Marketing and Promotion of Standards
Training Session
MOU Capacity Building Program for JSMO

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www.astm.org
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
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

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<tr>
<th>WTO/TBT Principles</th>
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<tr>
<td>Transparency</td>
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<td>Openness</td>
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<td>Impartiality and Consensus</td>
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<td>Effectiveness and relevance</td>
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<td>Coherence</td>
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<td>Consideration of developing nations</td>
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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, 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

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<thead>
<tr>
<th>Product</th>
<th>Catalogs</th>
<th>Renewals</th>
<th>Brochures &amp; Postcards</th>
<th>Emails</th>
<th>Webinars</th>
<th>Online Advertising</th>
<th>Social Media</th>
<th>Gated Content</th>
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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
- 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](https://www.astm.org/catalog.html)
- Book of Standards web page: [https://www.astm.org/BOOKSTORE/BOS/index.html](https://www.astm.org/BOOKSTORE/BOS/index.html)
- Standards Tracker page: [https://www.astm.org/tracker_services/index.html](https://www.astm.org/tracker_services/index.html)
- China microsite: [https://cn.astm.org/](https://cn.astm.org/)
- Latin America microsite: [https://la.astm.org/](https://la.astm.org/)
- Russian microsite: [https://ru.astm.org/ru/](https://ru.astm.org/ru/)
Thank you

www.astm.org

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