

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, timetested 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



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

118

8400+

MoU partners worldwide

citations of ASTM

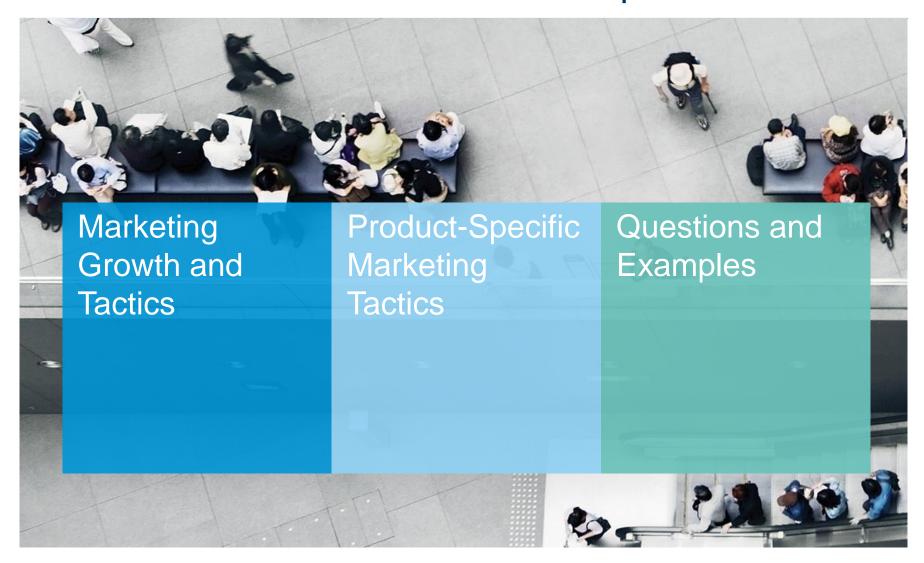
standards

nations

in 75 non-US

ASTM Marketing Overview for MOU Partners and Standards Experts



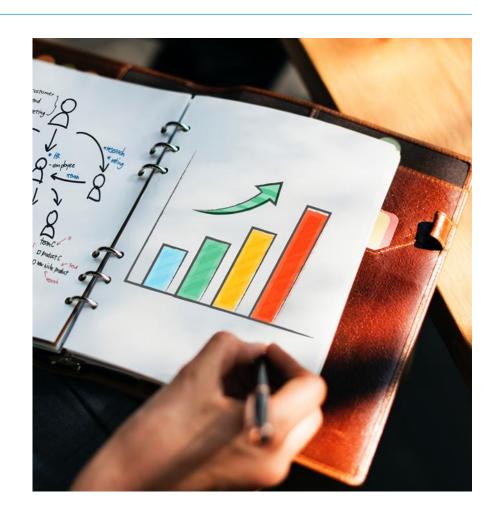


Growth of ASTM Marketing



Constantly Evolving

- Direct mail/call center methods grow into lead generation efforts
 - Emails, webpages, webinars, enewsletters, 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



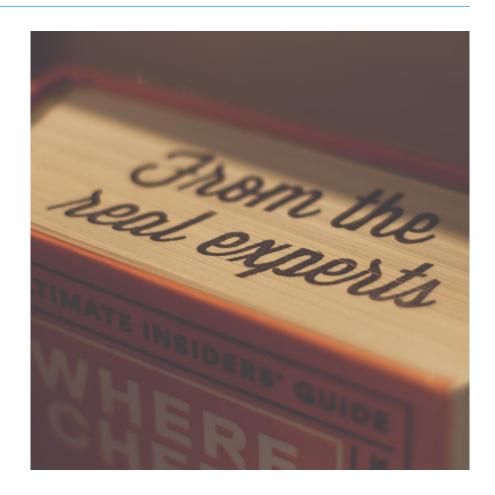
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Hired Expertise



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

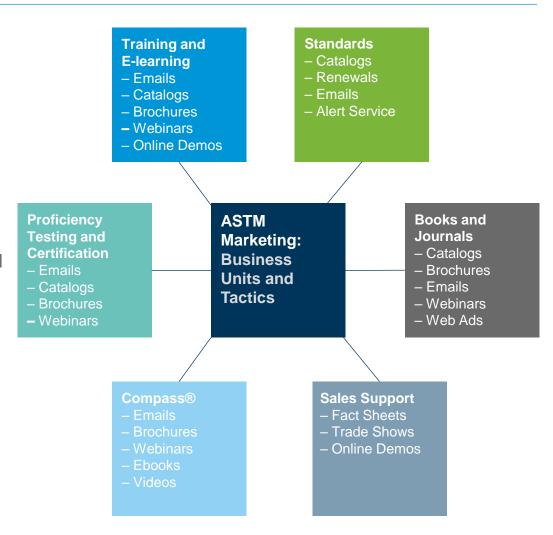


ASTM Marketing Tactics

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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