



Marketing in Maritime

Event Report

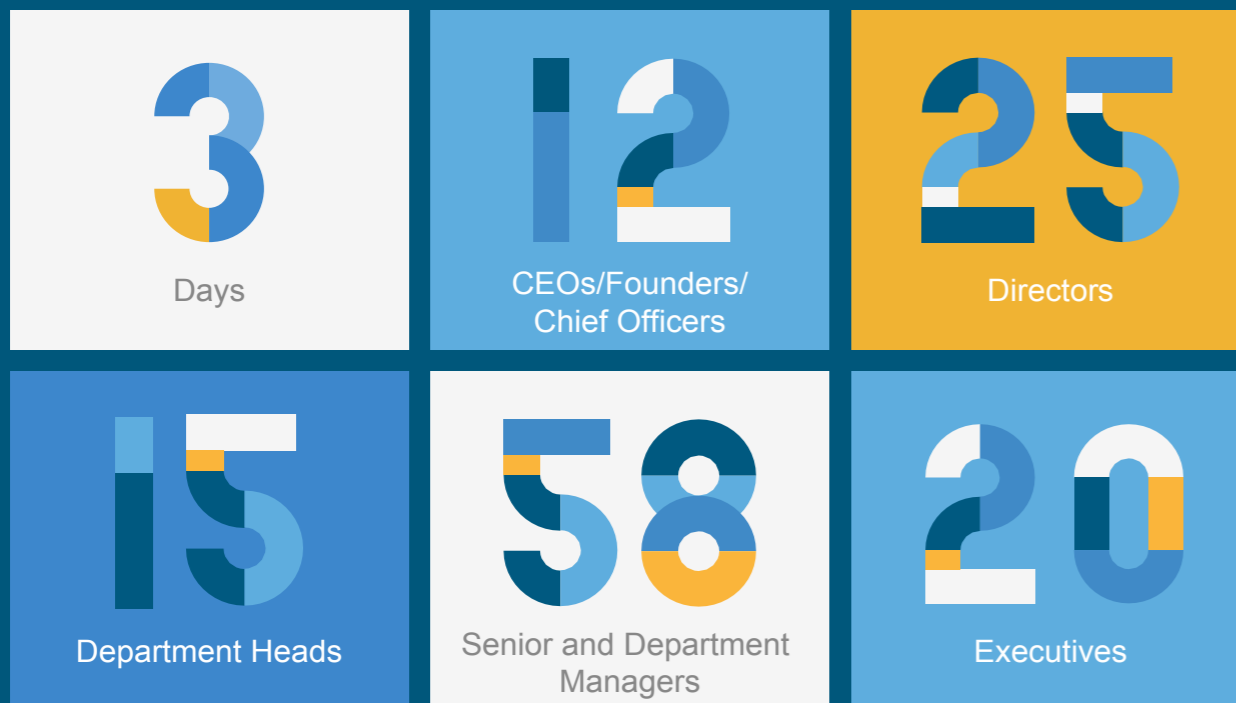
05 - 07 July 2022

Introduction

“Strategy, People, Activation – the three treatments of the SPA break that was MiM 2022. Over three mornings in July, around 130 senior marketing executives from across the maritime world learned from and probed experts from the sector and beyond, shared best practice and discussed emerging trends. The partners in MiM – Wake Media, Oakwood and Brey Leino – hope that all delegates emerged as they would from a traditional spa visit; refreshed, inspired and ready to face all challenges with new energy. The picture that came into focus was of an industry making rapid progress in adapting to a string of market shifts. From print and live events towards impactful digital marketing and the greater measurability that comes with it. From a focus on Europe and the US towards Asia, with dramatically different ways of connecting with customers. And from marketing being viewed as a soft skill to a strategically critical element of

any maritime business, supporting not just sales but also public perception, recruitment and employee satisfaction. MiM 2022 continued the event’s founding ethos of delivering both the practical insights and the forum for discussion needed to help maritime marketers stay ahead of this rapid development curve. As times must change, so must MiM – 50% of respondents to a poll noted that an annual membership model with a series of live events, webinars and other benefits could be a good way forward. That is one approach being considered as MiM continues to look towards the future of maritime marketing. On behalf of the team behind MiM, a heartfelt thank you to all the delegates, speakers, sponsors and partners that helped deliver MiM 2022.”

Andy Ford
MiM Director
Managing Director, Wake Media



Contents

- 02 Introduction
- 03 Contents
- 04 Survey Results
- 05 Social Media Stats
- 06 Day One Review
- 10 Day Two Review
- 14 Day Three Review

Initiated by



Partners



Sponsors

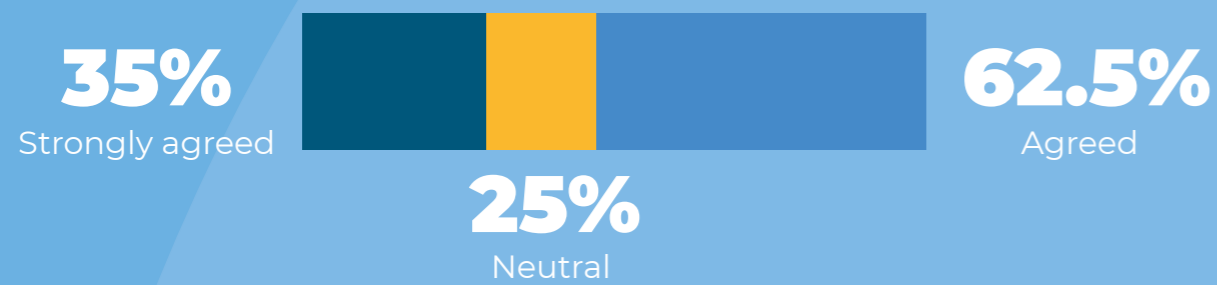


Survey results

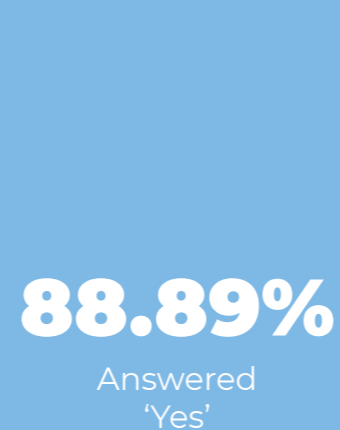
MiM's digital platform offered an engaging and positive environment:



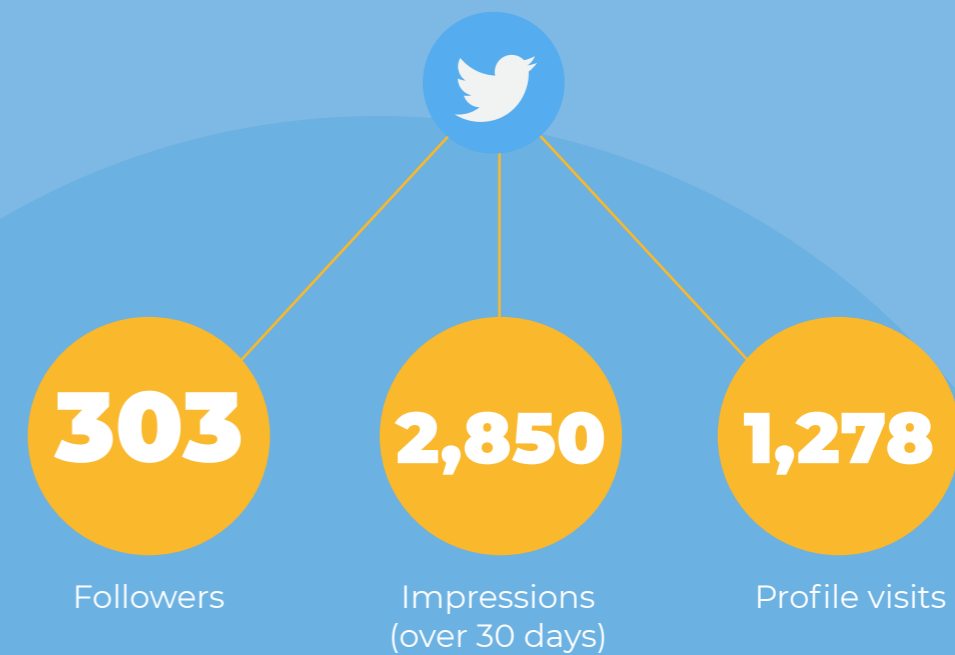
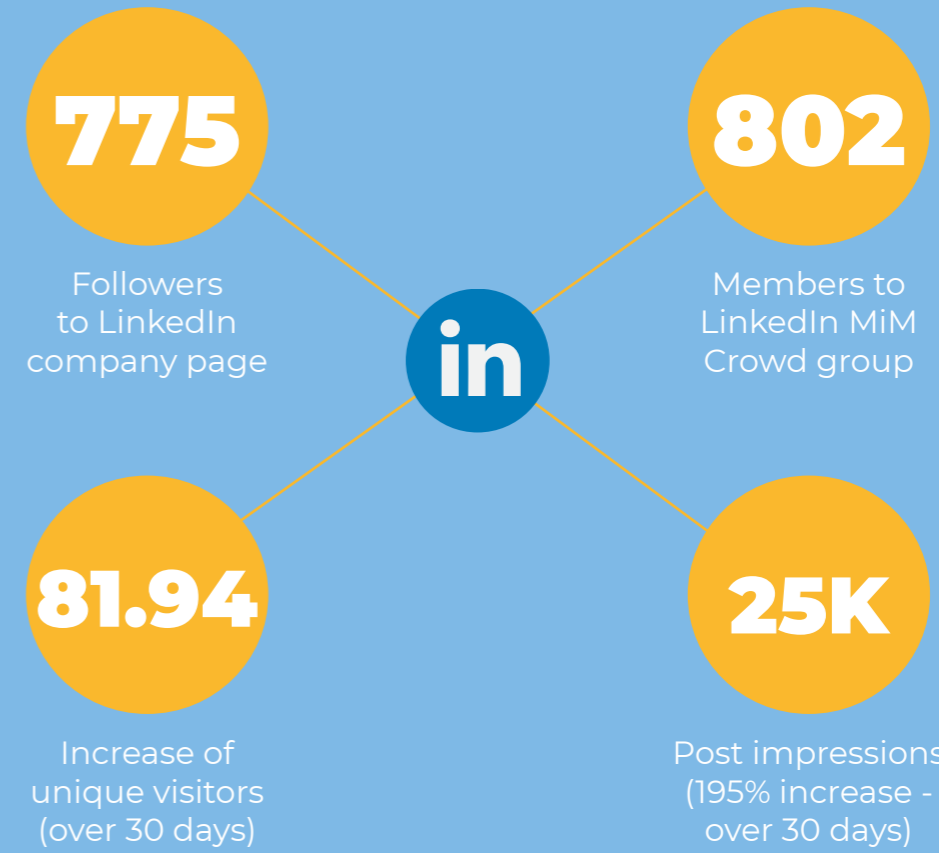
MiM delivered valuable insight and inspiration that I can apply to my maritime marketing role:



Do you think the event represents good value for money?



Social Media Stats



Strategising in a shifting environment – what’s essential?

The first morning of MiM 2022 took delegates on a journey through the making of a maritime marketing strategy. If that seems like a basic starting point, it was clear from poll results that finding the time to think strategically cannot be taken for granted as the pressures on marketing teams increase. Around 70% delegates responded that their marketing strategies were incomplete due to lack of time.



Marketing automation – make it work for you!

Adam Foster
Owner, Current B2B



You are only as good as the work you get signed up

Simon Penson
Founder, Scaled Consulting

Highlighting maritime’s hidden workforce



A breaktime presentation from Sailors' Society Director of Communications Melanie Warman cast a light on the increasing demand for the charity's chaplaincy and welfare work during COVID and Russia's invasion of Ukraine. The society's services have never been more needed, Warman reported, urging companies to show support for the key workers of the sea in any of several ways, from fundraising to marathon running.

Find out more <https://www.sailors-society.org/>

Noon Report



Andy Ford
MiM Director,
Wake Media
Managing Director

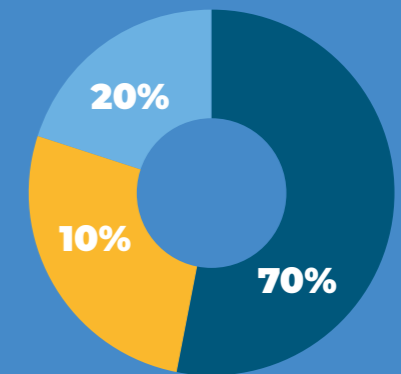
“No matter what the size of your business, resources or budget, there is always a CRM tool and process that’s fit for purpose. Adam believed this is the most important tool in your business to enable you to manage your customer and their path within the funnel. Simon then explained, getting your plan across the line is not just about getting the buy in and showing how we get ROI. It’s also important that you believe and are invested in it. BUT to do this, make sure you have a clear path for career progression and that you are fulfilling your own purpose! As the panel stated - strategy is a MUST. It provides clarity, direction and ultimately provides insights to what is working and what is not. In addition, strategy should remain flexible for change.”

Polls

Question 1

What are the main barriers for you in developing a successful marketing strategy?

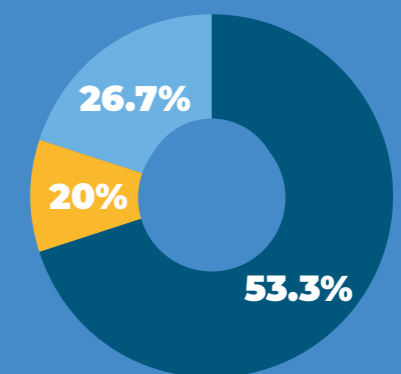
● Time ● Resource ● Internal Capabilities



Question 2

Do you already have a system in place to document customer personas?

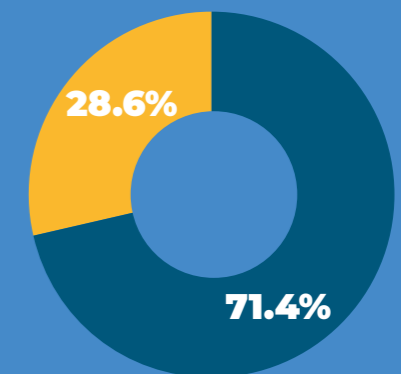
● Yes ● We are looking into it ● No



Question 3

Do you have measurable KPIs in place for your marketing plans/strategy?

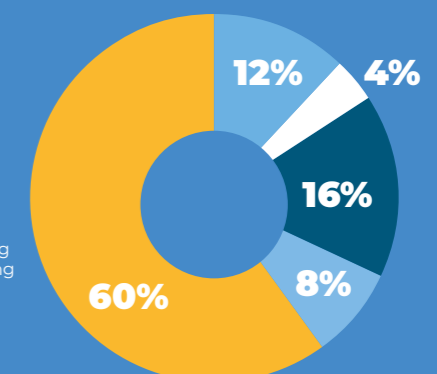
● Absolutely ● I Need More Guidance



Question 4

What do you believe is the most important element for a successful marketing strategy?

● Identified Target Audience ● Clear company business strategy ● Management Buy-In ● Workable Budget ● Marketing Messaging



STRATEGISING in a SHIFTING ENVIRONMENT

WHAT'S ESSENTIAL?

#MiM Crowd

GETTING to REALLY KNOW YOUR CUSTOMERS

WHO ARE YOUR CUSTOMERS?
 CUSTOMER PROFILE
 DISCUSS IDEAL CUSTOMER WHO/WHERE/NEED
 BUYER PERSONA
 TARGET PERSONAS

CRM KEY TO YOUR BUSINESS
 YOUR CUSTOMER IN ONE PLACE
 HOW THEY INTERACT with your CONTENT
 EMAILS
 LIFE-CYCLE SEGMENTS
 AUTOMATED WORKFLOWS
 MAKE IT WORK FOR YOU!

CONTEXTUAL MARKETING
 CONTENT IS RELEVANT TO BUYER

MYTHS MARKETING
 IT'S TOO EXPENSIVE SME'S
 ALL CRMs ARE THE SAME
 REDUCE ADMIN TIME
 GROW NEW OPPORTUNITIES

CUSTOMER SEGMENTATION
 DIVIDE INTO GROUPS
 WHO ARE YOUR MOST VALUABLE CUSTOMERS
 SHIP OWNERS BASED IN GREECE...
 INTERACTION with our CONTENT

ADAM FOSTER
 CURRENT B2B

GETTING BUY IN from the BOSS

YES!
 YOU'RE ONLY AS GOOD AS THE WORK YOU GET SIGN UP
 HERES HOW IT FITS!

See the BIGGER PICTURE
 ZOOM OUT
 PROVE that YOU SEE the BIGGER PICTURE

DESIGN YOUR COMMS PLAN
 WHO WHY HOW...
 SMART STRATEGY CONSULTANCY
 ALWAYS HAVE PLAN B
 WHAT WILL HAPPEN IF YOU DON'T...
 FEAR SELLS
 FACTUAL PICTURE IMPACT ON...

SIGN OFF is IMPORTANT!
 CAREER PURPOSE
 BE PASSIONATE
 THIS PLAN WILL SAVE YOU \$1 MILL
 WOH!

WOW!
 PRESENT ON FRIDAY
 RIGHT PEOPLE IN ROOM
 VALUABLE LEAVE BEHIND

SIMON PENSON
 GLOBAL MARKETING INVESTOR CONSULTANT
 SCALED CONSULTING

MiM PANEL

LET'S TALK about STRATEGY

EVERYONE LIVES PLANNING... BUT STRATEGY TAKES ANGST!

CONSISTENCY with STRATEGY
 SHORT TERM RESULTS
 LONGER CUSTOMER EXPERIENCE?
 INTEGRATE with GLOBAL

CREATIVITY
 NEW IDEAS!
 LONDON INTL SHIPPING WEEK
 2013 → 2023!
 BE A RESPONSIBLE PARTNER
 SMART STRATEGY

WHY? STRATEGY vs TACTICAL HOW

CLARITY of the PLAN
 CREATE BUY IN IN THE TEAM
 SIT IN THE SAME CONVERSATIONS as our CUSTOMERS
 SPEAK the SAME LANGUAGE with your SALES TEAM
 SIT TOGETHER.
 EMOTIONAL + PERSONALIZED MARKETING
 BRING the BRAND to Life!
 SALES IS OUR MARKETING FIT FOR FUTURE

EVENTS
 PHOTO OPP / PRINCESS ANNE
 CREATE MEMORABLE MOMENTS
 CUSTOMER as your FAMILY
 HOW WILL WE EVALUATE our DATA
 EVENTS ONE PART OF PICTURE
 MARKETING = BUILDING TRUST

BACKBONE
 STRATEGY IS OUR BACKBONE

UNDERSTAND your AUDIENCE
 UNDERSTAND WHERE THEY'RE GETTING & SOLVING NOW...?
 LOOK TO the DATA
 HOW CAN WE TARGET THEM MORE EFFICIENTLY?
 MATCH DATA PLAN to your CUSTOMER
 MARKETING STRATEGY with KPI'S

EDD SOUTHERDEN BRAY LEINO LTD
ANNE MOSCHNER DNV MARITIME
LLEWELLYN BANKES-HUGHES PETROSPOT
JARKKO KIVIKOSKI WOLTTI GROUP
CASSANDRA HIGHAM CASTROL



Building your marketing A-game - Avengers assemble

The human aspect of marketing was the focus of the second morning of MiM 2022, with a range of presenters from within and outside the maritime industry discussing approaches to successful leadership, teamwork, agency collaboration and employee ambassadorship.



Great leadership comes from a position of care

Paul Kinkaid
Managing Director,
Selfless Leadership Group



B2B is built on relationships

Karen Preston
Head of Marketing, Ryder Limited



Kate Bolland zoomed in on internal communication, exploring how maritime organisations can communicate effectively with employees from a wide range of cultural background. She urged companies to aim for a low-context culture, where the message doesn't depend on interpretation by employees who might not share your assumptions. The simplest way to do this is simply to say and write what they mean, while making sure you understand the cultures involved and how that will affect how the receiver thinks and communicates in different contexts.

Noon Report



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Wake Media
Managing Director

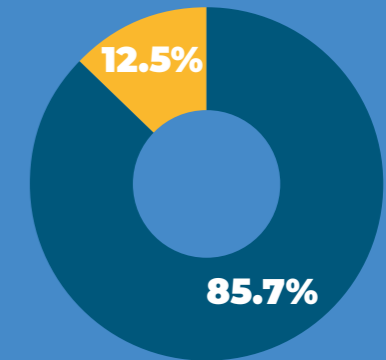
"Paul gave us some key items to think about when it comes to leadership. You do not need to be an official leader to lead. For example, just caring is a great sign of leadership in its own right! When looking at your Brand DNA, as Karen explained don't focus on the 'what', customers generally focus on the why you do it, when it comes to engaging with your brand. Once your brand strategy is understood, this opens good decision making when it comes such things like choosing the right skills with your team, along with how your message and tone should come across to your customers. The panel then elaborated, "you don't have to promote the product". You can also bring in a different message and perspective and promote the experience your customers will get. When using outside agencies. To get the best out of them, be onboard with a solid briefing process. Put the time into understand what they need to give you the best service possible. Also, when looking for them, take into consideration that you need them to believe in you, your company and what it offers."

Polls

Question 1

Do you currently use agencies to support your marketing activity?

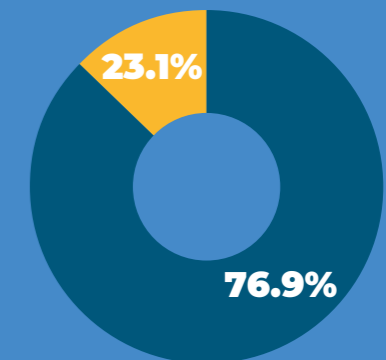
● Yes ● We cover all the basis internally



Question 2

What do you consider a key success factor in marketing leadership?

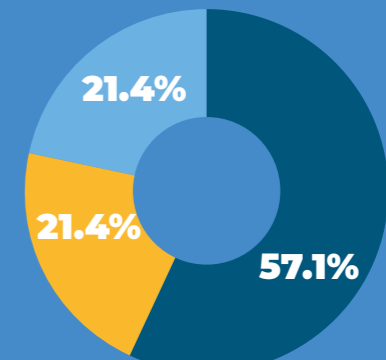
● Communication ● Being Strategic



Question 3

Do you have internal brand ambassadors?

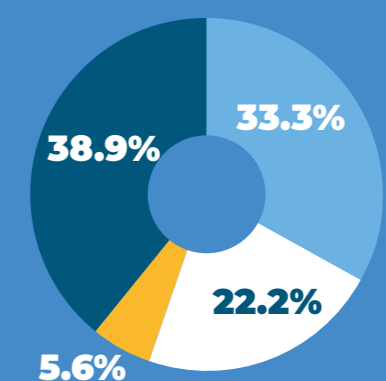
● Yes ● No ● Haven't thought about it before – but will look into it



Question 4

What marketing skill do you think is most important when it comes to hiring, or to have in your own skillset?

● Strategic ● Social Media ● Communications ● Digital Marketing





BUILDING your MARKETING A GAME

AVENGERS ASSEMBLE!

#MiM Crowd

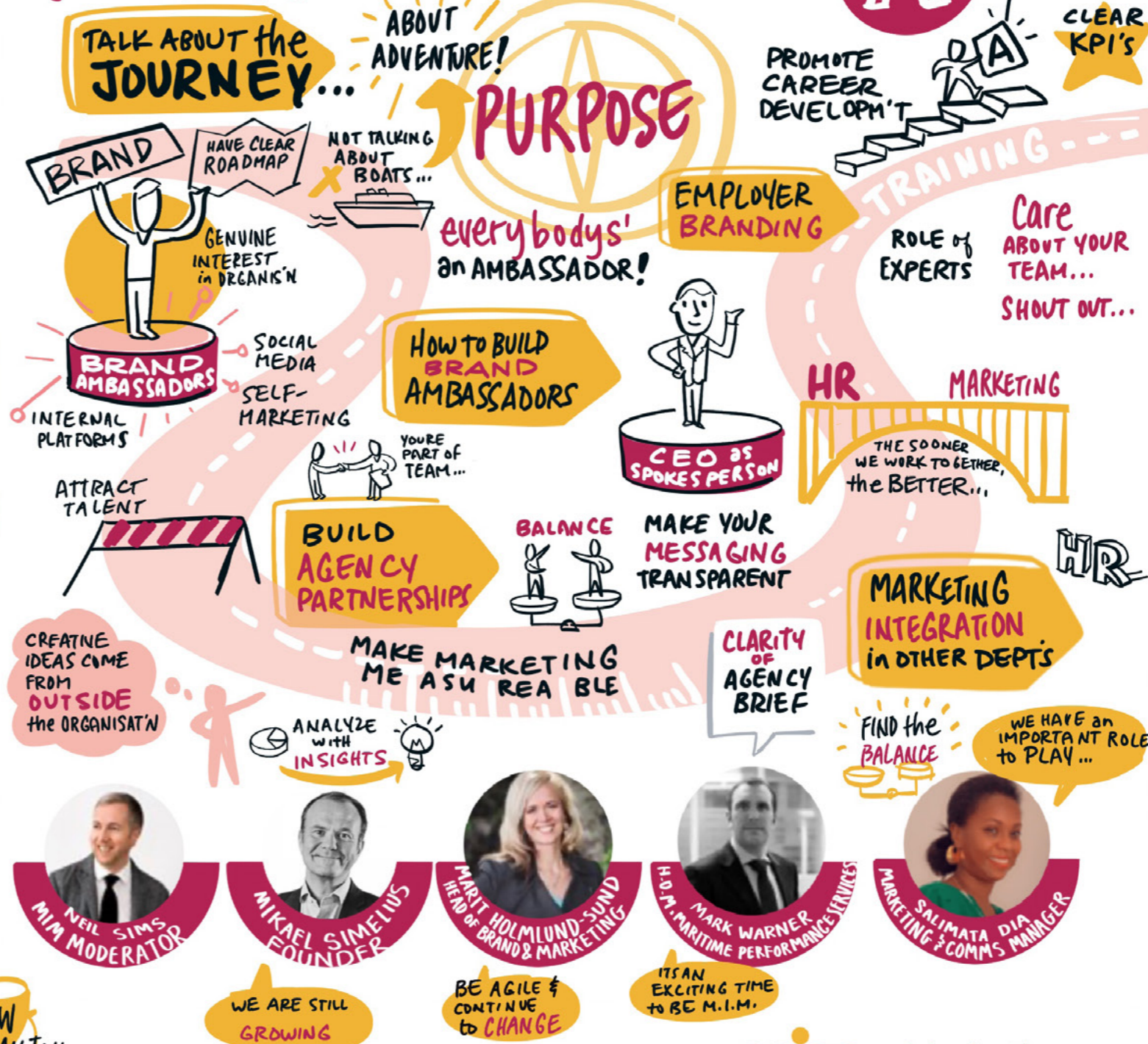
ARE YOU LEADING... in ORDER that PEOPLE at YOUR BEST... CAN GIVE their BEST



BRAND STRATEGY, INTERNAL VS EXTERNAL RESOURCING, MARKETING the MARKETING DEPARTMENT



BUILDING YOUR MARKETING A GAME



ASPIRATIONAL *INSPIRATIONAL TRANSPARENT STORY TELLING

COMMUNICATION

AGENCY FUNCTION AS PART of the TEAM

CREATE an ENVIRONMENT that KEEPS YOUNG LEADERS

RAISE YOUR PROFILE



SHOW DATA GIVE SPACE to MAKE MISTAKES

TIM HAMBUS

Activating impact – how to supercharge campaigns

On the final morning of MiM 2022 presenters offered up a nuts-and-bolts approach to marketing activations, with examples taken from two emerging themes – regionalised digital media and programmatic advertising. Having spent the previous two days exploring strategy and capability, the event ended with an expert view of ground-level operations.



Think of We Chat as your website in China

Shuting Fu
General Manager, APAC, W4 Marketing



A multi-channel strategy is a winning strategy

Max Owen
Sales Manager, StackAdapt



During the coffee break on MiM 2022's final day, the MiM crowd were treated to a one-man medley of sea shanties during the coffee break – many no doubt empathising with David Hewson, who had to do everything on his own all at once. But with the supportive community and best practices discussed at MiM 2022, maritime marketers hopefully left the event fully armed and enthused to tackle the challenges ahead.

Noon Report



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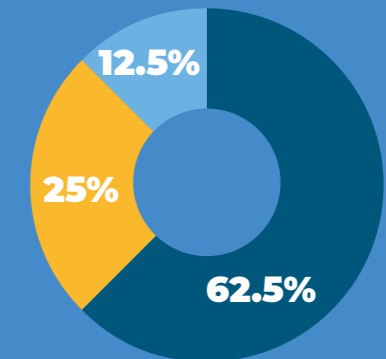
“For the Breaking Asia session, there was a lot to absorb and more to investigate beyond today. But, Shuting gave a really comprehensive starting point. The ecosystem of channels is so different to Europe! And each are used for different levels of branding, promoting, and nurturing. WeChat should be considered as one of the biggest ABM tools in China. 1 billion daily active users and takes up 34% of total mobile traffic in China alone! Max then explained to us that programmatic is a method to customise and strategically target your online campaigns, utilising inventory available online at the right price, at the right time and ultimately to the right audience. Targeting can be done by industry, company names, job function, Job level and even company revenue levels! The panel then discussed that embracing change is certainly happening. Digital is king However, print still has a place it seems. But relationships are ultimately key. Content becomes more and more important with so many options to push, but make sure you have something worth saying and make sure your landing space is ready, sophisticated, relevant, and engaging. If it's not, you're creating your own roadblock to the destination they are trying to reach.”

Polls

Question 1

What do you believe is the biggest hurdle in effectively executing a marketing campaign?

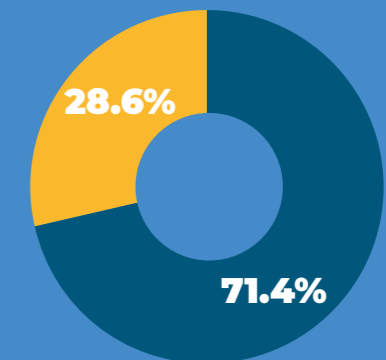
- Understanding channel and effective reach in various regions
- Not planning tactically/KPIs
- Budget



Question 2

Which marketing channel are you aware of or currently use in the China region?

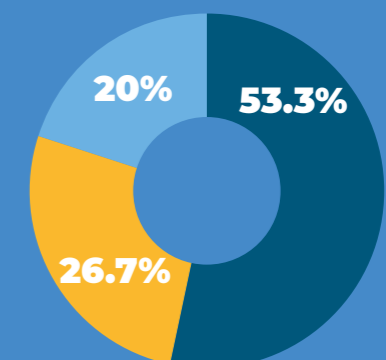
- WeChat
- Baidu



Question 3

Do you already use programmatic campaigning as part of your marketing activity?

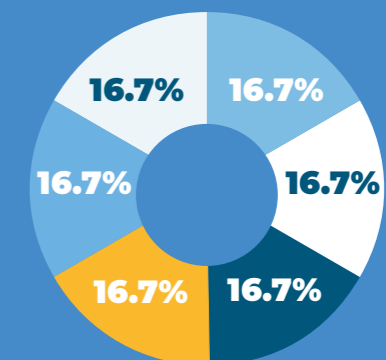
- Yes
- I've never heard of it
- No but I'm keen to learn more



Question 4

What channel activation do you find is the most effective for your business in meeting your objectives?

- Paid advertising
- Programmatic campaigns
- Media exposure/PR
- Trade events (exhibitions/conferences)
- Social Media
- Social Media





Marketing
in Maritime

2023

Coming soon...

Follow our social media
channels for information on
future events and further
industry insights



www.mimcrowd.com