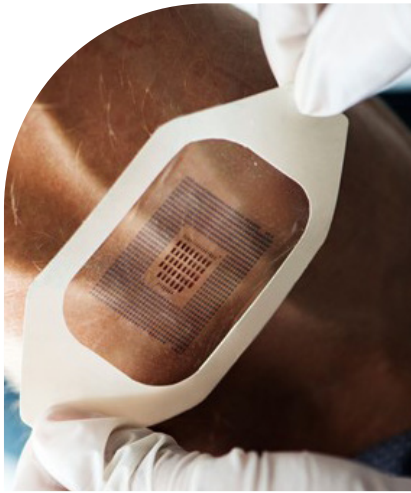


Case Study

# Elkem ASA





# THE CHALLENGE

**Quentin Clair, Head of Digital Marketing at Elkem ASA:**

“As Head of Digital Marketing I’m overseeing various activities related to customer experience, with a primary focus on lead generation, inbound and outbound. This includes digital channels strategy, as well as content marketing to fuel these channels.

To accelerate our growth in the MedTech and pharmaceutical industry, and to stay front of mind, we were looking for a content campaign to generate leads and strengthen the relationship between our products and our customers. We needed subject matter experts who could produce quality content.”

**Josh Jones, Key Account Manager, GlobalData Marketing Solutions:**

“Elkem ASA is an advanced materials manufacturer. We’ve been working with Elkem in their silicone division. Their silicone goes into wearable technology for the medical sector.

We’ve recently been producing content on the silicone used in injectables, but it has a tremendous number of applications for healthcare, such as parental packaging and implants.”

## ABOUT ELKEM ASA

*Elkem ASA has been established since 1904 and is a global provider of advanced material solutions.*

*Elkem develops silicones, silicon products and carbon solutions through natural raw materials and renewable energy.*

*They contribute to electric mobility, digital communications, health and personal care as well as smarter and more sustainable cities.*

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**We’ve decided to go for two small scale campaigns first, over 3 months, to test GlobalData Marketing Solutions.**

*- Quentin Clair*

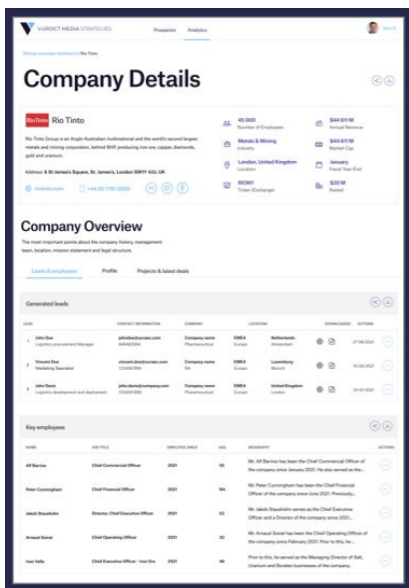
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# WHAT IS GLOBALDATA MARKETING SOLUTIONS?

GlobalData Marketing Solutions uses the latest AI to position content on Verdict’s established journalistic websites. GlobalData Marketing Solutions can micro target decision makers and specific audiences by job title including over 500,000 companies globally.

Analysts, data scientists, award-winning journalists and technology specialists take complex information and create engaging content journeys.



## THE CONTENT

“

*“GlobalData Marketing Solutions helped us to produce content which we can re-use in many different purposes, which is beneficial both now and in the long run.*

*The content and the quality of the copywriters at GlobalData Marketing Solutions is something that has been appreciated by our team. The content is created in nearly one draft- there’s not a lot of back and forth to produce the perfect copy.”*

- Quentin Clair

”





## THE RESULTS

### **Quentin Clair, Head of Digital Marketing, Elkem ASA:**

“We’re specifically looking at 15 companies in the healthcare industries. It’s very targeted, and that’s where GlobalData Marketing Solutions makes the difference.”

### **Josh Jones, Key Account Manager, GlobalData Marketing Solutions:**

“We produced 12 articles for Elkem Silicone. (Six medical, six pharma related). We also produced webinars alongside whitepapers which contained expert-led healthcare content.

We positioned this content across our B2B pharma and healthcare websites and within 12 months Elkem received 200 targeted leads. GlobalData Marketing Solutions has helped Elkem to get quality content about their solutions in front of key decision makers, R&D managers and project managers within the healthcare sector.”

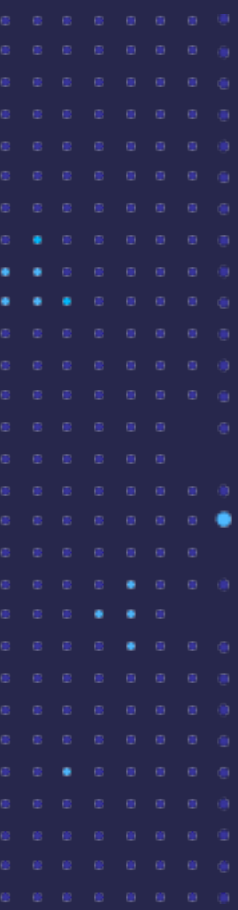
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*Being able to specifically address or target that content to the right viewer on the website, making sure our content is seen and resonating with that audience- this is the dynamic aspect of GlobalData Marketing Solutions that is truly a smart way to do account-based marketing.*

*Everyone is claiming to do Account Based Marketing these days, but GlobalData Marketing Solutions has been successful at it.*

*- Quentin Clair*

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GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by  GlobalData.

