



Using E-Marketing During an Economic Downturn

GARY SPANGLER

**E-Business Leader, DuPont
Electronic & Communication
Technologies**



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The miracles of science™

For posting

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Why E-Marketing?

Marketing is being driven by the Internet.

- ▶ B2C behavior eclipsing B2B behavior.
- ▶ 67% of B2B Decision Makers use Peer-to-Peer referrals (or word of mouth) to do their job.
- ▶ 90% of engineers* use Internet for find suppliers and products.
- ▶ 79% of engineers us online Search to find products and services.
- ▶ 7 of the top 10 most valuable resources for engineers searching for products and services are online resources.

The Internet has created new expectations.

- ▶ Relationships, conversations and online share of voice.
- ▶ Tangible, measured business value.

Millennials are accelerating this change.

- ▶ Through the value chain . . . and beyond.

*U.S. Engineering, Industrial, Technical and Manufacturing Professionals, Global Spec users

Balance

Short-term Cash

- ▶ Customer sales

Longer-term Profitable Business Position

- ▶ Market voice and position
- ▶ Sales prospect pipeline



Imperatives and Opportunities

1. Customer Focus

- ▶ *Be relevant - current and of continued value*
- ▶ *Build increased loyalty and dependency*

2. New Business Focus

- ▶ *Qualify and segment prospects*
- ▶ *Nurture them through their buy cycle*

3. Market Focus

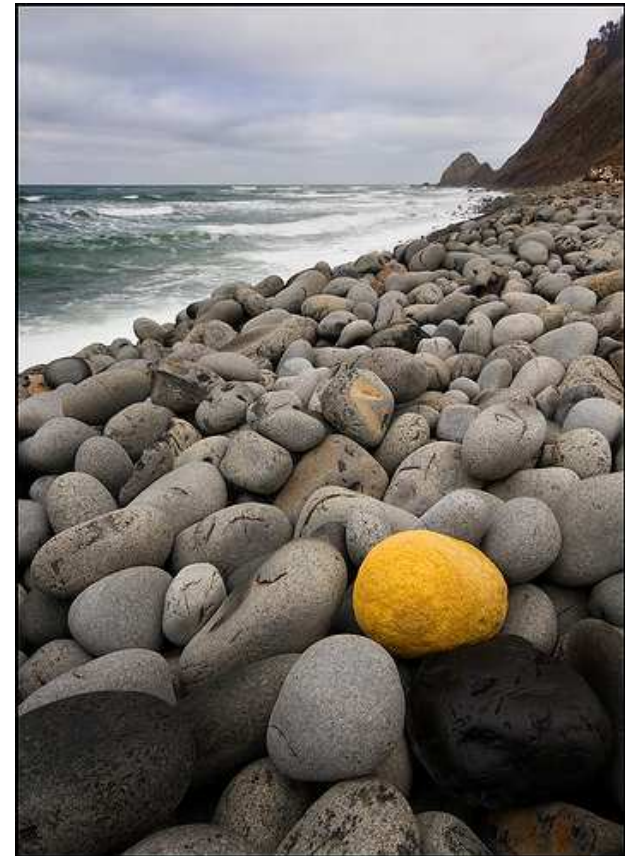
- ▶ *Maintain relevance, presence and interest*



3. Market

Mindshare and Market Leadership

- ▶ Webinars
- ▶ E-Mail Marketing
- ▶ Refresh website content
- ▶ Listen to the market; engage when appropriate
 - Digital/Social Media Press Releases



Markets are Social

Social Choices for Marketers are Increasing

- ▶ Ethics (Reference Word of Mouth Marketing Association, womma.org)

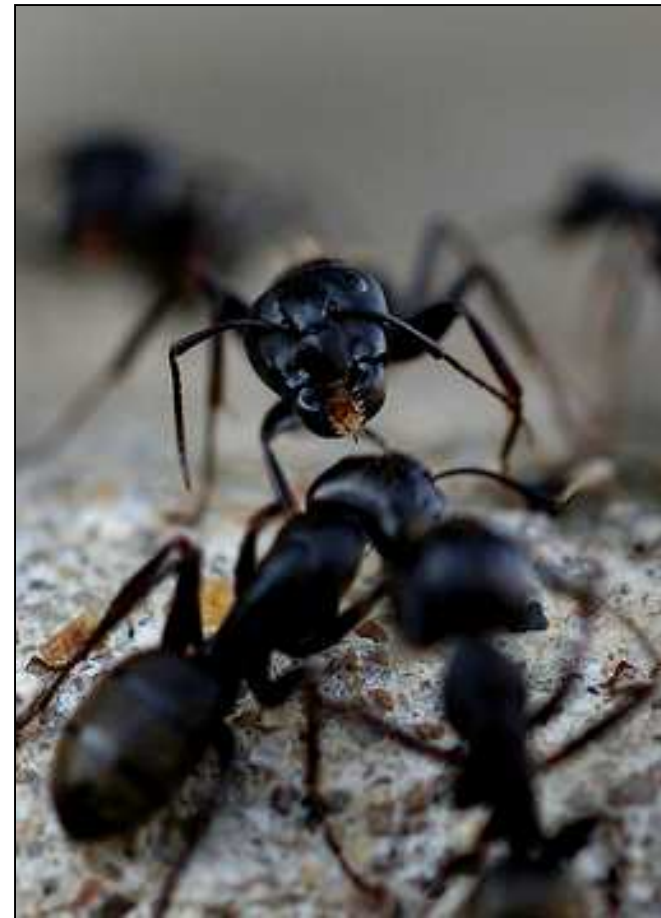
How to Engage Social Media

- ▶ Listen

Social Media Policy

Action:

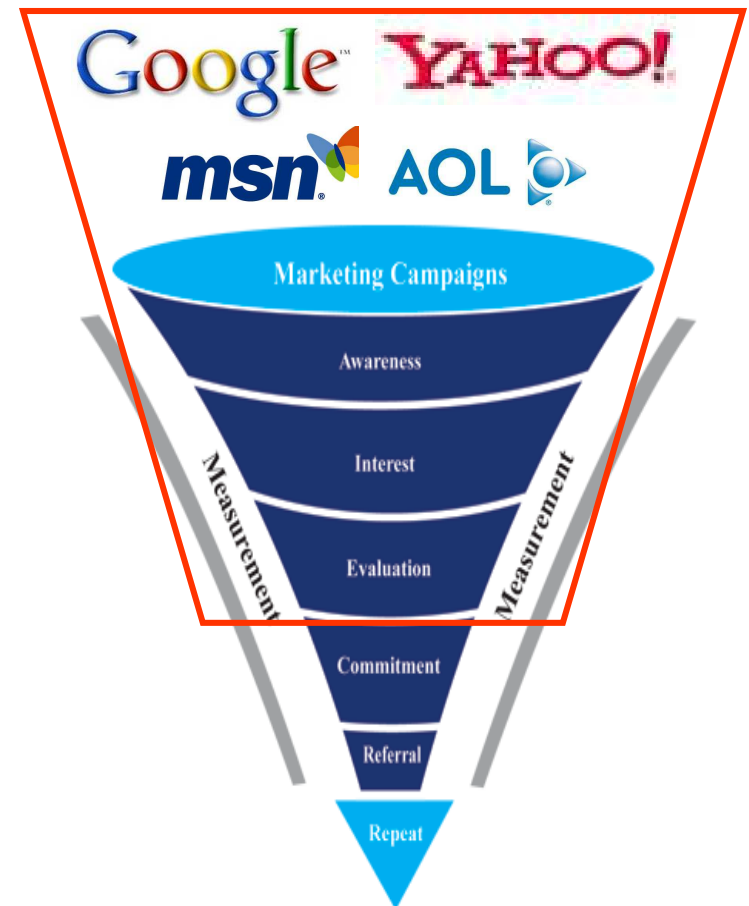
- ▶ Digital/Social Media Press Releases



2. New Business

Invitation, Awareness, Interest, Evaluation

- ▶ Refresh web content and optimize for search
 - Selectively use paid search for conversion
- ▶ Strategically place banner ads to build awareness
- ▶ Email marketing and nurturing
- ▶ Lead qualification
 - Online forms and surveys
 - Sample orders online



1. Customers

Commitment, Referral, Loyalty

- ▶ Website content and search optimization
- ▶ Online training, targeted webpages, customized downloads
- ▶ eCRM - Sales Force Dot Com
 - E-Mail nurturing
- ▶ Collaboration online
- ▶ Virtual Events



How To Start Checklist



Gate

- Website Content
- Website Design
- Website Application
- Keyword Lists
- Metrics Dashboard
- Event calendar
- Editorial calendar
- Content map
- Calls to Action



Taxi

- Search Optimization
- Web Editorial Boards
- Develop Email Lists
- Channel Partners
- Print-on-demand



Lift Off

- E-Mail Marketing
- Digital Press Release
- Content Management
- Media Map
- Paid Search



Cruising

- Paid Search
- Banner Ads
- Social Media
- Webinars
- Chat
- Lead Mgt
- eCRM