

# INNOVATIONS FROM CHANNEL PARTNERS



**Chemdyes  
Corporation,  
Vadodara**

Chemdyes Corporation is one of the oldest distributors for Merck Chemicals in Vadodara. During the times of COVID, it had a faded vision in terms of Operations, Marketing, and the biggest question was managing "SALES". With a team of 11 employees who worked in alternate day shifts, we assured timely delivery of orders. The special permissions were taken from the Gujarat police to issue Travelling Pass during the curfew hours.

"I remember , one of our key customer sent their company vehicle to my house at 9 in the morning, took me to the godown, collected the material, and dropped me back home. Yes, the situation was bad, but that's how committed Chemdyes Corporation is to its clients." recalls Vandana Afinwale, Vice President of Chemdyes Corporation.

Once the operation was streamlined, our focus was to identify most essential products at that time. We identified products like Isopropyl Alcohol, 1-Propanol, Glycerin, Hydrogen Peroxide, Extran-MA05 etc. which were specifically used in making sanitizers. We observed that these products were in huge demand. So, we created innovative Marketing Campaigns that targeted these products in an educational way. Here are a few examples of the marketing campaigns we did.

**- Nirav Afinwale**

## Campaign 1: M.Y.O.S: Make Your Own Sanitizer

**M.Y.O.S**  
Make Your Own Sanitizer

- 1 Combine 1/3 cup glycerin with 2/3 cup of Isopropyl Alcohol
- 2 Stir in five drops of an essential oil, if you're using it.
- 3 Store the sanitizer in an airtight Spray Bottle.

Contact Us For  
Iso Propyl Alcohol & Glycerin

Chemdyes Corporation  
Satsang Apartment, Salawada, Vadodra  
0265-2431470, 2438353  
chemdyes0200@gmail.com

## Campaign 2: Isopropyl Alcohol

**ISO PROPYL ALCOHOL**  
is the key ingredient for making  
**SANITIZERS !**

**CALL US to Place Your Order !**

CHEMDYES CORPORATION  
(0265)-2431470 , 2438353

## Campaign 3: After 1st wave of Lockdown

**It Is Not Over Yet !**  
Stay Safe - Stay Sanitised

**Call Us for inquiries !**  
COVID-19 Fighting Chemicals  
Iso Propyl Alcohol . Glycerine . Hydrogen Peroxide . Sodium Hypochlorite

Chemdyes Corporation  
Satsang Apt, Kothi Char Raeta, Salawada  
0265-2431470, 2438353

As the entire focus was online marketing, these campaigns proved to be very effective in terms of engagement. Social Media Platforms like Facebook, Google ads and LinkedIn gave them a very nice boost in terms of reach. We got more than 47K reach in less than 24 Hrs. Overall these campaigns were a good hit and the best option especially when physical marketing was not possible.

Apart from digital marketing, we organized a series of Video Conferencing calls with key customers to take yearly feedback, which is a part of our corporate routine, the only difference was, it was online.

Thanks to all the people associated with Chemdyes Corporation- employees, clients, delivery agents and the entire crew of Merck Life Science we were able to negotiate this tough waters smoothly.