

Building Awareness of a Product with Many Applications

Evonik Custom eBook with C&EN Media Group
A Case Study

c&en
MEDIA GROUP



Defining Evonik's Challenge

Evonik is one of the world's largest producers of hydrogen peroxide and peracetic acid for different applications, such as wastewater treatment and dairy packaging. However, awareness of Evonik as a hydrogen peroxide producer was low in several market segments. The company wanted to showcase the different ways in which hydrogen peroxide and peracetic acid are used and build a healthy sales pipeline as a result of their efforts.

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



1

How can we enhance our image and improve our positioning?

2

What kind of education can we provide to increase awareness of our brand?

3

How can we build multiple application-based pipelines for sales within diverse industries?



Our Approach to Building Awareness: Create In-depth Use Cases of a Niche Product

1

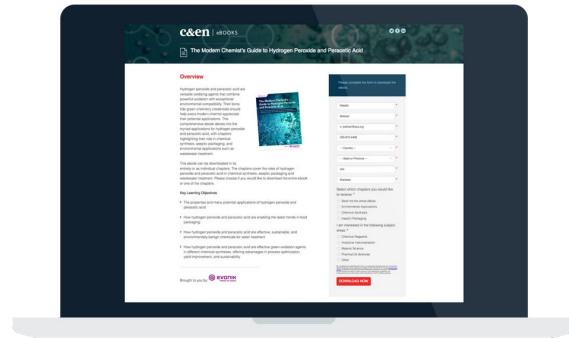
Create Magnetic Content. C&EN wrote and designed a custom eBook that provided an in-depth, technical examination of hydrogen peroxide's uses in three disparate target market segments. A highly appealing title and cover design were key to driving traffic.

2

Employ a “Create Once, Publish Everywhere” Mindset. C&EN leveraged multiple digital channels to find the niche audiences that Evonik was targeting, developing a far-reaching distribution campaign that spanned C&EN platforms, social media, search, and more.

3

Get the Right Content to the Right Audience at the Right Time. C&EN customized the lead gen forms to dynamically target specific industries. Prospects were able to obtain a custom ebook specific to their area of research or download the comprehensive guide. In doing so, C&EN was able to generate a significant amount of interest and deliver leads targeted by market segment.

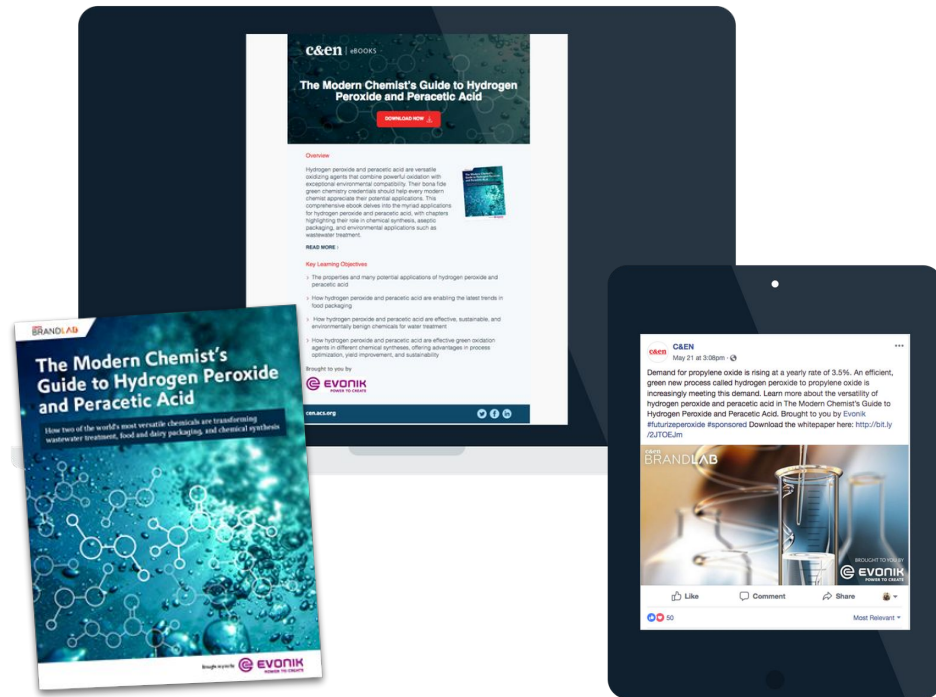




The Program

At right, screenshots show the promotional elements and [eBook](#) that our custom content studio, C&EN BrandLab, created on behalf of Evonik.

The elements were designed to be highly engaging to drive awareness of Evonik, provide education about hydrogen peroxide and peracetic acid's uses in key market segments, and collect leads for immediate sales impact.





What was the initial challenge you and your team had that led you to C&EN?

Our goal was to improve our image as a reliable supplier of high-quality hydrogen peroxide and peracetic acid for a wide range of applications. Sustainable solutions are becoming more important with regards to current megatrends, including worldwide population growth and environmental protection. C&EN was the perfect partner as they already have access to the respective target groups and know exactly how to create and promote relevant content in the right language in order to reach the desired target group in the best way possible.

How was the overall process of your campaign, and what kind of results did you see?

The download results within the first month were higher than expected. We also saw a clear improvement of our website performance and an increase in customer inquiries, which is most likely linked to the ebook promotion.

- **Kristina Kossányi, strategic marketing, active oxygens, Evonik**



Results

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



Saturating the Market

1,468,000

Impression delivered boosting brand awareness

The Right Prospects & Results:

2,447

Significant leads delivered to Evonik

Reaching Decision Makers:

20%

Qualified leads Lab Manager or above



On the quality of the eBook:

“[C&EN BrandLab] managed to put very complex facts in a very understandable language, making the ebook more interesting and thereby increasing the number of readers and potential leads. The whole team was very professional, experienced, and well-coordinated and guided us very well through the whole project.”

- Kristina Kossányi, strategic marketing, active oxygens, Evonik



Plan your next lead generation campaign with us. [Click here to learn more.](#)

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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