

**Title**        **Efficient, Safe and Sustainable Traffic at Sea**  
**Acronym**   **EfficienSea**

**Contract No. 013**

Document No. D\_WP3\_3\_02  
Document Access: Public

***Online marketing***  
Date: 23.04.2009



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# 1 Online marketing, the social revolution

Lecture by Peder Rotkirch, Digital planning

When working with digital media, it becomes even more important to know your communication goals, your target groups and to have a brand strategy.

## 1.1 Change on the digital arena over the past years

- No distribution costs
- Demolished markets (distributors)
- Free
- "Nowndership"; totally uncontrollable
- Online presence with different personas depending on the context.

Consumers are well educated and come better prepared when shopping. They have higher expectations on brands. It changes the way we look at "target groups" and how we define them. We share and take part of what others share. Overall there is too much information, ads are interruptive and annoying, and so we use filtering.

We use a lot of different channels for connecting with people and choose which one to use depending on the urgency and context, as well as purpose. We create "the cloud" and put info on the web so it's accessible and sharable from anywhere. It can be piracy at the extreme.

### Examples of communities and "social media":

- LinkedIn is the more professional networking.
- Technorati is for blogs.
- Flickr for pictures.
- Twitter is a mini-blog, used for personal branding, updates and corporate purposes.
- Del.ici.ous for social bookmarking.
- Facebook is for networking and interest groups

People use RSS and podcasting to filter and don't have to visit a big number of sites every day.

### User interactivity

Services online has been pretty much the same over the past 10 years, but what's changing is the user interactivity and new tools are being developed faster and faster.

Web1.0 was very much about machine-machine interaction. Web2.0 is all about user interaction.

Next step (3.0) is semantic interaction, more intelligent computers that understand and creates automatic linking.

"Reputation management" – what's interesting to a lot of people is considered high quality. It also refers to how many contacts you have and how you manage them.

Seth Godin: 90 % of all sales will come from word of mouth or digital promotion by 2011. More mobile access to the net, too. Information and promotion comes very close to buying decisions.

### Promotion on social media

It's scary and uncontrollable, but you need to gain experience. Decision makers become reactive and evaluation is difficult and has to be untraditional.

Digital campaigns don't have an end, it's an ongoing communication that has to be evaluated along the way, and adjusted over time.

Badwill needs a quick response, in the same media/channel.

### Buying time goes into creating time

From \_\_\_\_\_ To \_\_\_\_\_

Find your audience

Exposure

Receivers

Target groups

Brand promise

Audience finds you

Involvement

Influencers

User needs

Results

### It's an attention economy and an experience economy

- What are we looking for?
- ESP's become more important
- Brand is built on experiences
- Relations marketing keep customer's loyalty
- Each relation is unique, turn a wrong into a right and you have an ever more loyal customer

Find role models and let them tell their stories. It's not about the brand, it's about the person.

## 2 Social media

What is social media? Check out "[Scoopville](#)". Social media in plain English ☺

Social media is useful for niche services. 8/20 traditional channels vs social media (reach vs value?)

It's great for trend spotting, customer insight and PR.

Example: Korean BBQ to go

KOGI's business idea is to offer a spicy meal on the streets of Los Angeles to people with a late night hunger. They drive around and put up the barbeque at different places. To announce their location they use Twitter. At the moment they have about 18 000 "followers", who get online information (in the phone) where to find them.

### 2.1 Success factors

Look at the individuals, not groups.

- Where are they on the behavioral scales (rational-emotional and disloyal-loyal)?

Create personas out of your target groups.

- What is their goal? What service can you provide? Create behavioral profile, needs profile and situation. Goals can be same but the solutions might have to vary.

In what context are they going to engage in our communication?

- How are they using the web?

### **AIDA – Attention, Interest, Desire, Action (and loyalty).**

- Get attention by promoting the service.
- Interest and desire is crucial for success. Interaction! (Become an ambassador)
- Action: download or order for example. Share your experiences, text, pictures, videos etc.
- What are the users driven values? What services connected to the message/product?

### **A successful campaign on new media**

CurrentTV + Twitter were used a lot during the USA presidential campaign. The back channel No 1 today is TWITTER, this is where you get immediate feedback.

[www.barackobama.com](http://www.barackobama.com)

The knock on door-platform

[www.theGreatSchlep.com](http://www.theGreatSchlep.com)

An example of communication with a well defined target group; the Jewish community.

## **2.2 Living the brand and becoming the message**

“The whopper sacrifice”, “McDonalds rap contest”, “Stefan the swopper” are examples.

It’s ok to invent a person or to buy someone if you’re open about it. Transparency is crucial. Traditional websites go from publishing information to interaction with customers; share, vote, discuss, see... ([My Starbucks Idea](#))

## **2.3 Practical advice on how to use social media**

### **Short term**

- Identify ambassadors
- Create a brand platform
- Set goals
- Coordinate your overall online communication
- Online listening, get into discussions
- Start thinking about measurements (patterns of traffic)
- Learn by doing, experiment, experience
- Find the sea-bloggers

### Long term

- Social media strategy (team?)
- Start building online presence (what arenas?)
- Contact areas
- **Content strategies** (search engine optimization)
- Proactiveness

The free media is worth so much more than commercial ads and bought space.

## 3 Message strategy

*Lecture by Pelle Hasselgren, brand manager at RagnSells.*

All communication is on the condition of the receiver.

### 3.1 Define the brand.

- Who's talking?
- 

### 3.2 Define competition.

We talk about direct competition, alternative competition and the competition of the free choice. How do we replace the old, romantic picture of a maritime job? Without disillusioning young people, *what is the new picture?*

Can we build our brand on the relation to the sea / to nature / to the environment? If so, what are the alternatives, the competition, for young people?

### 3.3 Define differentiation.

Most products and services are very much the same, but professions can differ a lot. "For those who think differently" (Apple). What is ours... "For those who"... different relationships with the sea?

- What differ maritime jobs from other jobs?
- What are the unique selling points (USP) and emotional selling points (ESP)?

### 3.4 Define positioning.

Conquer a place in your customer's mind (marketing is the battle of the minds).

- How do you conquer a place in mind?

*Find an area where you can be 2 % better.  
It has to be true and still attractive*

## 3.5 The laws

### The law of leadership

It's better to be first than to be best

### The law about category

If you can't be first in a category, create a new category.

### The law about the mind

First in mind is more important than first on the market.

### The law about values

It's not about facts, it's about values.

### The law about the opposite

It's effective to do the opposite.

### The law about sacrifice

You can't win the whole. Make a choice.

## 4 Branding

Professions are brands, too. Employer branding is on the rise. It's an irrelevant behavior... but brands add value and you are prepared to pay more.

What is our brand?

### **WORKSHOP:**

#### **Definition of the brand**

- Who should be the sender of a promotion campaign?

EfficienSea – a new brand that can be used both nationally and internationally.

*Brand value - freedom, safety, part of the future, environment, pride, passion storytelling, safety and security, adventure, challenge, a trust in yourself, possibilities. Maritime sector- a lifestyle.*

#### **Competition**

*The historical unmodern picture is the competition (perception-reality).*

#### **Differentiation**

*See the world and work in an international environment.*

*Flexibility, changing your own future*

#### **Positioning**

*Safety and adventure*

#### **Challenge**

*Trust your own decisions, big and beautiful, high tech, moon landings every week, development.*