

5WPR CEO On Business Chemistry in a Digital World

The term “chemistry” has been around for decades in the science field, then more recently to describe relationships between the sexes and now, to identify how marketers can best leverage content marketing.

Accounting giant Deloitte coined the term and unveiled a system called Business Chemistry in the fall of 2019 to help clients better understand its vision of excellent content marketing.

Companies relish creativity in content marketing, according to 92% of the respondents to Creative Marketing Institute’s research. Ironically, 65% of the least successful content marketers work for those same companies.

Four Buckets

Deloitte says four buckets identify and recognize the differences marketers must identify in style and business attributes in order to succeed. Deloitte identified the four as pioneer, driver, integrator, and guardian.

Pioneers were described as spontaneous risk-takers that are outgoing and adverse to detail. Drivers, on the other hand, are the mirror opposite: they’re focused, logical, and curious. Integrators are the diplomats. They believe in traditional relationships and no conflict. Guardians are similar in that they respect loyalty and are methodical, reserved and detail-oriented. Deloitte then identified several companies that successfully employed business chemistry.

Five Examples

The first was Squarespace, a manufacturer of software for websites. It took the novel approach of launching a six-episode reality audio series to find “the next great podcast.” The series involved “live” competition and voting to determine the winner, who received a free miniseries.

A blog-promoted QR code was another example identified by Deloitte. For this, Midwich, a UK-based distributor of tech solutions, successfully employed a QR code on collaborative technological solutions. On top of that, Midwich also received more than 3,300 additional impressions after sharing its strategy on LinkedIn.

High Speed Training, an online safety and compliance trainer in the hospitality sector, took the novel step of surveying customers of clients to hear how they felt issues and problems might be solved. In addition to reaching and gathering information from 2,000 members of the public and 250 industry managers, the firm was able to put together a well-received digital report that resulted in coverage by 38 media sources.

3D motion tracking firm Xsens teamed with an industry influencer to create a series of funny videos. One is an audition tape seeking the next Lion King, which has had more than 1.2 million views. Another, “The New Robot Fights Back,” garnered 14 million views in its first five months. The entire project has thus far generated 22 million social media views and 14 media stories.

Real Property Management (RPM), a Virginia property management firm, had the most unique approach. RPM decided to remarket to people who had previously declined its services and managed properties themselves. Their perception was that the industry was not savory and not trustworthy. RPM produced a free 19-page tool as part of its landlord resource center with the aim of demonstrating high ethics and transparency. Thus far, the

company has received more than 12,000 new visits. In addition, their on-page time is averaging 3.11 minutes.

As entrepreneur [Hamed Wardak](#) has noted, “Creative B2B marketing and business chemistry can be a good mix when stirred and applied wisely.”

The key for those of us in [public relations](#) and [marketing](#) is identifying the company values, then crafting a strategy to fit its culture – one that will be embraced by all.



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