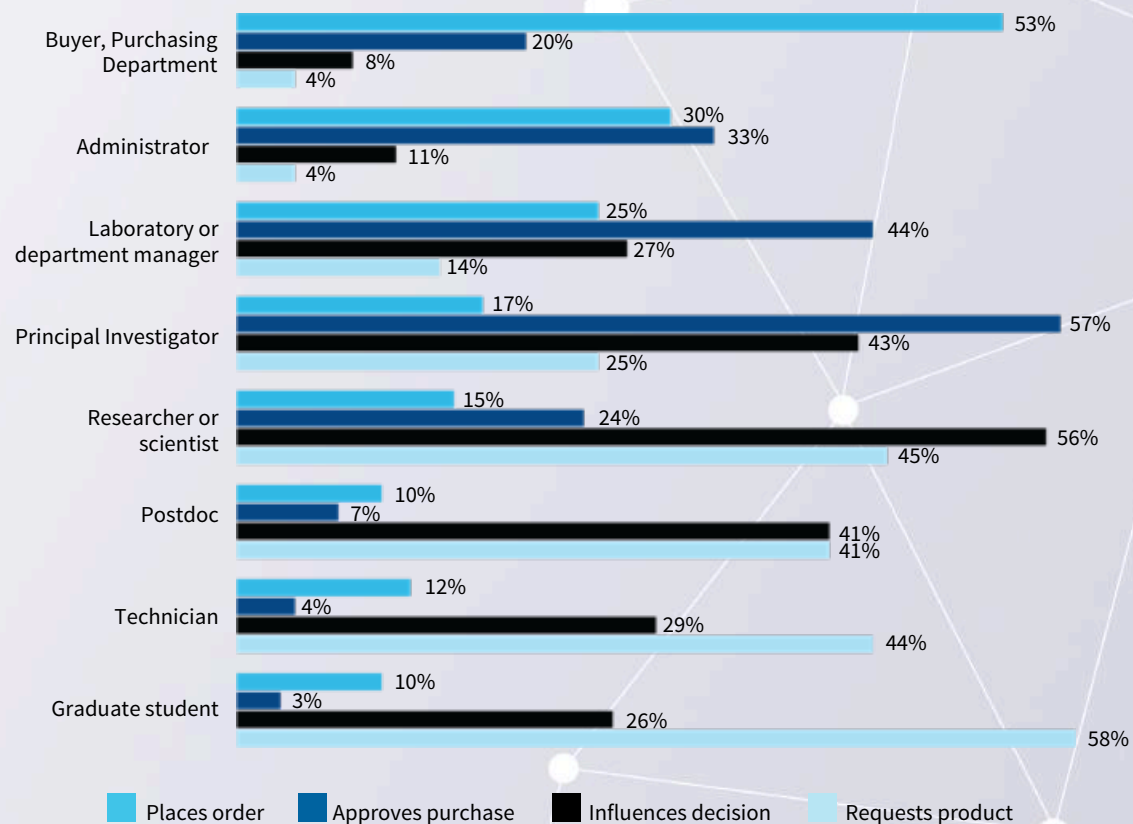
### A HIGHLY COLLABORATIVE PROCESS

Only 7% of respondents reported purchasing chemicals and supplies alone.

### THAT GETS MORE INCLUSIVE OVERSEAS

Those located in the Middle East/Africa or Asia were more likely to have 5+ individuals involved in even low-cost product purchases.

## WHO IS INVOLVED IN EACH STEP OF PURCHASING PROCESS FOR LOW-COST PRODUCTS, SUCH AS CHEMICALS AND SUPPLIES



## MAKING A BUYING DECISION

Breaking down responsibilities at each level of buyer.

### THE REQUESTERS

Mostly responsible for the initial need identification and communication, and may influence the companies/products considered.

#### WHO THEY ARE:

Graduate Student  
Technician  
Postdoc

### THE INFLUENCERS

More senior than requesters, this group of individuals is critical in researching and making a strong case for a specific product.

#### WHO THEY ARE:

Postdoc  
Researcher  
Scientist

### THE APPROVERS

The final step before sending the decision to procurement, approvers review and greenlight influencers' recommendations.

#### WHO THEY ARE:

Principal Investigator  
Lab/Department Manager  
Administrator

### THE MONEY

The last operational piece of the buying cycle, the "money" group are order placers who manage the procurement of products and services.

#### WHO THEY ARE:

Administrator  
Buyer, Purchasing  
Department

**CONSIDER THE HIDDEN INDUSTRY INFLUENCER:** Respondents reported that in some labs it's common to ask product experts from other groups to weigh in on the decision.

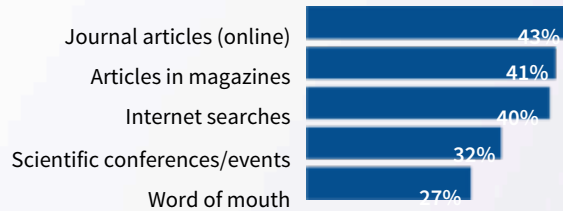
## INFLUENCING THEIR DECISIONS

The three steps of the Scientific Method of Marketing.

### RECOGNITION:

How do you find out about new products and technologies?

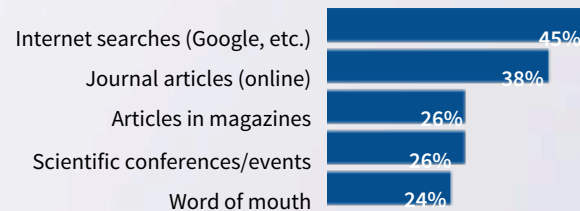
#### RESOURCES RELIED ON TO KEEP ABREAST OF NEW PRODUCTS AND TECHNOLOGIES



### EDUCATION:

How do you learn more about new products and technologies?

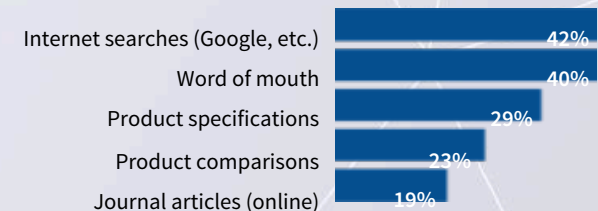
#### RESOURCES RELIED ON TO LEARN MORE ABOUT NEW PRODUCTS AND TECHNOLOGIES



### EVALUATION:

How do you evaluate potential suppliers for a particular product?

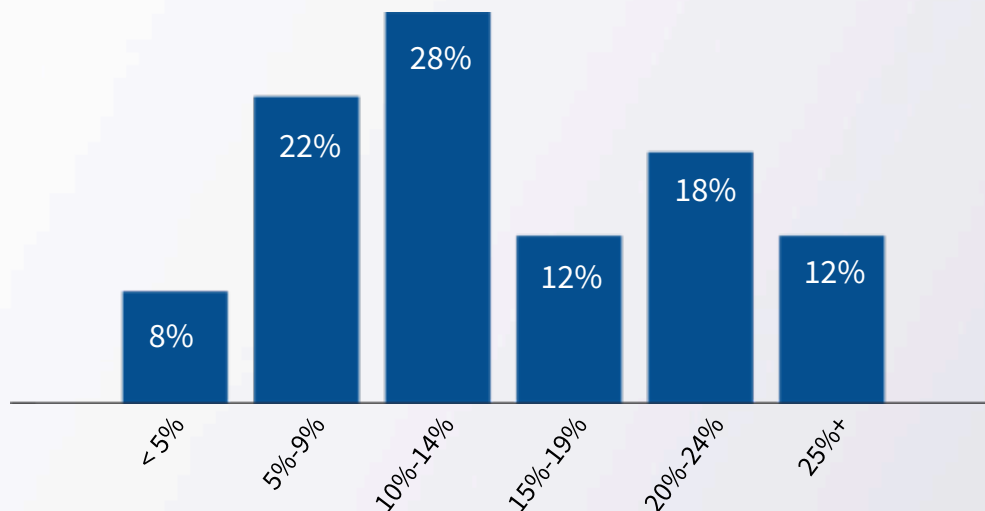
#### RESOURCES RELIED ON WHEN EVALUATING POTENTIAL SUPPLIERS FOR A PARTICULAR PRODUCT



\*\*\*Include New Ashland data as anecdote\*\*\*

## WHAT'S THE FUNDING OUTLOOK NEXT YEAR?

### PERCENTAGE INCREASE IN BUDGET COMPARED TO LAST YEAR (N=128)



### ON THE LIST FOR 2018

- High definition microscopes and imaging systems
- Gas chromatographs
- Mass spectrometers
- Liquid chromatography systems
- NMR systems
- X-ray diffractometers

#### THE FUTURE IS FLUSH.

67% of buyers planned on purchasing instruments or equipment in the next 18-24 months.

#### A STORY OF GROWTH.

74% of buyers report budgets growing or staying the same compared to last year.

#### ASKING FOR MORE.

71% of buyers report accessing additional funding from their institution when purchasing high-cost items.





## **TAKING ADVANTAGE ...**

Now that we know what's driving prospective buyers, we dissect how we can leverage this knowledge to drive them toward a sale.

## 1. TAKE ADVANTAGE OF A HIGHLY COLLABORATIVE MARKET

This market shares everything — from funding to insights, from instruments to product recommendations. Marketers should leverage this dynamic to proactively consider reputation as a key component of success.

- Ask for and promote positive client outcomes/testimonials
- Consider leveraging client stories, voices and photos in marketing
- Focus on maintaining a high bar for customer service
- Monitor reputation through benchmark perception surveys

**“Carrying out R&D projects with [the] oil industry. Conducting basic science investigations working together with universities. Forming consortia with government institutions.”**

**— Government Researcher**

**“As medicinal chemists, we synthesize compounds that are tested by our collaborators. Also we offer synthetic services to research groups in hospitals and services to private companies.”**

**— University Researcher**

## 2. BUILD YOUR STRATEGY AROUND THE ENTIRE BUYING TEAM

Understanding the four archetypes of buying influence, it's possible to speak to the needs of each of them.

### THE REQUESTERS

#### WHO THEY ARE:

Graduate Student  
Technician  
Postdoc

#### STRATEGY:

Spark the recognition of a need through awareness of common pain points, new product innovations and trends in lab technology

### THE INFLUENCERS

#### WHO THEY ARE:

Postdoc  
Researcher  
Scientist

#### STRATEGY:

Demonstrate expertise through well distributed educational materials that speak to the scientist-buyer as they research.

### THE APPROVERS

#### WHO THEY ARE:

Principal Investigator  
Lab/Department Manager  
Administrator

#### STRATEGY:

Build a trusted reputation as a high-quality supplier through distributing favorable outcomes (i.e. case studies) to this audience of approvers.

### THE MONEY

#### WHO THEY ARE:

Administrator  
Buyer, Purchasing  
Department

#### STRATEGY:

Make sign-off easy. Provide all required documentation and an easy path to get in touch with customer service representatives.

### 3. CREATE THE CONTENT THEY NEED TO DECIDE

Marketers should focus on content that maps to the buying process.

BUYING PHASE	RECOGNITION Need Identified	EXPLORATION Topic Researched	EVALUATION Solutions Compared
<b>SCIENTIST MINDSET</b>	<b>CURIOSITY</b>	<b>FILTERING</b>	<b>SKEPTICISM / ASSESSMENT</b>
<b>RELATED MEDIA</b>	News, peer conversations, conferences/events, social media, advertising	Journal articles, Google search, webinars, articles	Product specifications, case studies, sales materials
<b>MARKETER GOAL</b>	<b>ACTIVATE CURIOSITY</b>	<b>ENABLE HYPOTHESIS DEVELOPMENT</b>	<b>SIMULATE CUSTOMER EXPERIENCE</b>
<b>MESSAGE TYPE</b>	Point-of-views, perspectives	Educational material	Passive arguments, case studies
<b>OUTCOME</b>	Awareness, perception change	Interest (marketing leads), engagement	Sales leads conversion

## 4. DISTRIBUTE THE CONTENT DIRECTLY TO THEM

Make sure your content finds the right audiences at the right time using a mixture of media partnerships, social boost and retargeting.

- Create content that ranks in search engines to feed scientists' Google research
- Focus on the packaging of your content: Headlines matter!
- Target your audience on social media via retargeting and lookalike technology
- Leverage media partnerships to build and distribute content for best results

# **PURPOSE-BUILT TO SOLVE YOUR CHALLENGES**

How marketers are leveraging the American Chemical Society in four steps

## **TARGET THE RIGHT INFLUENCERS AND PURCHASERS**

Leverage our targeted network to understand the dynamics of influence - and reach the people who matter.



## **LEVERAGE OUR EXPERT RESOURCES**

Use our market insights and Brand Lab studio to build a custom strategy that fits your business goals.



## **DISTRIBUTE TO THE AUDIENCES WHO MATTER**

Engage with, capture and influence the buyers most important to your business through our networks.



## **ANALYZE AND OPTIMIZE FOR BEST RESULTS**

Rely on us to continually recommend ways to get the most out of your spend.