Editorial + Webinar Campaign Summary

In overseeing the Marketing Communications strategy for Oseco, a manufacturer of industrial safety products called rupture discs, I coordinated with Editorial contacts at *Chemical Engineering* magazine in 2017 to gain interest in a topical article by an in-house engineering expert. Senior Engineer, Alan Wilson wrote a piece for the outlet some eight years prior and was willing to do so again with current topics and sales enablement in mind. All stakeholders agreed on a plan for the June issue. In reviewing with the Process segment team, we identified a strategy for supporting sales enablement initiatives with a digital campaign and budget designed to support the published educational piece.

The results exceeded expectations earning a cover feature and scoring highest in editorial analytics for the issue, including the highest readership recall rates (68% remembered seeing, 45% remembered reading).

Exercise

Alan agreed to write an **article intended to educate Process industry customers on rupture disc technology, industry terms, and proper specification for maximum plant efficiency**. Alan spent some weeks writing an informative article, with collaboration and editorial oversight from Lerin Madole.

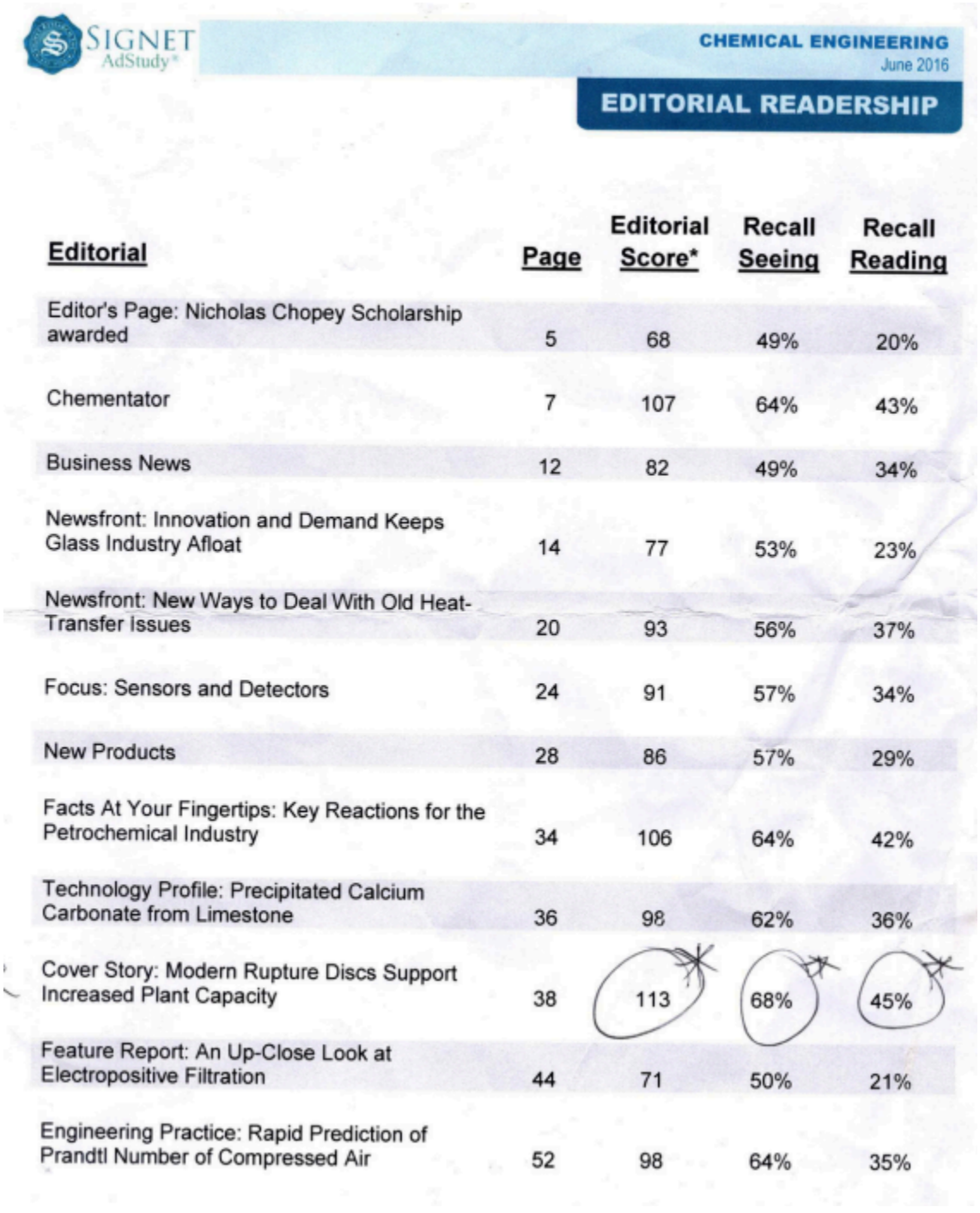
Lerin provided the article graphics and rupture disc image that earned the cover feature, while also *coordinating all content submission and editorial deadlines* with Alan and the magazine. Alan's article was well-received, as it was found to be the **highest-scoring and most memorable piece in the entire issue**, based on a Signet analytical report of the resulting readership. (see next page, attached)

Results

To capitalize on the opportunity presented by Alan's exposure to the *Chemical Engineering* readership, the Process team ran a campaign to gather leads for a *Webinar follow-up to the article*.

- Alan was joined by panelists, Robbie Jackson, and Hunter Franks on July 12th for a Webinar hosted by FoxTail where they furthered the discussion of key topics from Alan's article.
- Lerin Madole coordinated the Process team to run ad campaigns and build content, leading up to the event. We spent $4900 with *Chemical Engineering* to deploy 2 ads to their readership, referencing the June cover article.
- One text ad appeared in a weekly e-newsletter sent to 30k readers, and an html "e-blast" was sent to 5k readers of specified demographics.
- The ads alone earned roughly 35 leads in registrations for the event.
- We saw another 20 registrations after providing the same e-blast to the rep force to share with contacts.
- FoxTail deployed additional social media and Google AdWords campaigns at that time as well. Thirty of those 55 registered leads attended the Webinar live, **doubling our expectation for registration-to-attendance ratio**.
- In analyzing the attendees against Oseco's fact base, we found 9 of those attendees to be high potential prospects, and that seven companies of our current high potential customers were represented in attendance as well.

The group's analysis overall is that engaging, educational content resonates with both our customers and prospects alike and so we should continue to learn from exercises like this one going forward.



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CHEMICAL ENGINEERING
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EDITORIAL READERSHIP

Editorial	Page	Editorial Score*	Recall Seeing	Recall Reading
Editor's Page: Nicholas Chopey Scholarship awarded	5	68	49%	20%
Chementator	7	107	64%	43%
Business News	12	82	49%	34%
Newsfront: Innovation and Demand Keeps Glass Industry Afloat	14	77	53%	23%
Newsfront: New Ways to Deal With Old Heat-Transfer Issues	20	93	56%	37%
Focus: Sensors and Detectors	24	91	57%	34%
New Products	28	86	57%	29%
Facts At Your Fingertips: Key Reactions for the Petrochemical Industry	34	106	64%	42%
Technology Profile: Precipitated Calcium Carbonate from Limestone	36	98	62%	36%
Cover Story: Modern Rupture Discs Support Increased Plant Capacity	38	113	68%	45%
Feature Report: An Up-Close Look at Electropositive Filtration	44	71	50%	21%
Engineering Practice: Rapid Prediction of Prandtl Number of Compressed Air	52	98	64%	35%