

# Demonstrating Expertise in a Niche Chemistry Field

ThermoFisher Scientific with C&EN Media Group  
A Case Study

**c&en**  
MEDIA GROUP



# Defining ThermoFisher Scientific's Challenge

ThermoFisher Scientific wanted to promote their products to analytical chemists -- specifically, analytical chemists performing MS in the field of proteomics. The company wanted to find these high-value targets, engage them in education about Nano-LC, and build a healthy sales pipeline as a result of their efforts.

C&EN was tasked with solving these questions from the team:





# Our Approach to Demonstrating Expertise: Create Once, Publish Everywhere.

1

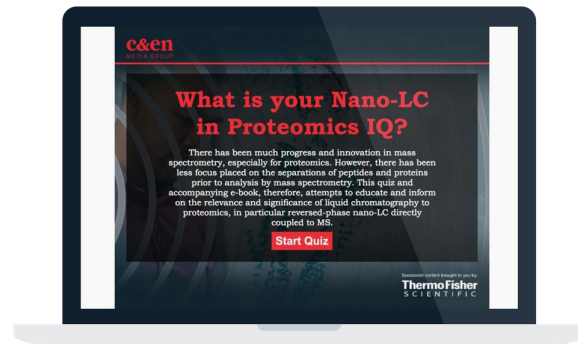
**Commit to a Content Strategy.** C&EN wrote and designed a custom eBook and interactive quiz for ThermoFisher Scientific's campaign. The eBook was created as an interactive PDF. All elements were designed to engage with and collect data from readers.

2

**Employ a "Create Once, Publish Everywhere" Mindset.** C&EN leveraged multiple digital channels to find the niche audience ThermoFisher Scientific was targeting, developing a far-reaching marketing campaign that spanned C&EN platforms, social media, search, and more.

3

**Surround Prospects at Every Step of the Buying Process.** C&EN took every opportunity to prompt users to start a relationship with ThermoFisher Scientific by sharing their contact information with the company. In doing so, C&EN was able to generate a significant amount of interest in TFS products - and qualified leads.

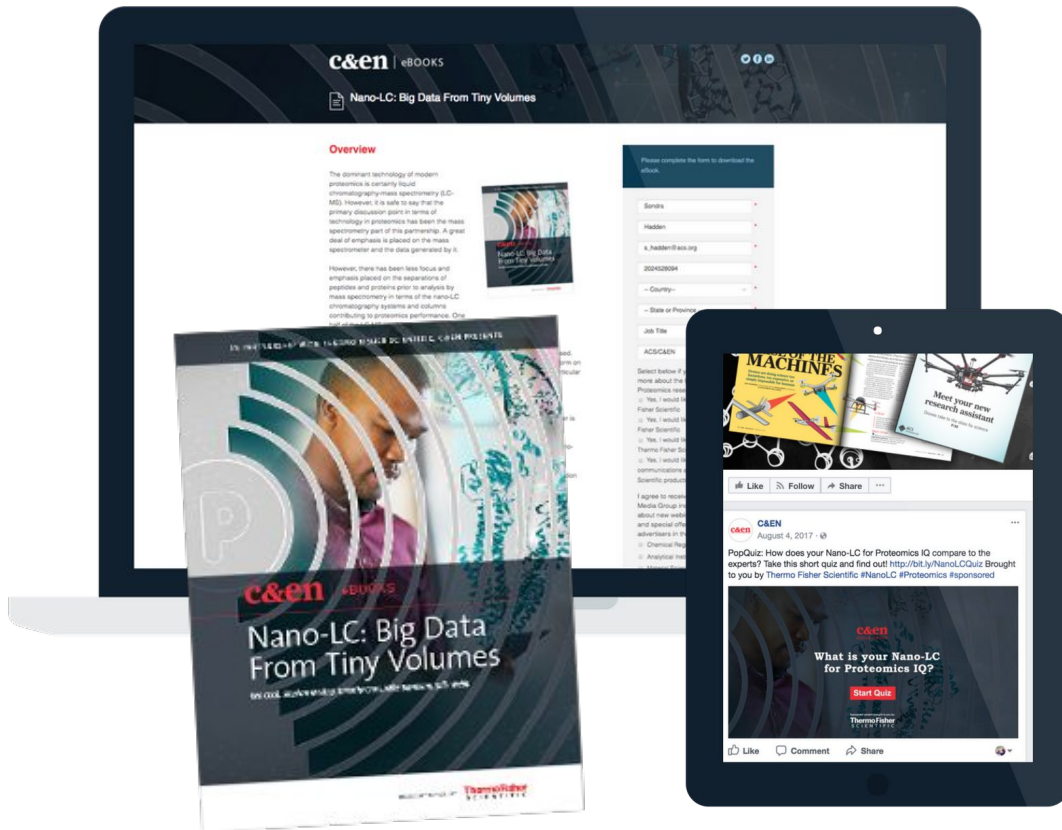




# The Program

At right, screenshots show the interactive quiz and eBook C&EN BrandLab created on behalf of ThermoFisher Scientific.

Both elements were designed to drive awareness and education of TFS's dominance in Nano-LC, and collect leads for immediate sales impact.





# Results

C&EN was able to exceed goals for ThermoFisher Scientific in both quantity and quality of interactions. The results below demonstrate how C&EN created an effective pipeline of prospects for ThermoFisher Scientific, and provide support in nurturing prospects into a sales conversation.

The Right Prospects.

1,200

Qualified Scientist Leads  
Delivered to ThermoFisher  
Scientific

Real Engagement.

245+

Requests for Additional Contact  
from ThermoFisher Scientific by  
Demo, Quote or Email

And Business Results.

\$10mm

In Potential Revenue for  
ThermoFisher Scientific  
Generated from This Campaign



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