

A STUDY OF DIGITAL MARKETING STRATEGIES ADOPTED BY CHEMICAL INDUSTRIES

Research Paper

Saurabh Golam, Swiss University of Business Management, saurabhgolam@ssbm.ch

Minja Bolesnikov, PhD, Swiss University of Business Management, minja@ssbm.ch

Abstract

This research is conducted to understand the approach and strategy of digital and social media marketing for the Business-to-Business (B2B) chemical industries. By observing the content and posts of the top, global, leading chemical firms, the authors have aimed to identify what is being posted and how effectively does the content get delivered. For this purpose, the authors have studied several social media posts on independent platforms such as LinkedIn, Instagram, Facebook, and YouTube, but also carried out a brief analysis of the engagement levels and the firm's website. This research paper provides an insight into B2B Chemical Industry social media strategies and current practices.

Keywords: B2B Digital Marketing, Social Media Marketing, Chemical Industry

1 Introduction

Digital technology has changed organizations in an irreversible way ([Cortellazzo, et al., 2019](#)). In the early 1990's, organizations would use fax and letters to exchange formal communication. Today, such communications can be sent via e-mail within seconds. Moreover, advanced tools and interfaces such as Microsoft Teams, Webex, Zoom, etc have further increased the communication flow. A study suggests that digitalization has had a positive impact on the economy (75%), quality of life (67%) and society (64%) ([European Commission, 2017, as cited in Porsayev, 2020](#)). Today, digital technology is an integral part of the society and we cannot imagine a world without digitalization.

It is known that digital marketing has a positive effect on consumer behaviour. Social media organizations like Facebook, LinkedIn and Instagram have become market spaces for firms to promote and increase brand awareness ([Denton, 2020](#)). As per [OECD, \(2020\)](#), there has been a significant increase in e-commerce retail purchases in USA and Europe. Likewise, another study suggests India's e-commerce retail industry is expected to grow 84% in 4 years helped by Covid-19 ([Business Standard, 2021](#)), and we can find similar study for other countries and economies as well.

The chemical industry is considered as the backbone of various other industries, supplying chemical raw materials into automotive, textile, agriculture, pharmaceuticals, nutrition, consumer products, paints, composites, and many other applications. According to [Wadyalkar \(2018\)](#), there are 3 megatrends influencing the chemical industry: (1) Sustainability & Circular Economy, (2) Innovation & Accelerated Globalization, and (3) Digitalization. Chemical manufacturers have adopted digital technology in various spheres of their operations. Today, chemical firms use digitalization to improve manufacturing efficiencies, manage innovation pipeline, develop customer relations, and so on.

The purchasing behaviour in the chemical industry typically follows the B2B-Purchasing structure. A B2B buying process is typically characterized with few, large buyers, which includes different employees from different teams with different objectives coming together to make a purchasing

decision. [\(Kotler, et al., 2015\)](#). Given the complexities of B2B purchases in the chemical industry, chemical firms must carefully plan and execute their digital marketing strategies.

Hence, aim of the research is to do a comparative study of social media and digital marketing strategies of the top 10 chemical firms globally.

2 Literature Review

In this section of our study, we will view existing literatures and studies.

2.1 Digital Marketing

Today, everyone is connected and dependent on some form of digital technologies or services. With the growth of the internet usage and accessibility, firms are not only prioritizing on sales of products and services but also focusing on creating awareness and providing relevant information and content [\(Bala & Madhu, 2018\)](#). Digital marketing is successful over traditional marketing as it allows businesses to track user behaviour in real time [\(Kaur, 2017\)](#), and online marketing is proven to be a powerful tool in building brand value [\(Song, 2002, as cited in Bala & Madhu, 2018\)](#). Moreover, digital solutions help suppliers with increased range and buyers, thereby increasing accessibility online [\(Koehn, 2018\)](#). These articles help to establish why Digital marketing has been gaining importance over the past few years.

[Laurinavicius \(2021\)](#), highlights some interesting facts on Digital marketing.

- Organization generates \$2.00 revenue for every \$1.00 investment on Google Ads
- 64% of the internet users are more likely to purchase products after watching a video / ad commercial
- Cost of content marketing is 62% less than traditional methods
- Mobile marketing dominates digital landscape
- Seamlessness plays a vital role in customer engagement
- Infographics are 3 times more likely to be shared than other forms of format
- 60% customers expect brands to provide precise information of their offerings on online platform

While Laurinavicius posts these facts on his blog, he is a well-known content marketer, and these points helps to establish the benefits of digital marketing.

Firms must ensure digital content is accessible and relevant [\(Kanttila, 2004\)](#). In a B2B set up, customers look for rational and relevant content while making purchase decisions; making them accessible on digital platform helps buyers to make decisions quicker and better. [Guru \(2021\)](#) has highlighted 5 types of digital content

1. Blogging – [Guru \(2021\)](#) argues that blogs prove to be an effective content marketing tool as it allows firms to transform pieces of information into a story, connecting various pieces. Blogs help to create brand awareness, generate better leads, and lay the foundation for influencer marketing on social media.
2. Original Research- Firms can share the original research and validate their offering's productivity and efficiency [\(Guru, 2021\)](#). Such content helps in giving purchasers rational and logical explanation, data, or evidence.
3. Videos – Video marketing is an instant crowd-leisure, helps to capture attention and provide with a powerful retention, if done right. Videos can be of several types: introductory video for business, product feature video, tutorial video, customer review video, vlogging video for customer interactions, et cetera. [\(Guru, 2021\)](#)

4. Infographics – Infographics have most takers online as customers highly prefer this format for sharing on social media platforms, along with Videos ([Guru, 2021](#)). They are great in grabbing attention and provide crisp information that is easy to read and retain.
5. Podcasts – 51% of consumers in USA prefer listening to podcast archives, aging above 12 ([Guru, 2021](#)). Podcasts are an entertaining media to provide with meaningful information, which can be heard or viewed on-the-go.

Digital marketing has many benefits for marketers. It helps to create awareness and transparency, it can be accessed anytime and from any place, providing real time information and greater engagement, it is traceable and enables instant purchase ([Bala & Verma, 2018](#)).

While there are many digital content formats, we would look closely to analyse the preferred options by the B2B Chemical Industry.

2.2 Chemical Industry

The chemical industry is considered as the backbone of a country's industrial development, as it is a key economic enabler ([Raghavan & Joshi, 2018](#)). "Chemistry is, and always will be, a key and very versatile enabler for tackling future challenges across multitude of industry sector", ([Vollmer, 2018](#)). Chemicals are the raw materials for several industry, including automotive, pharmaceuticals, nutraceuticals, paints, textiles, agriculture, solvents, metallurgy, and so on. While focusing only on the speciality chemicals segment, research establishes the market size around \$711 Billion in 2019 and is estimated to grow with a CAGR of 5% until 2027 ([Danekar, et al., 2020](#)). A research published in Statista, confirms that the global chemical market is \$4,083 Billion, China, Germany and USA being significant contributors ([Fernandez, 2021](#)). The German chemical company, BASF is considered as the biggest chemical firm, with a revenue of \$67.5 Billion in 2020 ([Tullo, 2021](#)). The other chemical organizations are Sinopec (\$46.7 Billion), Dow (\$38.5 Billion), Ineos (\$31.3 Billion), Sabic (\$28.8 Billion) etc. ([Tullo, 2021](#)) Disclaimer – these numbers are 'chemical sales' for 2020, as mentioned in C&EN's report.

Chemical Industry typically follows a B2B (Business to Business) Buying process. B2B Buying process is characterized as follows ([Kotler, et al., 2015](#))

- Fewer, large buyers
- Close vendor and customer relations
- More informed and rational purchasing decision, thereby creating a professional set up
- Multiple stakeholders influencing the purchasing decision

Typically, a B2B buying process involves many players, typically the initiators, users, influencers, gatekeepers, and the decision makers ([Kotler, et al., 2015](#)). Most customers look for quality and durability, which could be at a certain cost ([Kumar, et al., 2014](#)). While this study focused on a niche market, it helps to prove the characteristics of a B2B purchase. B2B buying processes can be fairly complex since it can include people from different teams, with different priorities, coming together to conclude on a purchase decision.

Today, the internet helps connect buyers and sellers across the globe, efficiently, effectively, and economically. Chemical companies are adopting Digitalization, developing online marketplaces, especially within Asia ([Koehn, 2018](#)). Chemical firms use multiple channels to promote digital content, like LinkedIn, Facebook, Instagram, and so on. While it is established that B2B decisions are based on rational and logical framework over emotional attributes ([Kotler, et al., 2015](#)), it will be interesting to study and understand the digital content used by global chemical organizations in promoting their brand and offers.

3 Method of Analysis

Our objective is to study the digital marketing strategies implemented by various chemical firms. In order to meet the objective, we have observed and analysed the different types of digital content published on various social media by chemical organizations. We have also analysed the content published by these chemical firms between the period September 2020 to September 2021.

In order to achieve our objective, we have analysed digital content published by top 10 chemical firms globally as per C&EN list (Tullo, 2021). Additionally, we have also studied the digital marketing strategies implemented by few other chemical firms who are of critical importance with significant presence.

4 Observations and Discussions

In this section, we will understand the different types of digital marketing strategies implemented by B2B chemical firms. We will look at the various social media channels being used and their importance, along with the types of content being published. Moreover, we will analyse the follower base and the level of engagement on social media platforms. Lastly, we will do a brief study on the brand objects for different chemical firms which can be recognized on the social media platform and a comprehensive study of the firm's website landing page & layout.

By studying these various factors, we will establish a comprehensive study in understanding how chemical firms leverage on digital media and digital tools to boost their brand awareness and engage better with their customers and audiences.

4.1 Usage of Social Media Channels

Based on our study, it was observed that most chemical firms use LinkedIn to establish and expand their reach to their customers. LinkedIn is a popular social media channel used for professional networking (Jhonson, 2019), hence it is widely preferred. Besides LinkedIn, few chemical firms are also active on Facebook while some are very active on Instagram. It is also noticed that firms like Bayer, BASF and Syngenta, who are prominently active in the Agro-chemicals space are more active on Facebook to enable farmer outreach. Such firms have a separate sub-page (Bayer¹, Syngenta², BASF^{3,4}).

It was also observed that some organizations have multiple sub-pages, depending on market, business, or geography. BASF has a sub-page for their Battery Materials division, Human Nutrition division and so on. Similarly, Bayer has a sub-page for their Agro division and Sinopec have their sub-page targeting the Latin American market. While sub-pages may have lesser follower-base, it offers the advantage of being targeted and specific, thereby allowing the firms to customize their content based on the audience. (BASF^{5,6}, Sinopec⁷)

Another important benefit of social media marketing, especially on LinkedIn is the 'Translate' feature. Every market is defined by its culture and language. While social media allows to target based on geographical segmentation, these posts can be drafted in different languages such as Mandarin, Japanese, French, Spanish, German, Portuguese, etc. With the 'Translate' features, the audience can view such posts in the native language, thus expanding the reach. (Sinopec⁷)

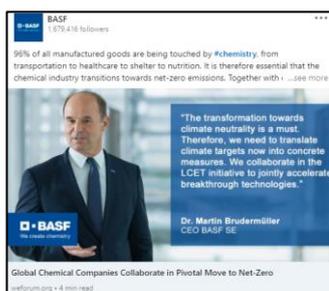


Image 1: Sinopec Argentina Post, depicting the "Translate" feature

4.2 Types of Digital Content published by Chemical Firms

After studying several types of digital content published on B2B Chemical Firms, we can classify content into the following categories –

<p>Corporate Message</p>	<p>These types of digital content include posts that carry a high-level organizational information. It could be related to their Corporate Strategy, Sustainability Mission, CSR Activities, Corporate Brand Building, Announcement of Financials or Performance, Merger & Acquisition Activities, and so on. The target audience for such types of content include Investors, Market Analysts, Customers, Government & non-Government stakeholders.</p> <p>Some examples are BASF's Climate Protection Strategy⁸, Dow's post on Sustainability⁹, Sinopec's Moon Cake Festival¹⁰, Shell's Quarterly result by their CFO¹¹, ExxonMobil's post on Carbon Capture and Pricing¹², and so on.</p>
<p>Technical Offerings</p>	<p>Such types of digital content are more specific towards a product offering. This could include a brief or detailed information about the product; however, it is observed that organizations only share a high-level information about the product, while for a detailed information they prefer to be connected with. Another interesting observation was that B2B organizations will not share price ranges, for the same reason that they would like to be connected with for more details. The target audience for such posts are mainly customers but are also viewed by researchers and universities for their technical studies.</p> <p>Some examples are Dow's Packaging Solutions¹³ and info on Fluent Cane¹⁴, BASF's offering on Food Colour¹⁵ and Reflio¹⁶, Sinopec's post on refuelling robot¹⁷, Bayer's post on Dekalb¹⁸, et cetera.</p>
<p>Work Environment Awareness</p>	<p>The target audience for such types of content are mainly the talent or professionals who are open to be hired. These types of digital content include job openings, information around work culture and policies, team activities, employee testimonials and so on. Such posts also contribute towards corporate brand building, which can be linked with 'Corporate Message. Basically, any content that helps in attracting talent fall under this category.</p> <p>Some examples are BASF's post on work culture¹⁹ & podcast by CEO²⁰, Dow's podcast on diversity²¹ and employee testimonials²², Bayer's video message from their talent groups²³, DuPont's post on Inclusion²⁴, Syngenta's message by their CFO on their performance²⁵, and so on.</p>



4.3 Analysis of Follower Base

In this section, we will analyse the follower base of various chemical firms on LinkedIn, Facebook and Instagram.

LinkedIn – We have analysed the follower base on LinkedIn. By far, searching for data has been the most systematic in LinkedIn. Additionally, LinkedIn also displays the number of employees linked to the organization on its platform.

Facebook – We have analysed the follower base on the respective chemical firm’s Facebook pages as below. Additionally, we have marked the pages that are verified. We have also checked for regional / country specific pages, wherever applicable. The ‘Switch region’ option was seen only for BASF, Syngenta, Solvay, and Shell, while Bayer has multiple pages for specific regions.

Instagram – We are only considering the official / main Instagram pages. In some cases, we noticed Instagram pages handled by labour union which is not considered within our scope. We have also checked for verified pages and the number of visible posts.

Table 1: Social Media Follower Base, as of 20 Oct 2021

Organization	LinkedIn	Facebook			Instagram		
	Followers	Like	Regional	Verified	Followers	Posts	Verified
BASF	1,675 K	485 K	Yes	Yes	42.6 K	773	Yes
Sinopec	6 K	2,650 K	-	Yes	1 K	4	-
Dow	877 K	113 K	-	Yes	-	-	-
Ineos	135 K	-	-	-	127	23	-
Sabic	709 K	292K	-	-	14.6 K	319	Yes
LG Chem	35 K	-	-	-	-	-	-
Mitsubishi Chemical	5 K	-	-	-	-	-	-
Linde	329 K	94 K	-	-	8 K	649	Yes
LyondellBasell Industries	147 K	11K	-	-	1 K	91	-
ExxonMobil	2,419 K	3,080 K	-	Yes	89.7 K	209	Yes
Dupont	877 K	129 K	-	Yes	858	332	-
Syngenta	841 K	1,615 K	Yes	Yes	89.2 K	572	Yes
Bayer	4,012 K	558 K	-	-	126 K	623	Yes
Covestro	185 K	56 K	-	Yes	4.3 K	275	-
Reliance Industries	2,461 K	2,330 K	-	Yes	3.7 K	12	-
Evonik Industries	362 K	35 K	-	-	9.2 K	265	Yes
Solvay	375 K	58 K	Yes	Yes	6.6 K	580	-
Shell	5,428 K	9,491 K	Yes	Yes	328 K	621	Yes

Based on our analysis, it was observed that most firms are actively present on LinkedIn, Facebook and Instagram, respectively. The content published on LinkedIn and Facebook are similar, while Instagram is more personalized to its audience.

LinkedIn being a professional site helps chemical firms connect with their customers. It is also observed that firms which have some B2C aspects such as Bayer, Syngenta and BASF, who are active in their Agro-chemicals profile, or Shell, et cetera are equally active on Facebook and that too with a significant follower base. In fact, the focused pages can have more followers than the main page itself. Another observation was that the eastern chemical firms such as LG Chem, Mitsubishi Chemical, et cetera are not as active on Social Media as their western counterparts.

4.4 Analysis of Social Media Engagement

On closely monitoring the Social Media engagement activities, it is hard to ascertain and define the communication flow behind the user interface. For this purpose, it will be more valuable to do a primary survey with the chemical firms. But evidently, firms like Syngenta, Bayer, Shell and BASF are actively engaging with their users who comment and / or share posts on LinkedIn and Facebook. Additionally, firms are also capturing leads which gets recorded as a comment by user, or within their mailboxes, and would be forwarded to the respective sales and marketing representative.

It is observed that firms which are closer to B2C channels and / or manufacture downstream ingredients (closer to consumer markets) remain more active on Social Media. The comments made by chemical firms on Social Media are well-structured and professional, which is also noticeable by non-Chemical / B2C firms. Also, usually the comments do not reveal any detailed answers to the queries or technical support but rather informs the user that for more details the respective sales and / or technical service teams will get in touch with them. In all, we see that Chemical firms have a good social media presence and are actively engaging with their audience on various platforms.

4.5 Content / Brand Objects

On carrying out a very high-level analysis, it is observed that the chemical organizations stick to their brand objects and guidelines. The content that is posted and published on social media generally follows some rules (example – types of images to be used, colour combinations, logo placement and usage, phrase / sentences used, and so on). Every content is well thought to the tiniest detail from a ‘branding’ perspective, and we did not observe any ‘loose’ posts made by the firms.

Firms go a step ahead and try to make their posts interactive by using a ‘call for engagement’ strategy, wherein they will post a question and ask for comments, usually without monetary incentives. In some cases, the B2C business of such firms (typically who deal in agriculture sector) may have some incentive schemes / games / engagement activities. Overall, we observed that branding on digital media is equally very professionalized, well thought-through and well executed by the chemical firms.

4.6 Organization web-page layout

It will be incomplete if we do not study the content published on the websites of the chemical firm. Websites are standalone digital channels for any firm. Any content that is published on the website is considered as official. When we visited the websites of the selected chemical organizations, we observed that the firms keep their web pages updated with the latest information.

It is observed that most organization have a well-designed landing page, which has information about the organization’s history, offerings, press releases and contact details. Information on capacity may or may not be present. Organizations may also display product related information such as Scientific Name and Common Name, CAS Number, Product Composition, etc. Documents such as MSDS are usually not available on websites and users will have to connect with the organization for these documents and / or price quotes.

5 Conclusions

It is clearly evident that the leading global chemical organizations are actively engaging with their audience via social media platforms. We can conclude on the following learnings –

- Chemical Organizations are actively engaging with their target audience via Social Media
- LinkedIn is the most widely used Social Media channel, followed by Facebook; Instagram is used only by select organizations
- Chemical organizations may also have sub-pages on the social media web sites, in order to reach their target audience, which proves to be effective in certain marketplaces (example Agriculture Market)
- Organizations have a professional and structured approach to publish content on social media sites, and to engage with their audience; for detailed information, organizations may connect the users with the sales representatives or technical experts

6 Limitations

Every research is limited with certain restrictions, and likewise there are a few limitations to our study as well. Firstly, our study is confined to the Global Chemical Sector. Within the B2B markets, our focus is only on the Chemical Industry. While we have tried to cover the regional specific strategies, we have not covered many local chemical firms which could have otherwise a different digital marketing strategy. Our study is mainly limited to the top global leading chemical firms only.

Secondly, our research only covers an analysis of the posts published for the period of year. 2020 and 2021 have been exceptional years, as it was observed that the Covid-19 pandemic helped in several ways to boost digital growth ([McKinsey, 2020](#)). Since travel was restricted due to the pandemic, many companies increased their online presence. Hence, it would be interesting to notice how the chemical firms evolved with their digital marketing plans by carrying out a longitudinal study.

Last but not the least, our study was done using observation technique to analyse the ‘what’ and ‘how’ aspects of the contents being posted on various social media platforms. However, it will be more interesting to carry out an in-depth analysis to understand ‘why’ B2B chemical firms find value in investing on digital means to boost their social media outreach.

7 References

- Bala, M. & Verma, D., 2018. A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10).
- Business Standard, 2021. *Indian e-commerce to grow 84% in 4 years, helped by Covid-19 impact*. [Online]
Available at: https://www.business-standard.com/article/economy-policy/indian-e-commerce-to-grow-84-in-4-years-helped-by-covid-19-impact-study-121031000846_1.html
[Accessed September 2021].
- Cortellazzo, L., Bruni, E. & Zampiere, R., 2019. *Frontiers in Psychology*. [Online]
Available at: <https://www.frontiersin.org/articles/10.3389/fpsyg.2019.01938/full>
- Danekar, R., Dixit, S. & Prasad, E., 2020. *Specialty Chemicals Market Outlook - 2027*. [Online]
Available at: <https://www.alliedmarketresearch.com/specialty-chemicals-market>
[Accessed 2021].
- Denton, M., 2020. *Gamify*. [Online]
Available at: <https://www.gamify.com/gamification-blog/how-digital-marketing-is-influencing-buyer-behaviour-customer-acquisition>
[Accessed 2021].
- Fernandez, L., 2021. *Statista: Chemical industry worldwide - statistics & facts*. [Online]
Available at: <https://www.statista.com/topics/6213/chemical-industry-worldwide/>
[Accessed 2021].
- Guru, D., 2021. *5 Different Types of Digital Content Proven To Boost Your Revenue*. [Online]
Available at: <https://www.upgrad.com/blog/types-of-digital-content-to-boost-your-revenue/>
[Accessed 2021].
- Kaur, G., 2017. The Importance of Digital Marketing in the Tourism Industry. *International Journal of Research - Granthaalayah*, 5(6).
- Koehn, R., 2018. The digitalization of marketing and sales in the chemical B2B sector. *Journal of Business Chemistry*, 15(2), pp. 63-70.
- Koiso-Kanttila, N., 2004. Digital Content Marketing: A Literature Synthesis. *Journal of Marketing Management*, 20(1-2), pp. 45-65.
- Kotler, P., Keller, L., Abraham, K. & Jha, M., 2015. *Marketing Management: A South Asian Perspective*. 14 ed. s.l.:Pearson.
- Kumar, A., Subramanian, V. & Kalarisan, K., 2014. Customer Purchasing Behaviour of Paints with reference to Asian Paints in Coimbatore District. *TransAsian Research Journals*, 3(7-8).
- Laurinavicius, T., 2021. *Mind-Blowing Digital Marketing ROI Statistics*. [Online]
Available at: <https://lauro.media/blog/digital-marketing-roi-statistics>
- OECD, 2020. *E-commerce in the times of COVID-19*. [Online]
Available at: https://read.oecd-ilibrary.org/view/?ref=137_137212-t0fjgnerdb&title=E-commerce-in-the-time-of-COVID-19&_ga=2.36827488.1313438028.1633172173-73139882.1633172172
[Accessed 2021].
- Porsayev, G., 2020. The Perspectives of the Digital Marketing. *International Journal of Economics, Finance and Sustainable Development*, 2(12), pp. 1-5.

Raghavan, R. & Joshi, J., 2018. *India's Expanding Chemical Industry*. [Online] Available at: <https://www.aiche.org/resources/publications/cep/2018/december/indias-expanding-chemical-industry>

Tullo, A., 2021. Global Top 50 chemical firms for 2021. *C&EN*, 99(27).

Vollmer, M., 2018. The road ahead: Digitalization fuels innovation. *Journal of Business Chemistry*, 15(1).

Wadyalkar, S., 2018. *Market Research - 3 Megatrends in the Chemical Industry*. [Online] Available at: <https://blog.marketresearch.com/3-megatrends-in-the-chemical-industry> [Accessed 2021].

8 Annexure

Select social media posts to support our study.

Sr. No.	Organization Name	Platform / Channel	Link
1	Bayer	Facebook	https://www.facebook.com/Bayer4CropsIN/
2	Syngenta	Facebook	https://www.facebook.com/Syngenta-Veg-Seeds-North-Bengal-103536361422270
3	BASF	Facebook	https://www.facebook.com/BASFAGriculturalSolutionsIN
4	BASF	LinkedIn	https://www.linkedin.com/showcase/basfagriculturalsolutions/
5	BASF	LinkedIn	https://www.linkedin.com/showcase/basf-human-nutrition/
6	BASF	LinkedIn	https://www.linkedin.com/showcase/basf-carecreations/
7	Sinopec	LinkedIn	https://www.linkedin.com/company/sinopec-argentina-exploration-and-production-inc-/
8	BASF	LinkedIn	https://www.linkedin.com/posts/basf_netzero2050-climateprotection-sdg13-activity-6844604752156741632-YFAM
9	Dow	LinkedIn	https://www.linkedin.com/posts/dow-chemical_insideasiapacific-highperformancesalants-activity-6849131960242188288-yId9
10	Sinopec	YouTube	https://www.youtube.com/watch?v=Qy0q0UAFLWA
11	Shell	LinkedIn	https://www.linkedin.com/posts/shell_delivering-on-our-strategy-shellresults-activity-6859371273781288960-zTJ8
12	ExxonMobil	Facebook	https://www.facebook.com/ExxonMobil/posts/4047792822004439
13	Dow	LinkedIn	https://www.linkedin.com/posts/dow-chemical_insideasiapacific-seektogether-innovation-activity-6847737031544709120-msEA
14	Dow	LinkedIn	https://www.linkedin.com/posts/dow-chemical_dow-introduces-innovation-to-increase-bioethanol-activity-6826040991863193600-6Dqv
15	BASF	LinkedIn	https://www.linkedin.com/posts/basf-human-nutrition_find-the-right-color-for-your-product-with-activity-6843834878539141120-PByj
16	BASF	Facebook	https://www.facebook.com/watch/?v=197237328972629
17	Sinopec	YouTube	https://www.youtube.com/watch?v=D6u7qR71eFA
18	Bayer	Facebook	https://www.facebook.com/Bayer4CropsIN/posts/4138614066265678
19	BASF	YouTube	https://www.youtube.com/watch?v=KR3dRVpWf4
20	BASF	LinkedIn	https://www.linkedin.com/posts/basf_elementary-martin-bruderm%C3%BCller-activity-6822888011475275777-OuzO
21	Dow	LinkedIn	https://www.linkedin.com/posts/dow-chemical_teamdow-mfgday21-creatorswanted-activity-6853683633081892864-mChw
22	Dow	LinkedIn	https://www.linkedin.com/posts/dow-chemical_teamdow-hispanicheritagemonth-hhm-activity-6849310319043493890-oJQI
23	Bayer	LinkedIn	https://www.linkedin.com/posts/bayer_bebayer-bettertogether-teambayer-activity-6858741887721840640-ngRk
24	DuPont	LinkedIn	https://www.linkedin.com/posts/duPont_nationalcomingoutday-comingout-activity-6853383936714838016-aoWQ
25	Syngenta	LinkedIn	https://www.linkedin.com/posts/syngenta_syngentagroup-activity-685954943348333632-1m44