

UreaKnowHow.com Your Partner in Your Digital Marketing Strategy for the Nitrogen Fertilizer Industry



Digital Marketing

Digital marketing is about connecting with your target group, in the right place and at the right time. While online marketing focuses on attracting visitors to your site, digital marketing goes a significant step further. It uses all digital possibilities to turn web visitors into loyal customers. Digital marketing is therefore an umbrella term for all marketing efforts that you deploy online.

Definition: Digital marketing is the discipline through which a company's marketing objectives are achieved through online and interactive media, channels and concepts. Digital marketing is aimed at realizing customer knowledge and value for your customer. The starting point is to build a sustainable relationship with (potential) customers by engaging in dialogue with them.

Source: <https://www.customerscope.nl/wat-is-digitale-marketing/>

Before we dive deeper into the world of Digital Marketing, it is important to consider the four phases that a potential customer of your company goes through.

1. **Attract:** Attracting new potential customers.
2. **Consider:** The customer will consider your product/service.
3. **Decide:** Potential customers choose your product/service and become customers.
4. **Delight:** Satisfying your customers so much that they become ambassadors of your product/service/brand and in turn attract new customers.

These four phases are the foundation on which all good customer journeys are built. If these four phases work together correctly, you will attract potential customers through your current marketing activities and your current customers will also attract new customers. This causes the flywheel to gain more and more momentum and eventually turn faster and faster.

Attract: Attracting new potential customers

UreaKnowHow.com offers various opportunities to attract new potential customers.

First, we continuously explore the marketplace and our network to identify and track new nitrogen fertilizer and low carbon ammonia grass root and revamp projects. And we continuously follow and search for new trends in our industry and prepare **Quarterly Market Survey Reports and Prospects Lists**. Furthermore we analyze the market in detail and distribute relevant white papers and have available a plant overview of all nitrogen plants worldwide.

Secondly, you can **advertise on our homepage** above the fold in our News section. We include embedded links in every advert to drive targeted traffic to your website and highlight your advertisement in our **UreaKnowHow News App** and our **LinkedIn Groups**.

As a Solution Provider, we actively track potential news articles from your website, on LinkedIn and in the public domain and we highlight these in our **Solution Provider News** section. We include embedded links in every advert to drive targeted traffic to your website and your Solution Provider page. All News and Solution Provider News articles are also highlighted in our **UreaKnowHow News App** and **UreaKnowHow.com LinkedIn** accounts with totally 11.000+ followers. We consider LinkedIn with its 830+ million members a valuable social media channel in our industry.


Thirdly, your company's pictures, photos and videos can be uploaded in our Galleries and in our **UreaKnowHow.com YouTube Channel**.

Fourth, all News and Solution Provider News articles are highlighted in our **bi-weekly**

UreaKnowHow.com
Where the urea industry meets

UreaKnowHow Hot Prospect Lists

- ✓ More than 180 Nitrogen Fertilizer Prospects Under Construction and Planned
- ✓ Table provides company, location, contractor, licensor, capacity, finishing technology, status, expected start-up year and website
- ✓ Of each prospect we can provide the contact information of a decision maker!



Nitrogen Fertilizer Prospects

UreaKnowHow.com
Where the urea industry meets

Happy New Year from UreaKnowHow.com!

Nitrogen Events 2024

Happy New Year from UreaKnowHow.com!

26 Dec 2023: NH3 leak causes about 60 people hospitalised

Nitrogen Enriched Organic Fertilizers reveal promising results in trials

January 5, 2024

Bi-weekly UreaKnowHow.com Technical Paper 1 January 2024

Dear [firstname],

What are the Trends and Innovations for 2024 and beyond for the Nitrogen Fertilizer Industry? ... [Read more](#)

In our first newsletter of 2024 The 33rd Francis New Memorial Lecture by Keith W.T. Goulding: [Sustainable Agriculture - Are Fertilisers necessary for a Sustainable Nutrient Supply?](#) and a [HAPPY NEW YEAR FROM UREAKNOWHOW.COM!](#)

News

Happy New Year from UreaKnowHow.com!

Nitrogen Events 2024

26 Dec 2023: NH3 leak causes about 60 people hospitalised

Navigating the Nitrogen Fertilizer Landscape: Trends and Innovations for 2024 and Beyond

ICCT Global and Babas announce pioneering production of Methylnmethacrylate (MMA) using bio-ammonia

2023 Goulding Sustainable Agriculture - Are Fertilisers necessary for a Sustainable Nutrient Supply.pdf

CASALE builds largest NA Plant in India

Exciting News: Enhancing the Power of Nitric Acid Technology in India with the New Largest Plant!...

Solution Provider News

Newsletter which is distributed (and confirmed delivered) to 5500+ email addresses plus these Newsletters are highlighted on LinkedIn in our UreaKnowHow.com accounts.

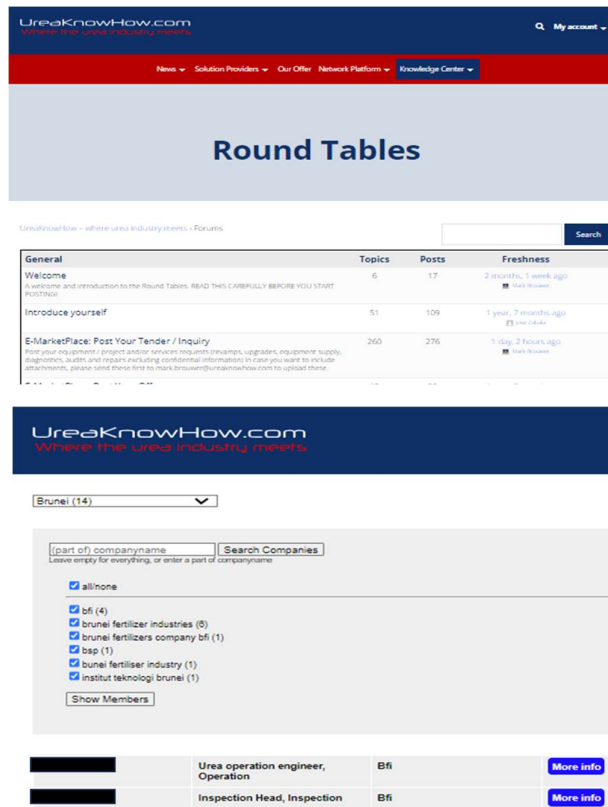
Fifth and finally, we can set up yearly **Marketing Campaigns** including preferred social media channels for your products and services to create a continuous stream of new leads and customers and a consistent growth of your business.

Consider: The customer will consider your product/service

We are an **Independent Group of Nitrogen Fertilizer Specialists** with an impressive number of years' experience in designing, maintaining and operating nitrogen fertilizer plants. This means we are able to support you from technical point of view; analysing and adapting your products and services to meet the needs of the nitrogen fertiliser plants in the most optimum way.

We prepare together with our Solution Providers technical promotion papers, presentations, webinars, include your products and solutions in our training programs, introduce to you first adapters, prepare with you marketing and sales plans, identify and on request jointly visit hot prospects.

In our **active Round Tables with 2500+ topics**, you are able to start-up a new discussion related to your products and services and receive feedback directly from your customer and establish a first contact with a potential new customer via our unique Member Finder tool and. Also here we can provide support to you.



Decide: Potential customers choose your product/service and become customers

As we are an Independent Group of Nitrogen Fertilizer Specialists we are able to advise your customer about the best solution from technical point of view.

Delight: Satisfying your customers so much that they become ambassadors of your product/service/brand and in turn attract new customers.

Also after your successful sales, we are able to support you via the abovementioned means like the Advertisements, News articles, Technical Promotion Papers, Round Tables, Webinars, Training

Programs to satisfy your customers and attract new customers. And also we facilitate Benchmark Studies (<https://ureaknowhow.com/benchmark-study-synthesis-pressure-safety-valves/>), Webinars and Customer Surveys (<https://ureaknowhow.com/attention-urea-industry-experts/>).

Benchmark Study Synthesis Pressure Safety Valves

Synthesis Pressure Safety Valves tend to pop up unexpectedly leading to safety risks and a forced shut down of the plant. UreaKnowHow.com has initiated a Benchmark Study about the experiences with these critical equipment items. Five urea plants covering all major process technologies have participated and answered a set of fifteen questions related to the design, operation and maintenance of these valves. Contact information of the participants plus an industry expert is included for further exchange of information. **A perfect opportunity to solve finally all your problems related to the Synthesis Pressure safety Valves.**



LESER Webinar: Overpressure Protection for the Urea Industry



What Digital Market Information we can provide you ?

We are unique that we have available an **extensive network and a 25+ years' experience** in working the Nitrogen Fertilizer Industry; our **7500+ Members of UreaKnowHow.com represent all existing and upcoming nitrogen fertilizer plants worldwide**. This means that we can identify for you potential customers and on request personally introduce you to them.

From Google Analytics we are able to analyze the specific clicks on your news articles and correlate the related cities to specific contact persons / decision makers of existing and upcoming nitrogen fertilizer complexes.

From Postmark we are able to analyze our bi-weekly newsletters including who of our members did click on your news articles. This means we are able to provide you contact information of specific contact persons / decision makers who are interested in your products and services.

Our Added Value to you

1. Largest Network in our Industry

As a Solution Provider you will join the largest network of Managers and Engineers in our industry representing all nitrogen fertilizer plants worldwide. Our network consists of 7500+ Members outside China. You can contact each of them easily and directly via email and telephone avoiding time consuming and expensive travel arrangements. Furthermore our network consists of 6000+ Chinese Members via our Chinese website UreaNet.cn.

2. Your own Solution Provider page

As one of our Solution Providers you will have a customized dedicated Solution Provider page highlighting your key added values for the our industry, call to action button to contact your contact person and direct links to your website, brochures and white papers.

3. Active Round Tables

We facilitate 2500+ active Round Tables discussing issues your potential customers experience in nitrogen fertilizer plants. Easily from behind your desk you will be able to identify new potential customers with whom you can have the first discussions as a first step in your sales funnel. You can also start up your own discussions to highlight your products and services.

4. Market Intelligence and Prospects Lists

We continuously explore the market[place and our network to identify and track new nitrogen fertilizer and low carbon ammonia grass root and revamp projects. Furthermore we continuously search for new trends in our industry. With our long time experience in this industry and wide network we are able to introduce you to any of these prospects.

5. Upload and highlight technical promotional papers

UreaKnowHow.com includes world's largest nitrogen fertilizer E-Library. Further you will be able to send out a Technical Promotion Paper via our bi-weekly Newsletter to all Members, reaching all nitrogen fertilizer plants worldwide plus our large LinkedIn Groups.

6. Upload and highlight promotional photos and videos

UreaKnowHow.com includes world's largest and frequently visited nitrogen fertilizer Photo and Video Galleries, where you can promote your products and services.

7. Highlight your latest success stories

Advertise your latest successes on our home page, on your exclusive Solution Provider Page, in our large UreaKnowHow.com LinkedIn groups and in our Newsletters, which are distributed to all our Members every two weeks. Also you can highlight one of your products of services in a Special Newsletter.

8. Advertise

Highlight your brand and logo on our homepage, in our mobile phone UreaKnowHow News APP and in our LinkedIn groups.

9. E-MarketPlace

Join our Nitrogen Fertilizer E-MarketPlace, which brings together the tenders and inquiries of Nitrogen Fertilizer plants and solutions of Solution Providers. We will actively inform you about any Tender which may be of interest to you.

10. Job Portal

Join our Job Portal and find the best new employees from our wide network.

11. Joint business trips

We have a wide and long lasting network in the nitrogen fertilizer industry and are open to organize joint business visits.

12. Joint Webinars

We can organize joint Webinars, where together we will present your Solutions and all its benefits both from Technical – Economical point of view as well as from the Nitrogen Fertilizer producer's view. For example: <https://ureaknowhow.com/leser-webinar-overpressure-protection-for-the-urea-industry/>

13. Training Programs

Join our Training Programs, where you will not only learn the latest developments and innovations but also meet some 40 potential clients during five days and receive a 20% Solution Provider discount.

14. Customized services

With our long term technical and commercial experience and our independent position and our wide network we are able to support you with any of your requirements and wishes.

What our Solution Providers tell about us



Steven Sutanto, Business Intelligence & Development | Product Management | Chemical Processing, IPCO AB (Solution Provider since 2009)

"Thanks to UreaKnowHow.com and Mark Brouwer for featuring IPCO AB. Mark has been instrumental in supporting the Urea and Fertilizer industry to achieve higher plant safety and productivity. His (and UKH team's) vast knowledge have brought fertilizer plant operation to the next higher level, I believe.

Mark is also a great support to IPCO AB in promotion and market penetration to Specialty fertilizers, like Technical Grade Urea, Urea + Ammonium Sulphate (UAS), Urea + Elemental Sulphur (U+S), and others. It has been a privilege for me personally to learn from and work with Mark."

Source:

https://www.linkedin.com/feed/update/urn:li:activity:7141390944897040384?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7141390944897040384%29