

# DIGITAL ADVERTISING TOOLKIT

C&EN Media Group's solutions, best practices and case studies for an effective online ad strategy

Serving the Chemical, Life Sciences & Laboratory Worlds

**cenmediakit.org**





# **SOCIAL MEDIA**



# SOCIAL CAMPAIGNS

Social media is revolutionizing the way we communicate, along with the way we learn (and buy). Facebook, Twitter, LinkedIn, Instagram and more, have created thriving communities that bring together science aficionados for the intellectual exchange of the latest breaking science news.

C&EN's social platforms provide opportunities to target the right buyers and deliver your message on these channels that your audience spends time on. By advertising on social media in an engaging and relevant way, you can effectively nurture your buyers cross-channel. C&EN clients see significant boost in reach and brand awareness when C&EN's social media channels are leveraged for campaigns. Whether adding social as an additional channel to an integrated marketing campaign or building a unique, custom and targeted campaign, C&EN has a solution.

**READ OUR BLOG POST ABOUT**

**BUILDING A CREDIBLE SCIENCE VOICE**

**THROUGH SOCIAL MEDIA.**





# SOCIAL CAMPAIGNS



## FACEBOOK

**93,030+ followers**

In one month alone, our Facebook page reached over 1.3 million people and received more than 180,000 post engagements.

[facebook.com/CENews](https://facebook.com/CENews)



## TWITTER

**62,000+ followers**

with over 1.5 million impressions a month. Our Twitter community is active, and responds positively to engagement campaigns on the platform.

[twitter.com/cenmag](https://twitter.com/cenmag)  
(@cenmag)



## INSTAGRAM

**16,700+ followers**

Launched Oct 2017, C&EN's Instagram account @cenmag has quickly gained over **16K followers**, 100,000+ engagements, and includes contests, hashtag campaigns, stories, and more.

[instagram.com/cenmag](https://instagram.com/cenmag)

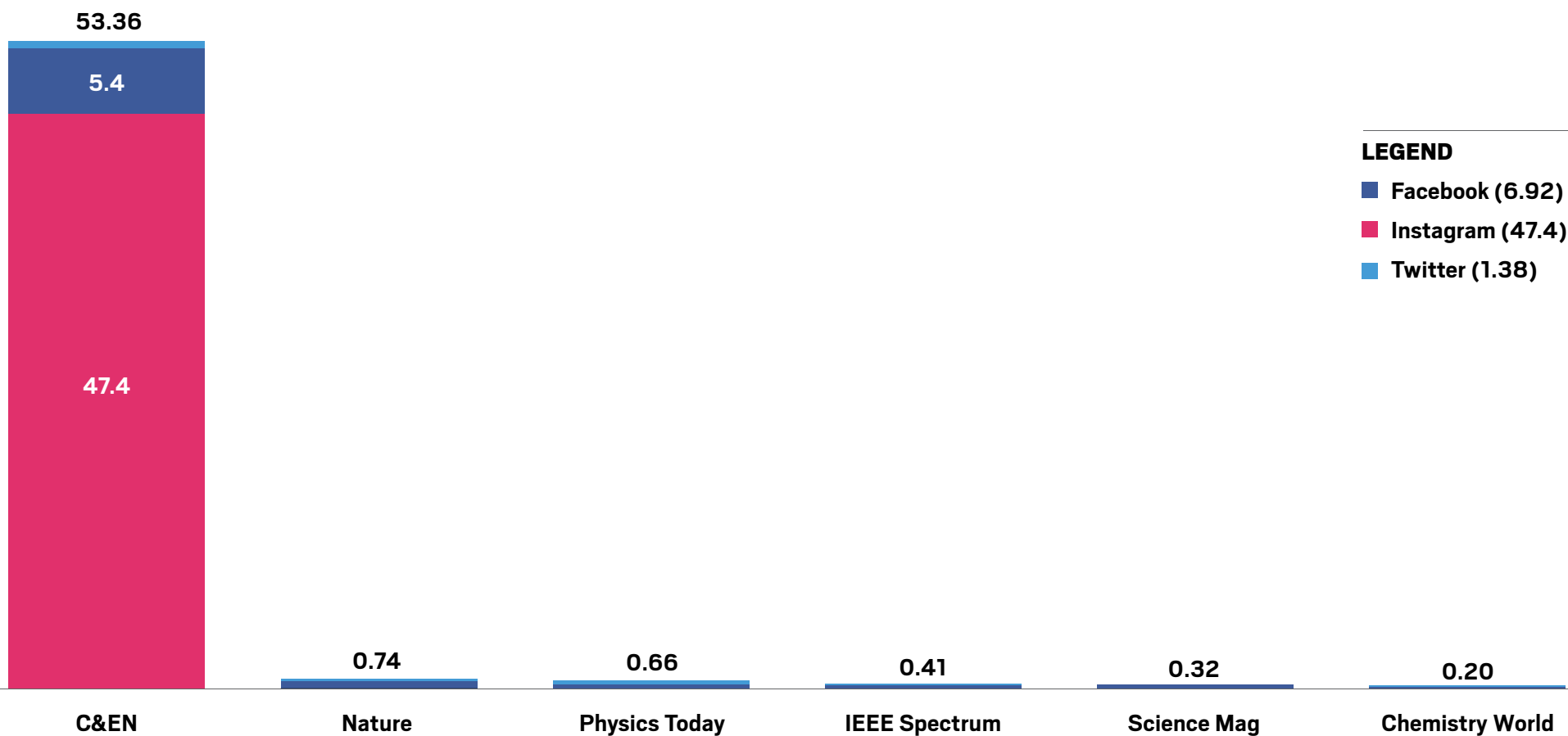


# SOCIAL CAMPAIGNS

## C&EN's audience engagement stands well above the competition

### PEERS' NORMALIZED ENGAGEMENT

Facebook public interactions per post per 1,000 page likes, Instagram public interactions per post per 1,000 followers and Twitter public interactions per tweet per 1,000 followers.



## SOCIAL MEDIA CASE STUDY:

# DEMONSTRATING EXPERTISE IN A NICHE CHEMISTRY FIELD

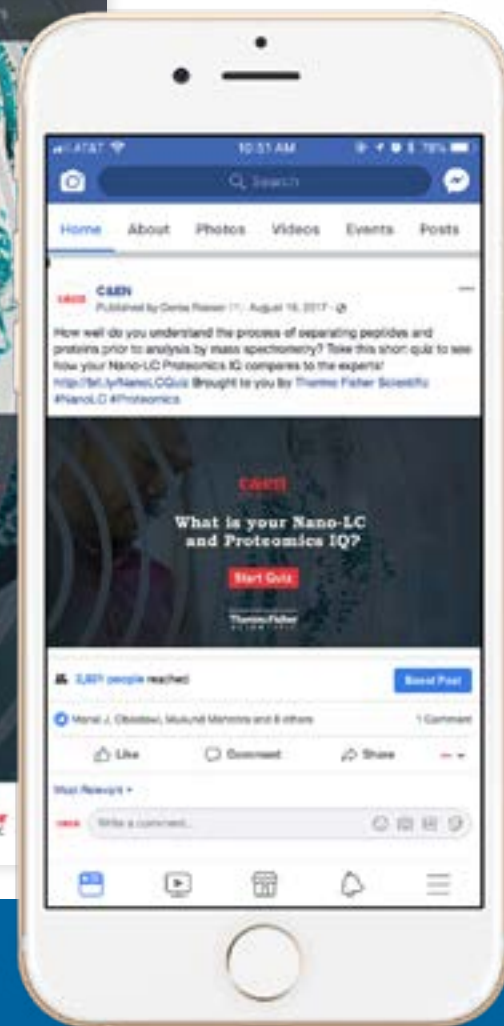
ThermoFisher  
SCIENTIFIC

## THE CHALLENGE

Thermo Fisher 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.

## THE SOLUTION

C&EN committed to a content strategy that would surround and engage the scientific buyer. C&EN wrote and designed a custom eBook and interactive quiz for Thermo Fisher Scientific's campaign. Leveraging multiple digital channels, including C&EN's social media platforms, C&EN customized content tailored to each channel. The information-rich eBook and companion interactive quiz was highly engaging and shareable on social media. Exploring new platforms on social channels provided Thermo Fisher Scientific the opportunity to engage in conversations online in different ways than before.



## THE RESULTS

1 POST =



**8,144**

UNIQUE PEOPLE REACHED ON FACEBOOK



**77**

TOTAL ENGAGEMENTS



**32**

TOTAL LIKES

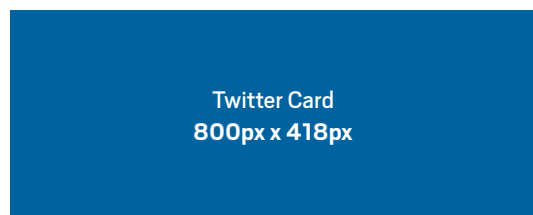
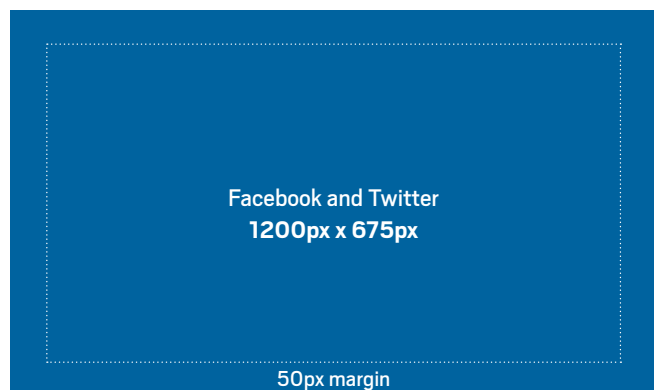


# SOCIAL MEDIA RATES & SPECIFICATIONS

What advertiser content works best on our platforms? Stories or content-rich pieces and interactive content: for instance quizzes, surveys, whitepaper downloads and videos perform well. C&EN's channels are best utilized for content programs and not product-focused.

## FACEBOOK

- ▶ Facebook Text: Under 300 characters, including spaces.
- ▶ C&EN can assist with developing imagery to fit platform dimensions, but please provide relevant and approved imagery via native files.
- ▶ Images should either contain "Brought to you by" tag or sponsored company logo.
- ▶ Images must not include more than 20% text, or imagery that suggests a user action can be taken (such as a mouse click or a video play button).



## TWITTER

- ▶ Twitter Text: Under 230 characters, including spaces.
- ▶ C&EN can assist with developing imagery to fit platform dimensions, but please provide relevant and approved imagery via native files.
- ▶ Images should either contain "Brought to you by" tag or sponsored company logo.

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## RATES

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### ADD-ON

#### **\$1,000 per post, per platform**

Purchase an add-on to your existing campaign, such as a webinar, whitepaper or eBook, on Facebook or Twitter

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## CUSTOM CAMPAIGN

#### **\$6,000 starting package, includes:**

- ▶ Consultation with C&EN's social media marketing team
- ▶ Custom campaign creation, including:
  - Design and delivery of copy and imagery (2 editing rounds)
  - (3x) Social posts (boosted) across C&EN's channels (either Facebook, Twitter, LinkedIn and/or Instagram)
- ▶ Custom report at the culmination of the campaign
- ▶ Additional social posts can be added at \$1,000 per post

**FOR QUESTIONS,  
CONTACT [ADVERTISING@ACS.ORG](mailto:ADVERTISING@ACS.ORG)**

# GET IN TOUCH ABOUT OUR INTEGRATED ADVERTISING SOLUTIONS

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## C&EN MEDIA GROUP RESOURCES



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2019 Media Kit



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C&EN BrandLab



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Science Marketing Blog:  
Marketing Elements

## ABOUT C&EN MEDIA GROUP

The C&EN Media Group provides advertising opportunities to chemical and technology companies, targeted to our large, powerful audience of members and subscribers, through custom media and publications.

**c&en**  
MEDIA GROUP