

Case Study

# Elkem ASA

Applications for the Oil & Gas Industry



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*- Quentin Clair*

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## Introduction

*Elkem Silicones has 60 years of providing effective and innovative silicone defoaming solutions to the Oil & Gas industry and many other industries where foam generation can be a challenge, damaging efficiency and creating safety and environmental hazards. This includes a full range of silicone foam control agents and processing aids to meet the entire chain of technical requirements in Oil & Gas.*

*They use sustainable energy solutions to create their materials. With headquarters in Norway, sustainability is, as Quentin Clair put it, 'part of the company DNA'.*

*Quentin Clair is Head of Digital Marketing for Elkem ASA. We spoke to him about a 3-month campaign we launched around their silicone foam control agents for oil & gas.*

## Elkem Antifoam or Defoamers

*Antifoam or Defoamers are chemical process aids used to prevent the formation of foam during mixing or drilling fluids or during drilling operations.*

## The Challenge:

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

*“We were looking for a content campaign to generate leads and to strengthen the relationship between our products and our customers.”*

*“GlobalData Marketing Solutions helped us to produce content which we can re-use in many different purposes which is beneficial in the long run as well. The content and the quality of the copywriters at GlobalData Marketing Solutions is something that has been appreciated by our team- it's created in nearly one draft- there's not a lot of back and forth to produce the perfect copy.”*



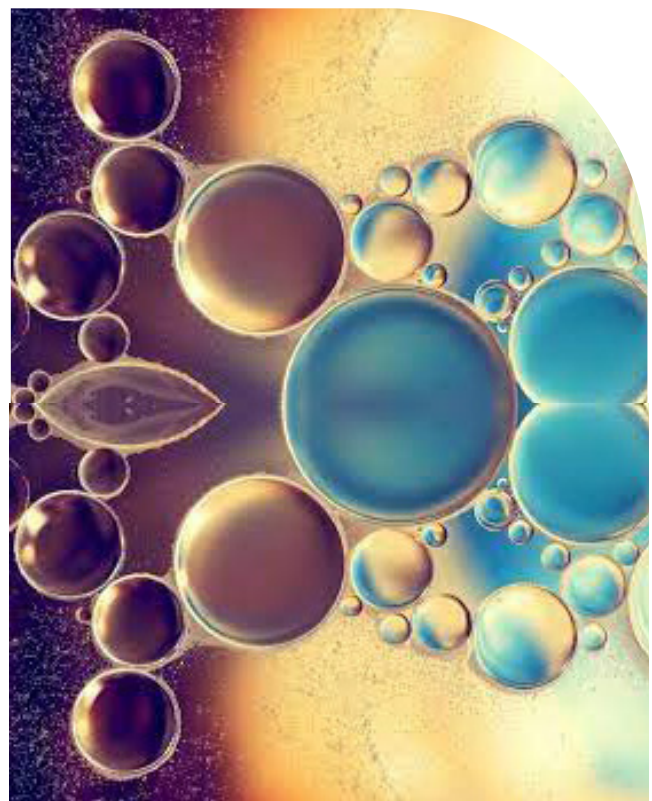
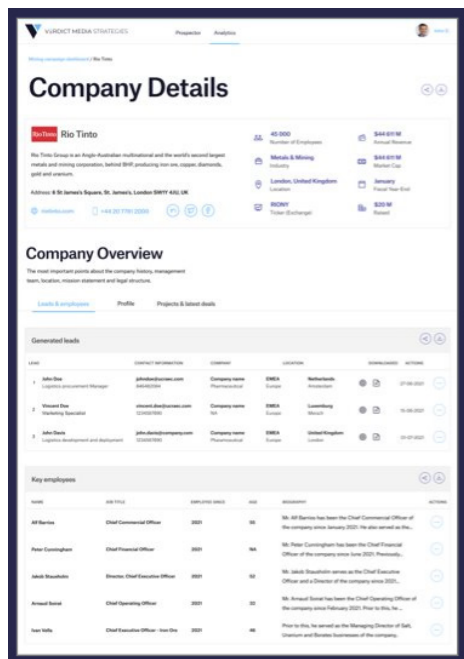
**Josh Jones, Key Account Manager,  
GlobalData Marketing Solutions:**

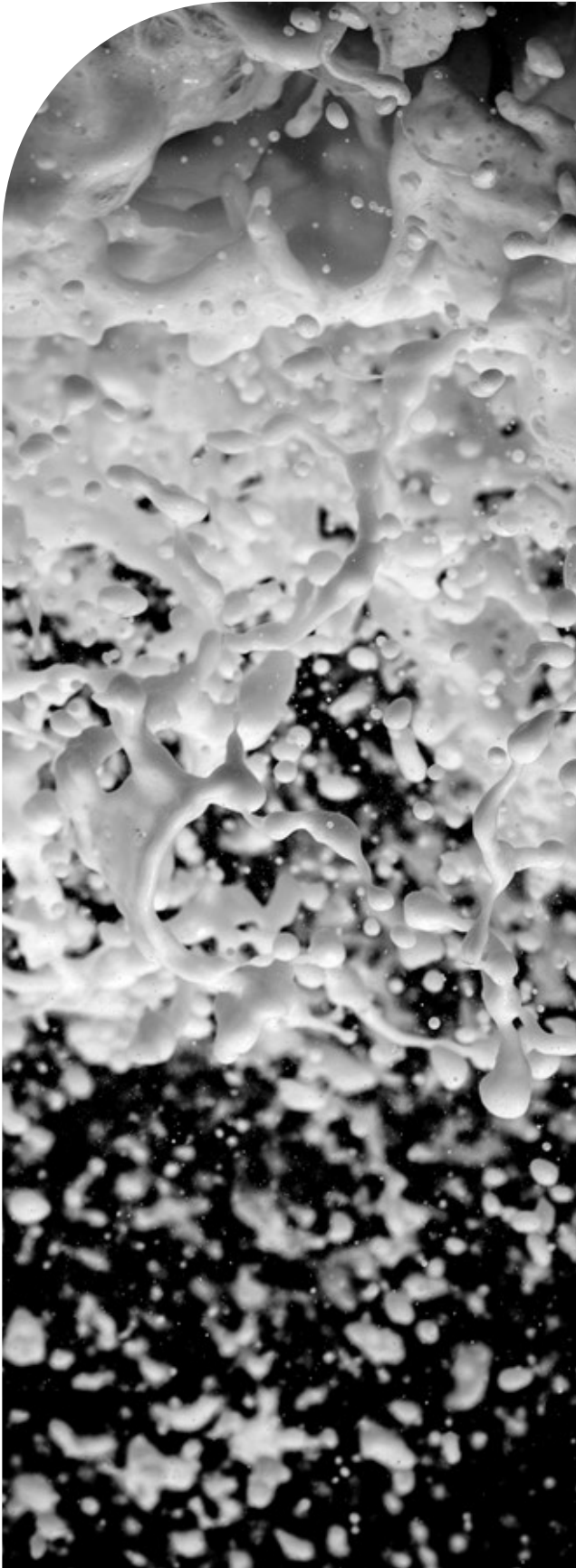
“Elkem was looking for lead generation, and I recommended GlobalData Marketing Solutions. It generates leads and also builds brand awareness in the process through expert-led content.”

# 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.

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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.*  
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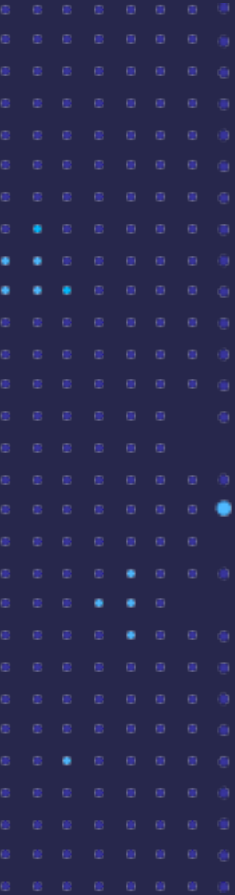
# The Results

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

“We did a small 3-month campaign for oil and gas for Elkem that delivered dozens of leads including many decision makers within the industry Elkem was trying to reach. For a three-month campaign these were excellent results.”

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

“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.”



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.

