

The New Normal

How the pandemic has shifted revenue generation



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ABOUT THE AMERICAN CHEMICAL SOCIETY

- The world's largest scientific society, founded over **140** years ago
 - Leading publisher of authoritative scientific information – **75+** peer reviewed journals, most-cited journals in all of chemistry
 - An active audience of **160,000** professional members.
 - The attention and trust of **31 million** researchers and scientists.
- Chemical & Engineering News (C&EN) is a weekly magazine that reaches the ACS' members and subscribers worldwide
- C&EN Media Group provides **traditional and custom content driven advertising opportunities** to this large audience of scientists worldwide

160

THOUSAND
Professional
members in
ACS

98

YEARS
Of C&EN
serving this
community

75+

JOURNALS
Of deep
scientific
research

31

MILLION
Scientists
accessing
annually

ACS DELIVERS THE ENTERPRISE SINCE 1876

LEADING NAVIGATION OF A CHANGING LANDSCAPE.
A CREDIBLE VOICE IN A CRITICAL SPACE.
DISTRIBUTION THAT MOVES MARKETS.

For more than a century the American Chemical Society has studied and served the scientific community. Today our websites, events, research, print publications and journals draw the most influential audience in all fields of chemistry and chemical engineering.

For pharmaceutical, instrumentation and chemical marketers, we activate a powerful network of decision-makers by creating solutions that promote products, surface high-value prospects and nurture them through every step of the buying process.

\$6 Billion+

in potential buying power



67%

will make purchases in the next 18 months

TITLES WE SERVE

R&D Director,
Chemist,
Chief Scientist,
Lab Manager,
VP of R&D,
Researchers

97%

of respondents influence decisions to purchase products and services



Pop quiz

The Association of National Advertisers surveyed CMOs and declared 2020 the Year of:

- ▣ Resilience
- ▣ Agility
- ▣ Virtual
- ▣ **The Pivot**

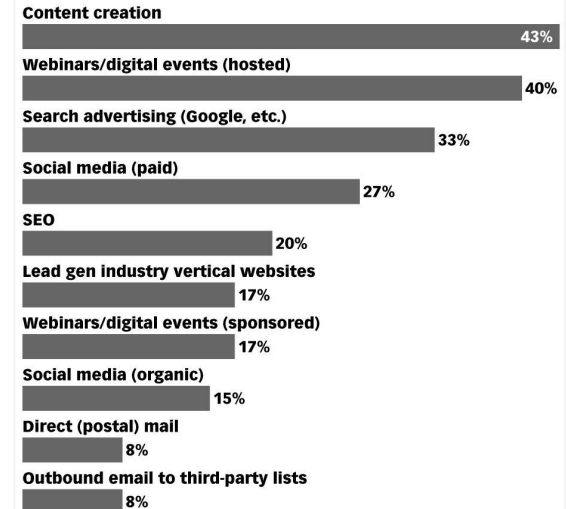
Adjusted our strategies in response to COVID-19

The cancellation of events in our industry challenged the way we do business

- 43 scientific events were cancelled or postponed for 2020
- Our advertising clients plan media spends around events
- Events anchor significant programs and sponsorships
- We use events to market, prospect, and meet with advertising clients
- Event publications make up 8% of our budget annually

How US B2B Marketers Will Reallocate Event Marketing Budgets Not Used Because of Coronavirus, March 2020

% of respondents



Note: based on readers of B2B Marketing Zone, broader industry metrics may vary
Source: B2B Marketing Zone, "How COVID-19 is Impacting B2B Marketing," April 9, 2020

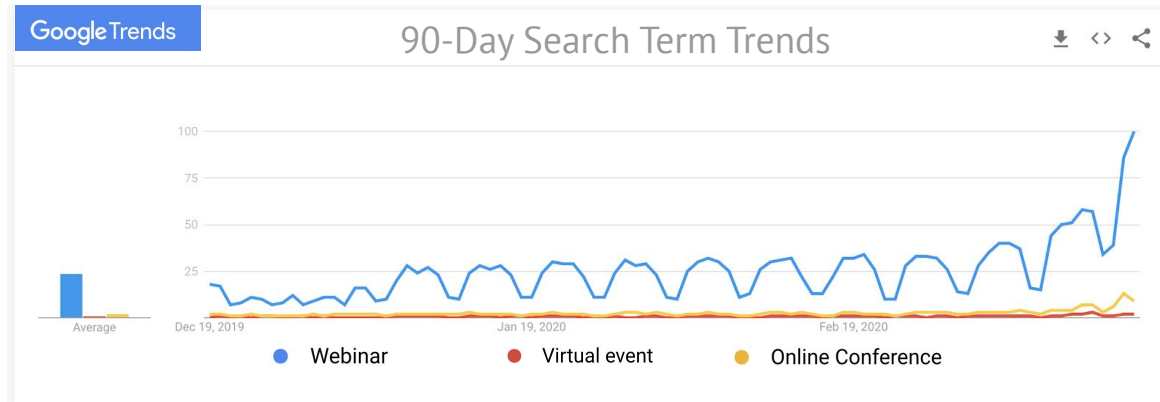
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www.eMarketer.com

Adjusted our strategies in response to COVID-19

The cancellation of events in our industry was both an opportunity and a threat

- Changed our revenue marketing strategies to promote our digital, webinar, and lead generation capabilities
- Expand webinar and virtual event products
- Secured platform vendor to offer custom 1-2 days virtual events.
- Offer supplied webinar programs



There was a spike in google searches for virtual events and webinars.

What we will cover today:

1

**VIRTUAL
EVENTS**

How did we extend
our reach virtually?

2

**DIGITAL
PRODUCTS**

Digital solutions
poised for growth

3

**Marketing
Services &
Custom
Publishing**

Content Studio
positioned to meet
advertiser demand

Virtual Events

Give the people what they want

Webinars

The cancellation of events in our industry challenged the way we do business

- Increase in interest from both advertisers and attendees
- We have pivoted our marketing strategies to capitalize on revenue
- “Mass Spec Mondays” and “HPLC Happy Hours” were two offerings to make up for the cancellations of the ASMS and HPLC annual meetings

C&EN Webinar Type	Number of Webinars 2020 Webinars
Sponsor Driven	78
Editorially Driven	4
Editorially Led Sponsored Webinar	4
Virtual Event - Futures Festival	8

**We saw a 79%
increase in
webinars YOY**

Editorially-Led Webinars

A hybrid model of the editorially-driven and sponsored webinars, occurs when an advertiser is interested in sponsoring a specific topic area, but does not want to be involved in content creation and sourcing speakers. These webinars are usually companion engagements to a feature article or supplements. Dual goal of both revenue and engagement.

4,617

Registrants

2,224

Attendees*

40%

of registrants are
not subscribers

\$70k

Additional
Revenue



Lisa Jarvis
@lisamjarvis

Replying to @cenmag @cispt2 and @NIH

Welcome! I'm @cenmag's pharma editor and will be moderating this twitter chat with NCATS' Matt Hall @cispt2. Today we're going to talk about efforts to test existing drugs for Covid-19. If you have questions for Matt, please chime in with #DrugRepurposing so we can spot 'em.

Table Talks

A reimagined virtual series, focused on creating space for conversation among readers and inspired by a successful in-person pilot in 2019, helped our audience stay connected during COVID-19 and helped us identify new sources and story ideas.

We will also use these events to:

- better segment our audience lists
- encourage newsletter signups and registration for future events
- and promote relevant coverage



Linda Wang_C&EN and 9 others

Table Talks

These events were designed to be intimate, engaging events. We focused on connection and topic included:

- Thriving in graduate school in the age of COVID-19
- Future of the Chemistry Laboratory Course
- Coping with Chaos: Outsmarting Your Brain
- Power Hour for Diversity in Chemistry
- Changes in the Job Market

275

Registrants

136

Attendees

49%

Percent of attendees subscribed to C&EN's newsletter

c&en | TABLE TALKS

Thriving in graduate school in the age of COVID-19
Thursday, May 14, 11 am-12:30 pm EST

The COVID-19 pandemic has upended grad student life. Join this C&EN Table Talks event to learn from experts and your peers about:

- How grad students can job search during a pandemic
- How to stay engaged with your network while working remotely
- How to stay motivated
- Tips for working from home efficiently
- How to prioritize self care
- How best to communicate science amid a pandemic
- How to spark scientific creativity
- How to maintain your relationship with your PI while working remotely

C&EN Table Talks provide guided, small-group discussion on topics that are timely and important to chemists and other scientists. In this virtual Table Talks event, facilitators will lead Zoom discussions in breakout rooms on select topics. You will be asked to pick the topics that interest you when you register. C&EN Table Talks prioritize small group discussion, so seats are limited. We will confirm your participation as the event gets closer so that we can open up any remaining seats to the waiting list.

Produced in collaboration with ACS Education.

Facilitated by:



Virtual Events: Futures Festival

A new product that will allow us to further elevate and amplify C&EN Media Group programs, collaborate with internal and external parties, recoup existing sponsorship revenue and attracting \$50,000 new revenue. Above all, we offered our audience a compelling event that will inform and inspire.



2,724

Registrants

1,769

Attendees*

42%

of registrants are
not subscribers

5.5

Average sessions
each attendee
registered for

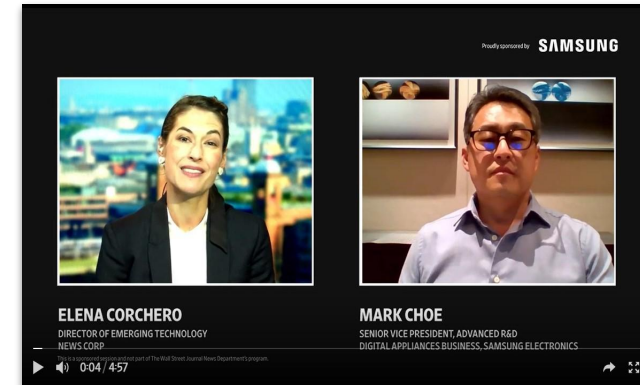
\$187k

In preserved
& additional
Revenue

Virtual Events: Considerations to Scale

Recommended considerations and opportunities to increase revenue and build member and audience engagement in the future.

RECOMMENDATION	TYPE
Decrease Session Duration	Programming
Expand Non-EST Programming	Programming
Offer Peer-to-Peer Interaction	Programming
Increase Number of Sponsor Slots	Sales / Outreach
Create Exclusive Opportunities	Sales / Outreach
Explore Track Options	Sales / Outreach
Expand Staffing Capacity	Prog. & Sales



"Redefining the home in the COVID-19 Era" -- a WSJ Tech Live session sponsored by Samsung that ran for 5 minutes between editorial sessions.

DIGITAL PRODUCTS

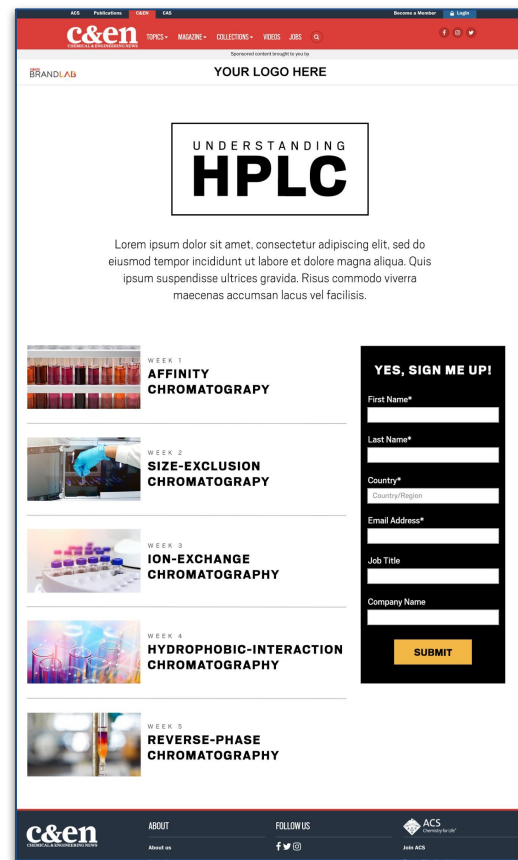
Launched in the pandemic that have staying power

Email Courses/Guides

Our custom content studio developed short email course newsletters. Each course will consist of the delivery of at least 5 emails. Linked resources for additional reading can be sponsor-developed and hosted on their own website.

The newsletter series will be available on cen.acs.org for users who opt-in and sign up for their chosen course and provide lead generation for the sponsor.

Each series will include a dedicated email blast and landing page template, with design customized to reflect the sponsor's brand. Custom digital promotional packages will be designed in conjunction with emails and landing pages, to allow for a seamless branded experience for the user.



Email Courses/Guides

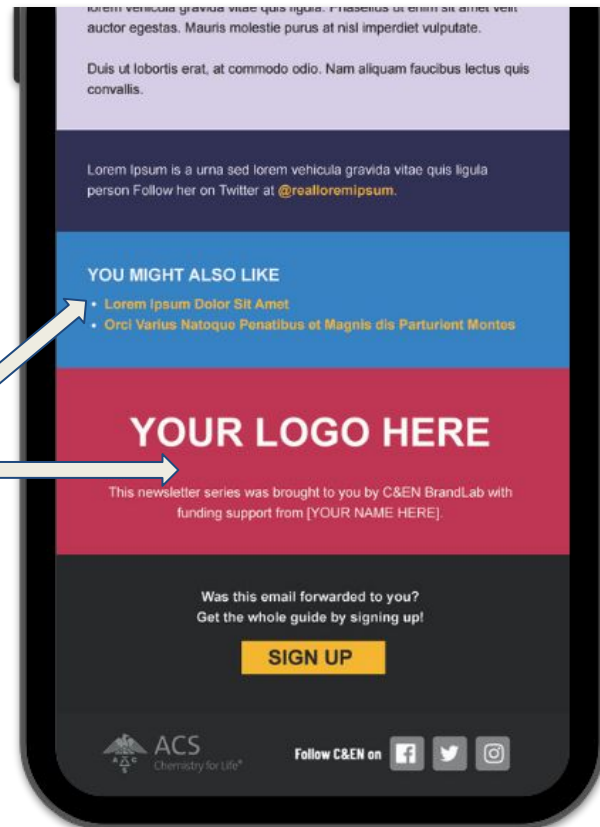


Logo recognition placed predominately at the top of every email



Designated space to promote other related content or products, as well as additional brand recognition opportunities

Bio section to highlight your subject matter experts

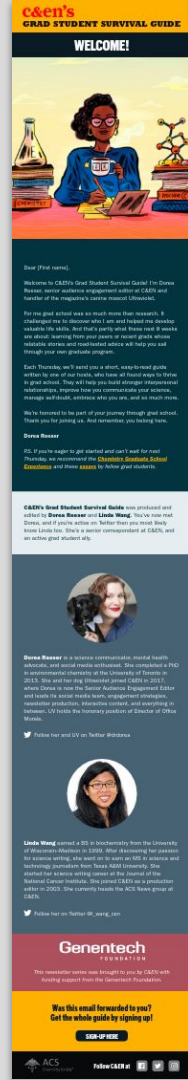
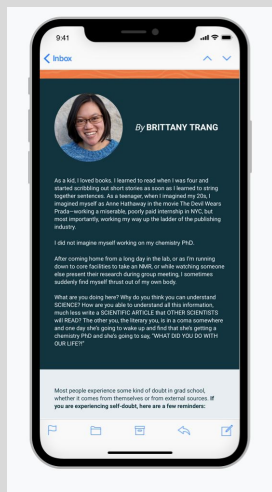


Learning through Newsletters:

2020 Email Course:

Grad Student Survival Guide

8-Week Email Course



Grad Student Survival Guide

C&EN's 8-week guide will help students navigate the toughest chemistry grad school challenges. The 8 week course provides essential advice from peers on how to build stronger interpersonal relationships, improve how student communicate their science, manage self-doubt, and more. Course outline:

- Email 1: **Welcome email**
- Email 2: **Week 1: Self-doubt by Brittany Trang**
- Email 3: **Week 2: Communicating with your adviser by César A. Urbina-Blanco**
- Email 4: **Week 3: Finding the Money by Jessica A. Martin**
- Email 5: **Week 4: Embracing your identity by Bec Roldan and Geraldo Duran-Camacho**
- Email 6: **Partway through / survey / reminder of upcoming**
- Email 7: **Week 5: Handling peer-to-peer conflicts by Toria Stafford**
- Email 8: **Week 6: Take care of mental health by Fay Lin**
- Email 9: **Week 7: Communicating science by Sacha Toussaint**
- Email 10: **Week 8: Your PhD is nearly done. Now what? By Nathan Boase and Cassandra Callmann**
- Email 11: **Follow up email and Call to Action**

ACS Publications | C&EN | CAS | IN DENZHOE | In the Spotlight

c&en
Chemical & Engineering News

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HANDOUT

2021 Priestley Medalist S. Paul Alivisatos helped introduce the world to the nanocrystal

Long before nanotechnology became popular, the UC Berkeley materials chemist began developing methods for making, controlling, and assembling molecular nanocrystals.

ACS MEETING NEWS

Virtual meeting delivers first time drug structures
Prelim poster reveals drug candidates for cancer, AIDS, sickle cell, and heart disease

VACCINES

FDA recommends pace of J&J's COVID-19 vaccine
FDA and CDC are investigating rare blood clots and low platelet levels in 6 women who got the J&J shot

DRUG DISCOVERY

Arvinus unveils PROTAC structures

In 2013 Arvin11 and Arvin471 became the first targeted protein degraders to enter the clinic.

COMPUTATIONAL CHEMISTRY

Materials researchers put machine-learning performance to the test

Benchmarking tools could help scientists decide which machine-learning algorithms can best guide their search for new materials.

LEARNING ARVINS' EXPERIMENTAL CYCLE
A person at a computer screen with various icons representing different stages of the cycle.
SEEK UP NOW!

DRUG DISCOVERY

Christopher Austin reflects on translational science at the NIH's 10-year-old NCATS, now that he's heading for the exit

Austin, founding director of the NIH's National Center for Advancing Translational Sciences, is joining the venture capital firm Flagship Pioneering.

POWERED ONTIME

Acessed from anywhere

By NitroComp@cs - Data management systems help scientists get information when and in the lab

ACS MEETING NEWS

Detergent pod polymers may be polluting the environment

Porous polymers transport lithium ions efficiently

Virtual meeting delivers first time drug structures

Biomarkers of exposure to chlorine gas identified in plant tissue

A radical way to upcycle polymers

MOST RECENT

Regeneron antibody cocktail could be used to prevent COVID-19

Natron picks Lonza for Prussian blue

Syrian air force uses chlorine gas in a February 2018 attack on Saraqib, OPCW investigators find

Detergent pod polymers may be polluting the environment

Arvinus unveils PROTAC structures

Sign up for C&EN's must-read weekly newsletter

Email Address: _____ Subscribe +

Contact us or write to us:

[illegible]









C&EN'S GRAD STUDENT SURVIVAL GUIDE



SIGN UP AT >>>

cenm.ag/gradguide



cenmag • Following

cenmag Hey grad students, we know that grad school can be challenging. That's why we've teamed up with your peers to offer an 8-week survival guide that will help you build stronger interpersonal relationships, improve how you communicate your science, manage self-doubt, embrace who you are, and so much more. Sign up now at <https://cenm.ag/gradguide> or via the link in our bio.

#phdlife #phdchat #chemisty

15w



adityak_890 @swapniljoshi0925

15w Reply





👤 Liked by ella_maru and 360 others

DECEMBER 7, 2020

😊 Add a comment...

Post

American Chemical Society @AmerChemSociety • Dec 1, 2020 ...

Want to learn how to manage your finances in grad school? Or how to handle peer-to-peer conflicts? Get tips on these topics and more from peers with @cenmag's 8-week @gradstudent survival guide. Don't attempt grad school without it! Sign up now: fal.cn/3bWYk

C&EN'S GRAD STUDENT SURVIVAL GUIDE



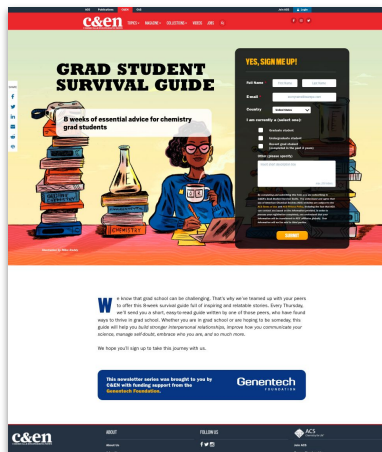
SIGN UP NOW >>

👍 4 ❤️ 13 ↗

C&EN's Grad School Survival Guide at a Glance

TACTICS:

- Promotion in C&EN's weekly Newsletter sent to 180,000
- Social Media placements
- Banner Ads on cen.acs.org and pubs.acs.org
- Retargeting ads Banner Ads on cen.acs.org and pubs.acs.org
- Native Ads on pubs.acs.org



12,786,463

Total promotional impressions
delivered

33,871

Emails Delivered

3,529

Email course subscribers
and counting!

46%

Average Open Rate, 2.5x
better than industry
standard

93%

Survey respondents
indicated that they enjoyed
the email series

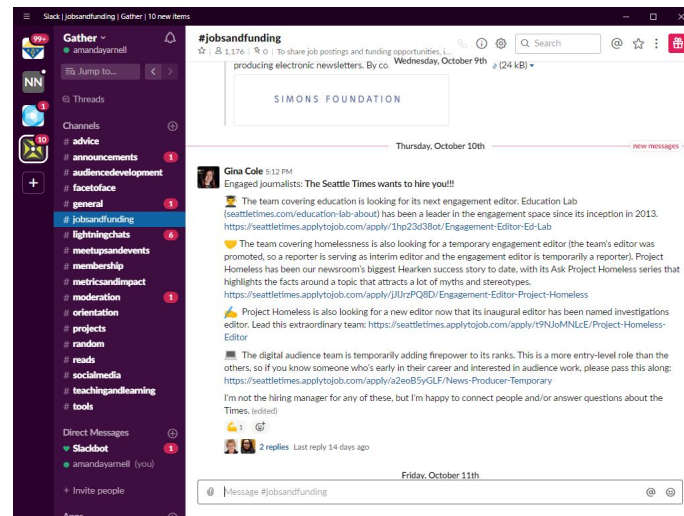
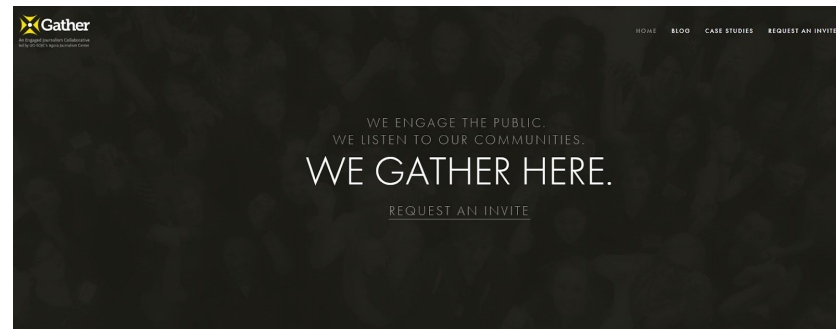
21%

Of subscribers opened all
11 emails in the series.

Slack Groups

Virtual networks to connect people across career stages and experiences

Graduate students and postdocs can gather and discuss experiences and connect with one another. Slack groups are also effective ways to disseminate educational resources.



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Virtual networks to connect people across career stages and experiences

Graduate students and postdocs can gather and discuss experiences and connect with one another. Slack groups are also effective ways to disseminate educational resources.

To be successful, sponsors would have to be behind-the-scenes -- disclosed on the signup page, not visible on the slack itself. The opportunity to support a self-sustaining community hosted by thought leaders where discussion around the themes the program is built upon would continue. The funds to support this initiative will be used to:

- Identify and incentivize power users to engage in the community.
- Develop promotional creative to invite users to join.
- Marketing promotions delivered across ACS print, digital, and social channels (\$27,000)
 - Promotions in C&EN's weekly Newsletter sent to 180,000
 - Social Media placements on C&EN's Instagram, Twitter, & Facebook channels
 - Banner Ads on cen.acs.org and pubs.acs.org
 - Contextual ads on cen.acs.org & pubs.acs.org
- Program management resource who will develop the framework for an editorial calendar or posts to engage the community in discussion and highlight various resources.
- Promotional items and giveaways to engage participants.

Content Studio

Establishing & Expanding Marketing Services

Custom Content Studio

Presented 10 lessons learned at a previous AABP Event

1. Understand your unique selling proposition
2. Find the right business model and scale smart
3. Understand your infrastructure and process
4. Map to margin
5. Selling ideas is very different than selling products
6. Provide packages & custom offerings (*Charge for Everything*)
7. Don't forget distribution & discoverability
8. Demonstrate results
9. Be true to your readership
10. Develop case studies that sell

[Link to presentation](#)



The role of the content studio is not only to create content, but to ensure high audience engagement and impact, and to reach the right consumers.

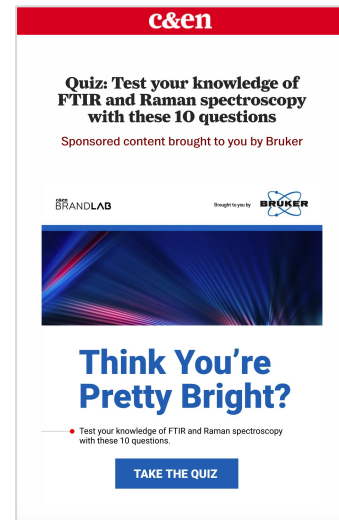
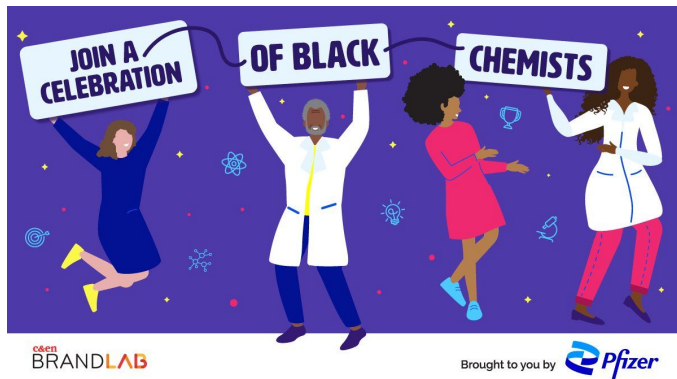
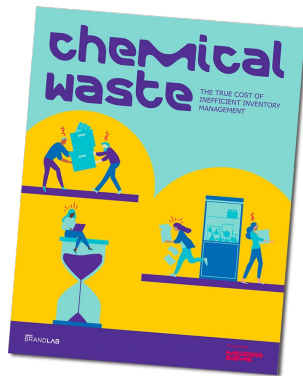
Custom Content Studio: C&EN BrandLab

The Custom Content Studio was critical in recouping revenue losses from other categories

Clients began to shift budget from events to content development.

They focused on:

- Lead Generation: White Papers, Research Reports, eBooks
- Engagement: Social Media Campaigns, Interactive Quizzes
- Thought Leadership: Branded Content Podcasts & Virtual Events
- Education: Email Courses



C&EN's 7-step email roadmap for successfully navigating the job hunt.

Thank you!

Please share your
questions and experiences

