

WHAT'S YOUR BEST MARKETING IDEA: FEEDBACK

International Sail Training & Tall Ships Conference 2013

Who are your target markets?

- Everyone
- Anyone who can pay/can be funded
- Parents
- Young people:
 - 15-18 years old
 - 18-24 “
 - 20-25 “
- Students
- Young professionals
- Disadvantaged/underprivileged youth
- Economically independent 50-70 year olds
- People with time i.e. gap year, retired
- Schools
- Businesses/companies
- Online communities
- Adventurers
- Charities, support organisations
- People who can spread the sail training message
i.e. celebrities, media, politicians, royalty, sports professionals
- Sponsors

What do you want to achieve?

To fill the Tall Ships:

- to keep them sailing
- for business survival/balance the budget
- to generate income
- to make a profit for maintenance and development
- to get bursaries from ports
- with people of all ages
- with corporate hospitality packages

Engagement & return effect:

- to deliver an uplifting/life changing experience (especially for the underprivileged)
- to give young people a good, new, satisfying sailing experience
- to changes people's lives
- to broaden young people's horizons
- to breakdown the stereotype of sailing being an elitist sport

Teaching:

- to teach sailing

- to enhance appreciation of sail training and sailing culture
- to teach an understanding of Tall Ships
- to open a window to a maritime career
- to give trainees a planned sailing path
- to provide a cultural heritage experience

To find sponsors

What marketing and communications activities do you do now?

Media coverage:

- newspapers/magazines via news releases
- radio interviews
- target journalists/media relationships

Media advertising:

- newspapers
- radio

Social media:

- Facebook page
- Adwords
- Twitter
- YouTube

Events:

- Fairs
- Boat shows
- Open ships
- School presentations
- Conference presentations
- Port stands

Networking:

- word of mouth/personal contact
- partnerships with host ports & other organisers

Taster sails:

- Publicity sails in harbour (crewed by trainees)
- Short sails
- Free 'invite only' sails
- Day sails

General marketing/PR activities:

- Website
- Pamphlets

- Emailed newsletters
- Public competitions
- Promotional clothing
- E-shots
- Using marketing students
- Research communities/ mailing lists to target with online marketing

What works best?

- Word of mouth/direct contact
- Strong imagery
- Young ambassadors and stories told by young people
- Abstract story links to make sail training real
- Social media
- Press-relationships
- Partnerships
- Adwords
- Teasing – following strategy
- Exchange between organisations
- Personal experience of youth
- Having young ambassadors
- Telling the story properly
- Volunteering
- Newspaper adverts in small communities
- Visibility of ships
- Career conventions/fairs for senior school students
- Training the crew to sell the ship
- Speeches → Q&A
- Newsletter to members
- Magazines
- Target youths at other organisations (sea scouts etc.)
- Getting a network of ships to ports and organisations
→ connection between the different parties

What doesn't work?

- Sail training is an abstract thought
- Not enough time to establish beneficial contacts
- 'Sail training' is too abstract – we should market Tall Ships
- The name 'Sail Training International' – bad acronym and difficult to explain
- *Presentation*
- Newspaper and radio advertising
- Word of mouth (5x)
- Social media (facebook, twitter) (3x)
- Direct contact
- Press-relationships

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What would you like help with?

- An endorsement from STI for sail training vessels i.e. letter of introduction explaining who we are, what we do in support of sail training – to open the first door
 - Background information on what sail training is about
 - Key messages and STI promotional material for others to use
 - Template materials - fliers, posters, epostcards, marketing campaign straplines
 - Info graphics/mood boards
 - Strong images: shared photobank
 - Top 30 sail training ideas for social media: how to guides/uptodate
 - Key messages and STI promotional material for others to use
 - Better information about burksaries and 'offers STI are offering'
 - Databases of contacts and ways to share them
 - Help with creating media events/stories (PR)
 - Shared library of resources: images, videos, graphics; key messages; marketing ideas and approaches/straplines
 - Endorsements to give credibility of STI as a not for profit charity
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- Impressive stories to show people (2x)
 - Facebook adds
 - Google adwords
 - Help in the social media
 - Exciting not sailors with benefits of experience
 - Good materials: videos, pictures
 - To bring together port and ships

- Engaging volunteers for fundraising/non-sail training activities
- Creating practical momentum for more/different groups
- Resource dedicated to social media
- Lack of proper training/skills/experience of volunteer crew (safety issue)
- Co-Marketing
- To find the balance of investing money into advertisements
- Investigate in to find the people who want to sail (who – where – what)
 - what is our image
- Cooperation between NSTO's and STI (i.e. guest speakers)
- Raising budget for marketing
- Promotional material (photos, videos...)
- More time & resources & volunteers
- Website support (i.e. design)
- Getting sponsors from the host ports
- Database/forum to find info about sailing, ports etc.

Other ideas

- Tall Ship Races quarterly business clubs (to inspire event progress)
- * Put sustainability into our office STI core messages – attractive to young people. STI should have three key objectives 1) youth development 2) safety 3) the environment
- * Stats on % trainees been through sail training and their ages
- * Consistent presentation of host port economic impact stats
- Port sponsorship support: 1) images and 2) selling points/definition of the brand i.e. clean sport, human endeavor, empowered young people, international friendship,
- E-postcards
- Sail With Us mentioned quite a lot
- Princes Youth Trust has started Sail Training

Class A Marketing forum

What's happening? STI involvement? Marketing agency idea?

Youth Council

Robbie: ASTO conference 24 Jan – come to STI 23 Jan (expenses?)

Youth Council STI email addresses?

Encouraging spring meeting attendance (own expenses) – what will happen?

Three marketing projects

- 1 promotional toolkit (Brian)

STI feedback from marketing workshop and specify what we want and steer it.

Issue: STI youth branding on all slides; one slide only

2 marketing ideas to recruit new trainees (Christine, Eva)
Join up thinking and link them up with Monique at At Sea Sail Training?
Feedback from workshop.

3 in port STI/NSTO presence (Ingrid, Robbie)
Join up thinking and link up with Lucy, ASTO to have something in place for
Falmouth and Royal Greenwich.
LOs to set up
Berthing chart
Manning: STI volunteer, trainees (for a % reduced price to be an STI
Ambassador), NSTO, Alumnis
'A' stand for knots; rope puller made from blocks
Feedback, capturing mechanism
Videos
Places available board
Display boards - translated

Feedback

- Project group skype meetings every six weeks
- Quarterly project reports (1st February for March Masthead)
- Monthly emails from Robbie/STI

Other

- Online forum – found anything? Invoice?
- Czech Republic email
- Falmouth event website – what? Letter?
- GoPro sponsorship application? Already initial interest.
- Story angle for 2016 announcement – unusual? Take a flag to an unusual place?
- Oman bursary web page boost/promo
- Masthead
- Website updated
- 2014 media pages
- 2014 videos on line
- Russian materials (usb?)