

Extending the shelf life of your campaign: Create once, publish everywhere

Protochips with C&EN Media Group:
A Case Study

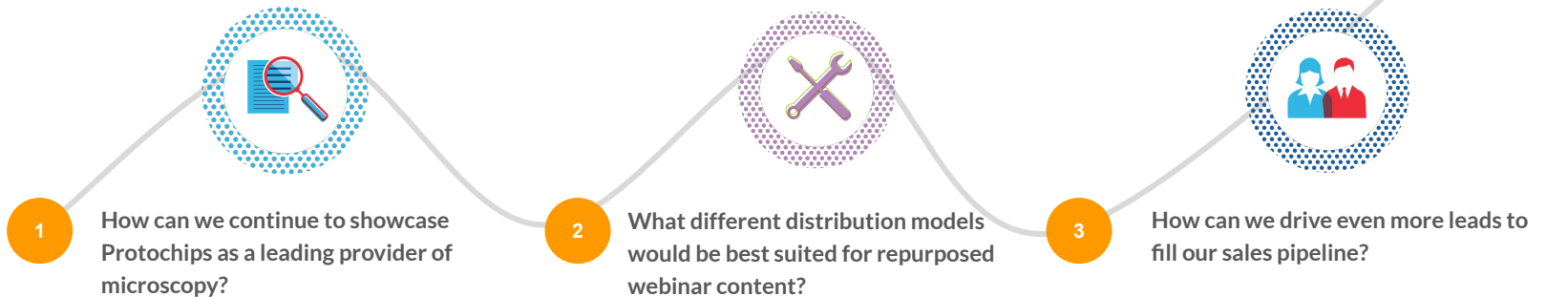
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Protochips' Business Challenge

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 in to 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.

C&EN was tasked with solving these questions:





Our approach to extending campaign shelf life: Create once publish everywhere

1

Take inventory of what you have. A lot of time goes into preparing a webinar -- from identifying an interesting topic to securing speakers, and then creating an informative presentation. For Protochips, the positive response from their webinar was a clear indication that their target audience was hungry for more content.

2

Explore solutions to distribute the content in different ways. C&EN proposed developing a custom whitepaper on the webinar. The whitepaper allowed Protochips to take the webinar content up a notch by providing more in-depth case studies and quoting subject matter experts.

3

Continue to deliver to the sales team. In addition to creating a custom whitepaper, C&EN created a robust lead generation campaign with a custom landing page and form. The form captured demographic details that the sales team could instantly act on.





Results

C&EN was able to exceed lead generation goals for Protochips, surpassing original 200 guaranteed leads amount by 65%. Visitors spent an average of 5.5 minutes on the landing page. The results below demonstrate how C&EN created an effective pipeline of prospects for Protochips.

Engaging Content

1,622

Landing page views

Real Lead Generation

339

Qualified leads delivered to
Protochips

And Reputable Prospects

Sr. Quality Reviewer, FDA
Research Scientist, NASA
Sr. Scientist, Pfizer
Senior Director, CropLife America
CEO, CarterTechnologies
Technical Director, Novartis
Engineer, Sanofi

Sample Titles & Industries



Get In Touch with Us!

C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients.

Contact us at advertising@acs.org

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