

Chemicals And Plastics

4 Digital Marketing Trends For Chemicals And Plastics

In the chemicals industry, electronic B2B interactions between buyers and sellers typically rely on tools and techniques that have been in place for years. However, things are changing. Soon, the industry's current approach to B2B—which traditionally focuses on sales transactions—may not be enough. To move to this next generation of B2B, chemical companies must adopt a broad range of digitally-enabled processes and practices.

Here are the five major current digital marketing trends in the chemicals and plastics industry that impact both the early adopters as well as those still hesitant to commit fully.

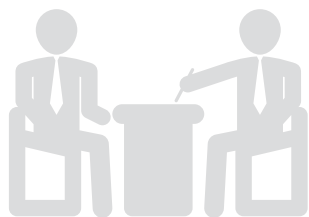
1



EVOLUTION

Technology has evolved so much and with it, the chemical industry has become better and more advanced. Finding new customers isn't all about making phone calls anymore. Digital marketing allows these companies to find and reach out to potential customers all over the world. Communicating about information and products is instantaneous.

2



B2B E-COMMERCE

There are several trends driving the need for different, more effective approaches to B2B in the industry. The Analyst report predicts that B2B e-commerce in the US is twice the size of B2C e-commerce, accounting for nearly \$560 billion in annual sales—and it is growing. Chemical companies that enhance their digital B2B capabilities will be in a better position to adapt to a changing competitive landscape—or to develop innovative approaches of their own.

"CHEMISTRY, UNLIKE OTHER SCIENCES, SPRANG ORIGINALLY FROM DELUSIONS AND SUPERSTITIONS, AND WAS AT ITS COMMENCEMENT EXACTLY ON A PAR WITH MAGIC AND ASTROLOGY."

THOMAS THOMSON

With 7 channels of engagement that are the core of Deck 7 Framework for Digital, and with 300+ marketing specialists and engineers, Deck 7 provides the resources, systems, processes, and integration for marketers to successfully execute multi-channel programs.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

Deck 7 provides a suite of services specific to e-commerce and online retail businesses. These services help retailers match inventory to search intent, generate traffic to online stores, optimize conversion rates, and retarget prospects.

DECK⁷

With an audience of over 95 million and 31 proprietary online publications across 16 industries, Deck 7 data engineers capture data and signals to provide marketers with insights about current and potential customers and market intelligence about suppliers, partners, and competitors.

95 + million audiences **31** online publications
16 industries

With the people and processes to deliver “customer-first” marketing programs, Deck 7 partners with clients across its 9 service areas to provide the platform needed for marketers to personalize customer experiences on a global scale.



Deck 7 offers custom website and mobile application development that ensures an optimized device-specific experience for your prospects. Through a consultative approach with your team, Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile optimized website and mobile apps that run across a variety of screen sizes and operating systems.

3



BIG DATA & ANALYTICS VS. INSIGHTS

While various companies’ approaches to digital B2B may differ, all are likely to find that the effective use of these technologies will be critical to competitiveness. Today, there is a tremendous amount of data flowing along chemical company value chains—and that data holds tremendous value for those that can make use of it.

4



CUSTOMER CENTRICITY

In order to define and implement the right service strategies for each customer segment, companies need the latest technology, not only to gain a deep understanding of customer needs but also to drive seamless, end-to-end execution of process automation and execution along different channels. Advanced algorithms can be used to better understand customers’ buying behavior/patterns, adjust product and service portfolio, and identify cross-selling opportunities to increase customer loyalty and share of wallet.

5

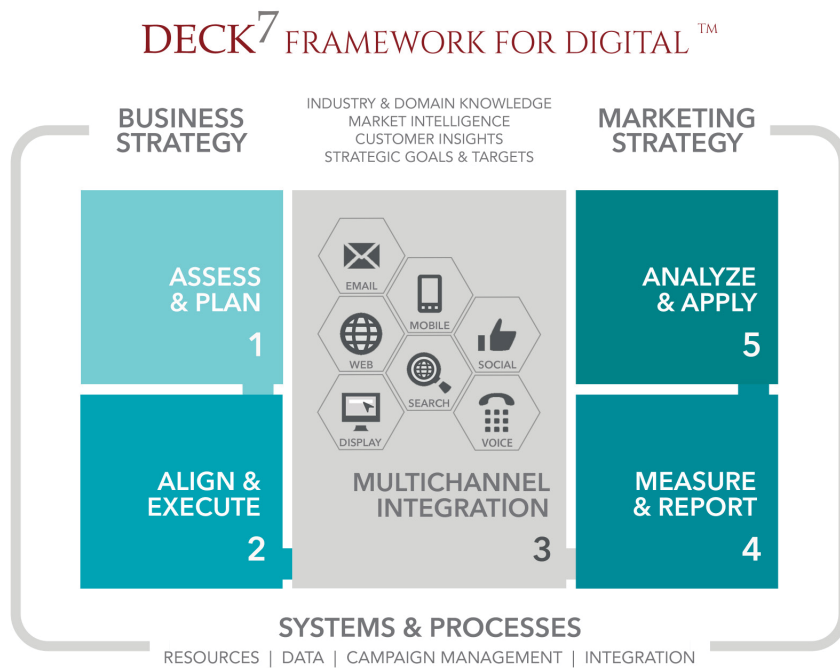


SEAMLESS INTEGRATION

Digital initiatives aren’t a top priority for most chemical distributors. They remain dedicated to their boots-on-the-ground approach and that works well for customers that need on-site service. But for the growing segment of customers that want a quick, frictionless purchasing experience, digital provides them with the ability to research and shop in their own time.

Deck 7 Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

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Demand Generation. At Scale.

