



ASTM INTERNATIONAL
Helping our world work better

Marketing and Promotion of Standards Training Session

MOU Capacity Building Program for JSMO

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www.astm.org

ASTM International

Operating Globally

- One of the world's largest Standards Developing Organizations, with global reach and influence
- ASTM's experience offers a robust, time-tested development process delivering globally accepted and respected standards
 - Established 1898
 - 30,000+ members in 155+ nations
 - 145+ Technical Committees meeting market needs of 90+ industry sectors
- Trusted for market relevance and technical quality
 - The choice for many global industries



148

main committees
plus 2,053
subcommittees

12,800+

ASTM standards
operate globally



International Standards

WTO TBT Committee Decision

- The World Trade Organization (WTO) Technical Barriers to Trade (TBT) Committee Decision on Principles for the Development of International Standards, Guides and Recommendations **provides guidance**
 - in the form of six principles; does not designate SDOs
 - helps regulators determine which international standards may be relevant for the purposes of the TBT Agreement

WTO/TBT Principles

Transparency

Openness

Impartiality and Consensus

Effectiveness and relevance

Coherence

Consideration of developing nations



WORLD TRADE
ORGANIZATION



The ASTM MoU Program

Memorandum of Understanding

ASTM International

- Full collection of ASTM Standards (adoption, as the basis of a national standard, consultation, normative reference, reference in regulation)
- Membership at no cost to participant
- Training (on-site, virtually; sponsored and shared cost)

MoU Partner

- Access to ASTM standards in its Information Center
- Annual Report on use of ASTM standards
- Utilization of ASTM standards where relevant and appropriate

8400+
citations of
ASTM
standards
in 75 non-US
nations

118

MoU partners
worldwide

ASTM Marketing Overview for MOU Partners and Standards Experts



Marketing
Growth and
Tactics

Product-Specific
Marketing
Tactics

Questions and
Examples

Growth of ASTM Marketing



Constantly Evolving

- Direct mail/call center methods grow into lead generation efforts
 - Emails, webpages, webinars, newsletters, social media, online advertising, gated content, lead nurture
- Sales support requires autonomy from Corporate Communications, Membership, and Meetings
- 5 sales staff and 3 marketing staff in 2011; 15 sales staff and 5 marketing staff in 2019



Marketing Tactics



Robust Mix of Marketing Tactics

- Brochures, postcards, user guides, news releases
- Promotional web pages
- Banner ads
- Emails/cross-selling
- Social media
- E-books
- Purchased lists
- Catalogs...



Product-Specific Marketing Tactics



	CATALOGS	RENEWALS	BROCHURES & POSTCARDS	EMAILS	WEBINARS	ONLINE ADVERTISING	SOCIAL MEDIA	GATED CONTENT	VIDEOS	TRADE SHOWS	ALERT SERVICE
BOOK OF STANDARDS	●	●		●		●				●	●
BOOKS & JOURNALS	●		●	●	●	●	●		●	●	●
TRAINING & E-LEARNING	●		●	●	●	●	●	●	●	●	
PROFICIENCY TESTING & LAB SERVICES	●	●	●	●	●	●	●	●	●	●	
ASTM COMPASS®		●	●	●	●	●	●	●	●	●	
ASTM SPECBUILDER			●	●	●	●	●	●	●	●	
CERTIFICATION (SEI)		●	●	●		●	●	●		●	
CUSTOM PLATFORMS (CONTENT HOSTING)			●	●		●					

Expansion of Tactics



Increased and Tailored Strategies

- Case studies: API on Compass; PPI and SpecBuilder
- Multi-language microsites to increase understanding: China, Latin American, Russia
- Webinars – Compass user webinars increase understanding, promotional webinars generate leads: SpecBuilder, Training, Proficiency Testing
- Videos – Compass, Training, ASTM in Construction; Webinar invitations
- 3rd party emails/advertising – GlobalSpec, SmartBriefs, ResearchGate
- Gated content/E-books to gather leads for ASTM Compass[®], Training, Proficiency Testing, SpecBuilder
- Product Enewsletter



Hired Expertise



Garfield Group, Atenga, Outsell

- Video scripts
- Search Engine Optimization (SEO)
- Content development
- Lead scoring
- Sales/marketing workflow
- Real-time web surveys
- Social media expansion
- Pricing and market research - Atenga
- Surveys, gap assessments - Outsell



ASTM Marketing Tactics

Combining Strategies Yields Greater Success



- **24% increase in engagement when content is published on 2 or 3 channels.** Stand Out Social Market, Michael Lewis 2012
- **60% of mature multichannel marketers reported increases of more than 15% revenue that are attributed to marketing programs.** Forrester May 2012 “The Multichannel Maturity Mandate”
- **60%** of all ad mail recipients will visit a website listed in the ad
- **70%-80%** of ad mail recipients say they open their “junk” mail
- **70%** of Americans say physical mail is more personal than email





Important ASTM Marketing Links:

- Catalogs: <https://www.astm.org/catalog.html>
- Book of Standards web page:
<https://www.astm.org/BOOKSTORE/BOS/index.html>
- Standards Tracker page: https://www.astm.org/tracker_services/index.html
- China microsite: <https://cn.astm.org/>
- Latin America microsite: <https://la.astm.org/>
- Russian microsite: <https://ru.astm.org/ru/>



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Thank you

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