

Increasing Consumer Awareness and Demand for Sustainability with Custom Content for Lead Generation

United Soybean Board White Paper Case Study with C&EN BrandLab

c&en
BRANDLAB



United Soybean Board's Business Challenge

Consumers increasingly demand sustainability in their products, driving growth in renewable agriculturally derived materials. The United Soybean Board (USB) wanted an effective white paper campaign to capture leads while educating their target audience on how soy feedstocks can create environmentally-friendly plastics.

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

1

How can we navigate and guide researchers/scientists through a multi-touch pipeline process of building engagement?

2

What is the best platform to educate our target audience on the benefits of renewable agricultural resources?

3

How can we increase touch points and conversions toward adopting soy-based chemical feedstocks?





Our approach: Develop and repurpose content to maximize high-quality leads

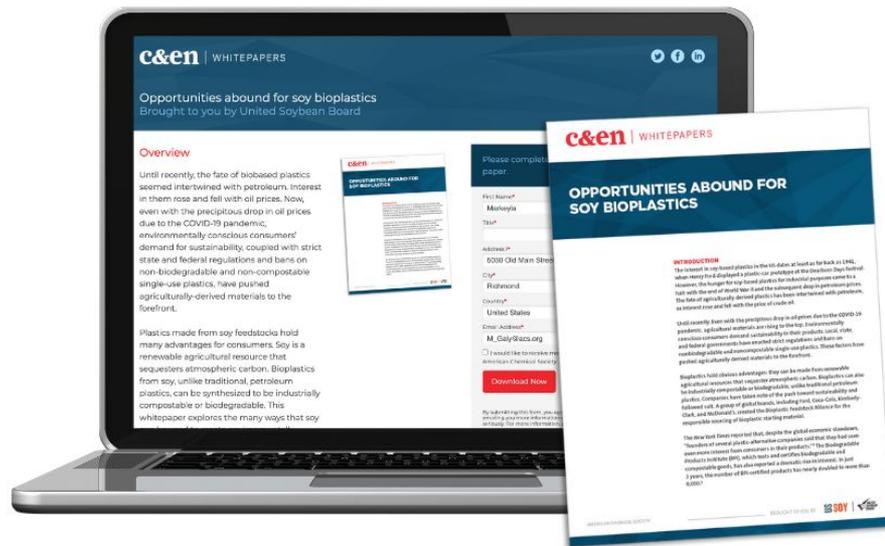
- 1** **Develop the right content strategy.**
C&EN BrandLab developed content that explores the many ways that soy can be used to create environmentally-friendly plastics as the demand for sustainability grew within the industry.
- 2** **Have a sophisticated lead capture solution.**
C&EN developed a custom landing page and form in order to capture high-quality leads.
- 3** **Re-promote and continue to deliver to the sales team.**
The following year, C&EN re-promoted their lead generation campaign to capture additional leads for the sales pipeline.

The Program

The C&EN BrandLab team worked closely with United Soybean Board to develop the content, and a robust lead generation strategy that would help meet a guaranteed number of leads for their sales pipeline.

A custom landing page, email, and banner ads were developed to prompt United Soybean Board's target audience to download the white paper.

With the continuation of the white paper program, we were able to initiate more conversions amongst scientists interested in sustainable solutions by re-promoting the same white paper.





White Paper Results

In 2020, the custom white paper surpassed the lead goal of 250 by 106%. In the following year, the same white paper was re-promoted and surpassed the lead goal of 100 by 444%. The results below demonstrate how C&EN created an effective pipeline of prospects for United Soybean Board that could lead to sales conversions.

1,089

Total Qualified Leads delivered to United Soybean Board

Total leads from first promotion (September 2020): **515**

Additional leads through re-promotion campaign (July 2021): **544**

854,203

Total number of campaign impressions

Reaching the correct prospects
Examples of relevant titles:

Analytical Chemist, Engineer, Environmental Scientist, Lab Technician, Principal Scientist, Research Chemist, Technical Director



Get In Touch with Us!

C&EN BrandLab works with clients on their marketing challenges and custom content creation.

Contact us at cenbrandlab@acs.org

c&en
BRANDLAB