

WHITE PAPER

DIGITAL MARKETING

INTEGRATED CHEMICALS SPECIALTIES BV

● DIGITAL MARKETING RESULTS:

A MONTHLY AVERAGE OF **5 NEW REGULARLY** BUYING CUSTOMERS OF PRODUCTS FROM OUR LONG-TERM SUPPLIERS.

VISION

A distributor of Specialty Chemicals, needs to be highly innovative regarding lead generation and customer experience. Integrated Chemicals guarantees "single sourcing"; for every product one supplier; based on long-term partnerships.

EXECUTION

Integrated Chemicals has always been at the forefront of chemical-, marketing- and operational- developments since its start in 1975. It is in our DNA to adopt new possibilities for serving customers and suppliers alike.

Integrated Chemicals has travelled far over the past 40+ years and come a long way as a Great Small Company with solid conventional services. Our roll in the supply-chain of adding value through **in-depth knowledge of specialty chemicals**, applications and markets has been expanded over the years with the use of CRM, ERP and EDI systems to stream-line our operations and to maximize results & returns for suppliers & customers. And Integrated Chemicals services expanded further; **with Digital Marketing**.

Early 2016 we started focussing on the Internet; a virtual environment but very real for Integrated Chemicals, its customers and its suppliers. A new member of the Advisory Board joined Integrated Chemicals; a **young experienced specialist in Digital Marketing**. In the spring of 2016 it was full speed ahead with Integrated Chemicals Digital Marketing.

As Integrated Chemicals we adapt to a rapidly changing world in which young chemists and **buyers use the internet and innovative digital tools** to orientate on new products and suppliers. We use these tools to target the right audience and guide them to dedicated product pages on the **Integrated Chemicals website** with information about the specialty chemicals of our suppliers. On these pages, we offer various possibilities to download information and establish **personal contact with Integrated Chemicals technical sales staff**.



OPERATIONS

Personal contact is very important in the Specialty Chemicals Business, to assess buyers need. Chemistry and knowledge exchange between people is an important strength of Integrated Chemicals. **People initiate & create business.**

Reach out to Integrated Chemicals and let us assist you to enhance the **Digital Marketing of your specialties** on the internet, through SEO, SEA, specific (new) product web-campaigns and many other tools, in Germany, The Netherlands, Belgium, Luxembourg and optionally in other European markets. With our very solid **conventional back-bone and financial strength** we'll get the **deliveries & invoicing** of your products to the buyers done and include follow-up & after sales service to ensure **repeat orders**.

OUR SERVICES FOR SUPPLIERS

- Digital advertisement, including campaign analysis reports
- New products online within a week
- Focussed geographical sales promotion online
- Personal contact and meetings with potential buyers

Optional/future services:

- Tailor made Digital Marketing
- MSDS/COA Document downloads
- Chat function
- Product finder
- Knowledge database



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