



Dow Polyurethanes Organic Social Media Content Strategy

Introduction, Overview & Case Studies

CASE STUDY



CHALLENGE

Dow Polyurethanes needed to enhance visibility and preference in target growth markets while showcasing sustainability and innovation.

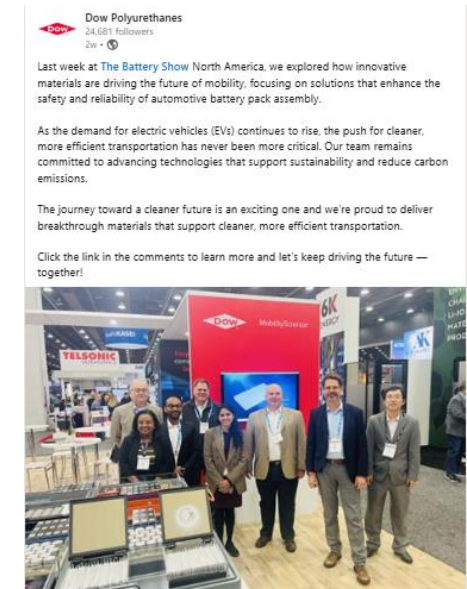
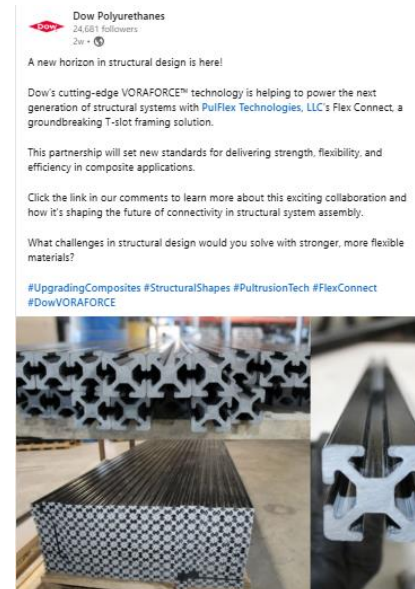
SOLUTION

The strategy featured consistent content aligned with key pillars:

- Pillar-Based Content:** Focused on "Chemistry," "Community," and "Thought Leadership" to align posts with business objectives.
- Content Series:** Campaigns like #ProtectThePlanetWithPU and #PoweredByPU drove awareness of sustainability initiatives.
- Engagement Optimization:** Used advanced analytics to measure content impact on engagement and guide future efforts.

RESULTS

- LinkedIn followers grew by 14%, with visual content like videos driving the highest engagement rates at 2.25%.
- Posts on Industrial topics achieved a 2.70% engagement rate, the highest across content types.
- Website traffic from LinkedIn grew significantly, with video content leading user engagement



Thank you



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