

# Session 4B



## Digital Media and Marketing on a Budget

# DIGITAL MEDIA & MARKETING ON A BUDGET

BEN CLARK

DIGITAL MARKETING &  
COMMUNICATIONS MANGER

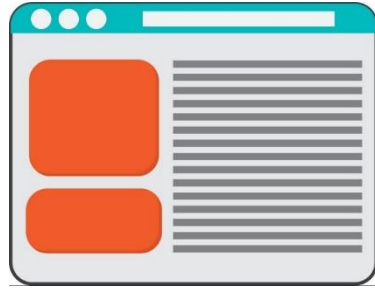
SAIL TRAINING INTERNATIONAL

# DIGITAL MEDIA & MARKETING ON A BUDGET

- BUILD A PROFESSIONAL RESPONSIVE WEBSITE
- MANAGE ALL SOCIAL MEDIA CHANNELS
- DRIVE BUSINESS WITH PROFESSIONAL EMAILS
- CREATE BEAUTIFUL DESIGNS FOR PRINT & DIGITAL MEDIA

**ALL ON A BUDGET**

# THE CIRCLE OF (DIGITAL) LIFE



£ \$ € ¥







- WEBSITE
- SOCIAL MEDIA
- EMAIL MARKETING
- DESIGN

# WORDPRESS - PROFESSIONAL RESPONSIVE WEBSITE

- WORDPRESS.ORG
- CONTENT MANAGEMENT SYSTEM (CMS)
- WORDPRESS THEMES
- FREELANCER MARKETPLACE





## **WE ARE DELIGHTED TO BE ABLE TO BRING THE INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE TO ANTWERP, BELGIUM, FROM THURSDAY 5 TO SATURDAY 7 DECEMBER 2019.**

Located in the heart of Europe, Antwerp is Belgium's second-biggest city, with a penchant for vibrant fashion, entertainment and architecture. It has also voted one of the top 10 most attractive and enjoyable cities in the world by Lonely Planet.

This beautiful city was awarded the Bronze Award at the BEA 2017 Awards as a recognition of its great success as a host Port of the Tall Ships Races in 2016.

### **AN INTERNATIONAL CONGRESS OF ATTENDEES**

The Sail Training International Annual Conference is always a must attend event and is open to everyone involved in Sail Training for young people. Our attendees include vessel operators, sail training programme providers, future Tall Ships Races host port providers, bidding cities and host ports for future events and representatives from Sail Training International endorsed events.

### **REGISTER AND SAVE**

#### **MORE INFORMATION**

[Travel](#)

[Hotels](#)

[The Programme](#)

[The Venues](#)

```
view-source:https://sailtrainingin...
view-source:https://sailtraininginternational.org/conferences/antwerp-2019/
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209 opacity: 1;
210 max-height: 999px;
211 min-height: 30px;
212 }</style><script type="text/javascript">pc_ms_countSelected = "# of % selected";pc_ms_allSelected = "All selected";pc_html5_validation = true;pc_ms_search_placeh =
"Search options";pc_ms_search_nores = "No matches found";</script> <style type="text/css">
213 .pcma_psw_recovery_wrap label,
214 .pcma_psw_recovery_wrap input {
215 display: inline-block;
216 width: 100%;
217 padding: 0 0 3px;
218 }
219 .pcma_psw_recovery_message {
220 margin-bottom: 18px;
221 min-height: 6px;
222 }
223 .pcma_psw_recovery_trigger,
224 .pcma_del_recovery {
225 font-size: 11px;
226 line-height: 15px;
227 cursor: pointer;
228 }
229 .pc_rm_login .pcma_psw_recovery_trigger {
230 margin-left: 6px;
231 padding-left: 6px;
232 border-left-style: solid;
233 border-left-width: 1px;
234 position: relative;
235 top: -4px;
236 }
237 .pc_login_form .pcma_do_recovery {
238 float: left;
239 margin-top: -18px;
240 }
241
242 /* if smalls are too large and for widget */
243 .PrivateContentLogin .pcma_psw_recovery_message,
244 .pc_mobile_login .pcma_psw_recovery_message {
245 margin-bottom: 10px !important;
246 }
247 .PrivateContentLogin .pcma_do_recovery,
248 .pc_mobile_login .pcma_do_recovery {
249 float: none;
250 margin-top: 10px;
251 }
252 </style>
253 </head>
254 <body class="conferences-template conferences-template-conference-current conferences-template-template-conference-current-php single single-conferences postid-26105
pc_unlogged" style="background-color: #fff;">
255 <!-- Google Tag Manager -->
256 <noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-NB9R3B"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
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Browser: Edit Conference - Sail On Board | URL: sailtraininginternational.org/wp/wp-admin/post.php?post=26105&action=edit

Navigation: Home, Media, Pages, Forums, Vessels, News, **Conferences**, All Conferences, Add New, Conference Status, Research, Exit Intent, Interactive Maps, Team, STI Galleries, Testimonials, Ports, Contact, Event, TablePress, PrivateContent

Permalink: <https://sailtraininginternational.org/conferences/antwerp-2019/>

Visual | Text

File | Edit | Insert | View | Format | Table | Tools

Paragraph | ABC | [Rich Text Editor Icons]

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### REGISTER AND SAVE

Word count: 406 | Last edited by Ben Clark on November 13, 2019 at 4:43 pm

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**Conference Status**

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<input checked="" type="checkbox"/> This year's conference	<a href="#">Make primary</a>
<input type="checkbox"/> Past	

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OBAMA FOUNDATION

GET INVOLVED

OUR MISSION

CHICAGO

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SIGN UP

ON THIS HOLIDAY, WE COUNT OUR BLESSINGS AND RENEW OUR COMMITMENT TO GIVING BACK.

– President Obama, 2016

MEET 3 LEADERS MAKING A DIFFERENCE

JOIN OUR LIST

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About

Jony Guedj

01



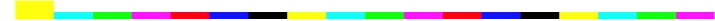
Coyote

02



LNR Boxing Days

00:00:45



Tickets Host an Event Membership

Houston Zoo

Plan Your Visit What to Do Programs Give Save Wildlife

See them. Save them.

Your visit to the Zoo helps save animals in the wild.

Save Wildlife

Today's Hours 9am-4pm (last entry 3pm)

Buy Tickets

Zoo Map

Getting Here

Chat with Us

RUVA Branding & Digital Agency

Ben Clark - Outlook Web App  
https://email.tmcchosting.co.uk/owa/#path=/mail

Menu

02  
Joy




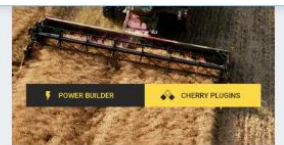



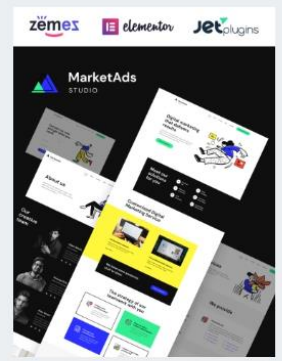



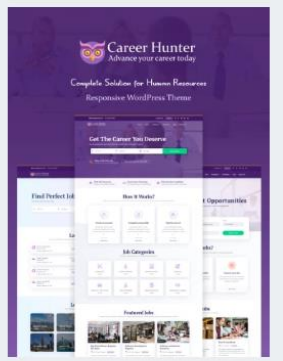





We are all intrinsically motivated.

Being strong believers of the 'Laughter Remedy', we proactively execute the work-play mix by blending happiness, creativity, and diversity to produce best results.



- WordPress Store
- WordPress Themes 2,295
- WooCommerce Themes 747
- HTML Templates 2,567
- Shopify Themes 865
- PrestaShop Themes 803
- PowerPoint Templates 2,597
- Ioomla Templates 1,127
- Magento Themes 511
- Website Builder
- Moto CMS 3 Templates 867
- WordPress Plugins 42
- Graphics
- Plugins
- Website Builder
- Services
- Topics
- More

WordPress Themes Keep on searching...

 <p>Gutenberg - Gutenberg-based Clean Blog WordPress Theme for Gutenberg - Clean Blog WordPress Theme for Gutenberg \$38</p>	 <p>Rentalto - Farming Equipment &amp; Machinery Rentals Rentalto - Farming Equipment &amp; Machinery Rentals \$38</p>	 <p>Buslip - Engaging And Inspiring Public Speaker Website Responsive WordPress Theme \$38</p>	 <p>WPbase - WordPress Tutorial Theme Responsive WordPress Theme \$38</p>	 <p>24.Storyline - Multipurpose News Portal Elementor Responsive WordPress Theme \$38</p>
 <p>MarketAds - One of Modern Digital Marketing Templates WPML ready WordPress Template \$38</p>	 <p>Jacob Black - Talented Music Producer Website Design Responsive WordPress Theme \$38</p>	 <p>BuildIcon - Construction Company WPML ready WordPress Template \$38</p>	 <p>La Minor - Minimalistic Black-and-white Storybrand Responsive WordPress Theme \$38</p>	 <p>CareerHunter - Complete Job Board Premium WordPress Template \$49</p>
 <p>EXCOBank - CAT EXCAVATOR D66H \$191</p>	 <p>UnionHUB - Coworking Wordpress Template</p>	 <p>Best apps partner for Your life</p>	 <p>GET YOUR FRIDGE</p>	 <p>Attractive home purchase offers</p>

- [PEOPLEPERHOUR.COM](https://www.peopleperhour.com)
- [CODEABLE.COM](https://www.codeable.com)
- [FREELANCER.COM](https://www.freelancer.com)
- [UPWORK.COM](https://www.upwork.com)

# HOOTSUITE - EFFECTIVE SOCIAL MEDIA MANAGEMENT

- SOCIAL MEDIA MANAGEMENT PLATFORM

- VIEW ALL SOCIAL MEDIA

CHANNELS/NOTIFICATIONS/ENGAGEMENT IN ONE PLACE

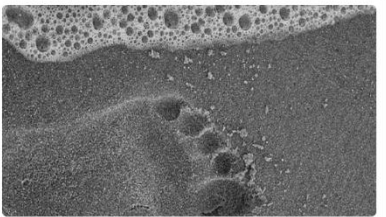
- COMPUTER/TABLET/PHONE

- SCHEDULE SOCIAL MEDIA POSTS AHEAD OF TIME

### Timeline Sail Training Internati...

**Sail Training International**  
1 day ago

We can all help to make a positive impact on the environment, here's a few ideas to help you.  
<http://ow.ly/wYDs50wSOIS>



7 Suggestions to Save the Seven Seas - Sail On Board  
ow.ly

Boost Post

5 Write a comment...


**Sail Training International**  
6 days ago

We're welcoming Dunkirk to the Tall Ships

### Home TallShipsRaces

**RNLI @RNLI**  
11 mins ago

We've got a licence to auction an RNLI T-shirt signed by actor Daniel Craig! Thank you to @Daily\_Express for featuring this amazing fundraiser in today's paper! @Daniel\_CraigFan, @KnivesOut, @007, and @ExclusiveMem get your bids in now! [rnli.info/goLU7o](http://rnli.info/goLU7o)



7 8


**Oosterschelde @Oosterschelden1**  
12 mins ago · Falmouth

Enough lines? #strongwind #windy #falmouth #cornwall #waiting #waiting #andwaiting @  
[instagram.com/p/B5XkB\\_Xg1JP/...](https://www.instagram.com/p/B5XkB_Xg1JP/)

### My Posts tallshipsraces

**Sail Training International @tallshipsraces**  
6 days ago

Remembering those hot Portuguese summers with this beautiful snap of the Tall Ships fleet during the Lisbon stop of the Tall Ships Races 2012.  
We're...  
[Read More](#)



448 4

Write a comment...

[View Comments](#) 4 comments


**Sail Training International @tallshipsraces**  
Oct 31

Throwback to the Tall Ships Races 2016 and

### Timeline The Tall Ships Races

**The Tall Ships Races**  
6 days ago

We're welcoming Dunkirk to the Tall Ships Races for the first time in 2020 and can't wait to see what this diverse and engaging region has to offer!  
<http://ow.ly/X6Op50wVfeg>  
[Read More](#)



Dunkirk, France - Sail On Board  
ow.ly

Boost Post

16 1 6

Write a comment...

**Aori Mizu** I will be there 😊





Hootsuite

hootsuite.com/dashboard#/publisher/scheduled

Facebook Twitter Ben Clark - Outloo... Dashboard < Sail O... Hootsuite Sail Training Interna... Sail on Board

Publisher Planner Content Promote

Feedback

### Edit Post:

Post to Clear profiles

The Tall Ships Races X

RECENTLY USED:

Sail Training International +1 more TallShipsRaces

tallshipsraces TallShipsRaces +2 more

Sail Training International

Text 1855

A Tall Ships adventure can inspire you to do some really amazing things.  
<https://sailtraininginternational.org/blog/introducing-vitamin-sea-sail/>


1 Shortener applied Edit

Media Open Media Library

Nov 27, 4:38 (GMT+0) Europe

The Tall Ships Races Just now

A Tall Ships adventure can inspire you to do some really amazing things.  
<http://ow.ly/Fv8050xmfvX>



HTTPS://SAILTRAININGINTERNATIONAL.ORG/BLOG/INTRODUCING-VITAMIN-SEA-SAIL/  
**A Sailor Girl on a Mission: Introducing Vitamin Sea Sail - Sail On Board**  
We spoke to Eline Kristiansen about Vitamin Sea Sail, a new sc...

Like Comment Share

Thu, Nov 28 at 9:30AM Save Edits

Drafts 3 x

Scheduled Past Scheduled Require Approval Expired Approvals Rejected

Content Sources:  
 RSS Feeds  
 Bulk Message Upload  
 Try Bulk Composer BETA

Get the Hootsuite Chrome extension to quickly share links on the web.  
 Install Extension

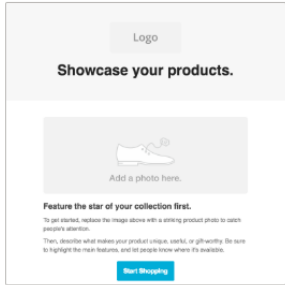
Nov 28, 11:25 am (GMT+0) Europe/London

31	1	2	3	4	5	6
12:25p 2 Events 4 Races 6 Ports 12:25p 2 Events 4 Races 6 Ports 12:25p 2 Events 4 Races 6 Ports 5p Don't be a fool in 2019, chall	11:05a Atyla sails on average 11	1p Young people involved in Sai 3p Szczecin played host to the fi 3p Szczecin played host to the fi	1p Atyla's unique scholarship pr 1p Atyla's unique scholarship pr			2:15p It's 20 years since we first v
	7	8	9	10	11	12
	1p Alexander Von Humboldt II's	12p What is it about sailing and 12p What is it about sailing and 12p What is it about sailing and	1p Interested in speaking at our 3p We're looking for people to c 3p We're looking for people to c	1p We can't wait to visit Rouen v		12p You'll be sounding like a true 12p You'll be sounding like a true 12p You'll be sounding like a true
	14	15	16	17	18	19
1p Take a look at the first port o 1p Take a look at the first port o	1p Blue Clipper has sailed to the	12p Don't get caught short on y 12p Don't get caught short on y 12p Don't get caught short on y	3p You can't miss Alexander Vor 3p You can't miss Alexander Vor		11a Our guide to everything to s 11a There's so much to see and 11a There's so much to see and	11a It's time to start planning yol 12p Probably one of the most im 12p Probably one of the most im 12p Probably one of the most im
	21	22	23	24	25	26
	1p We can't wait to visit the port 1p We can't wait to visit the port 1:15p There's sure to be some s	12p It's never too soon to start 12p It's never too soon to start 12p It's never too soon to start 3p Blue Clipper was one of only 1 more...	1p 50 days left! until the Liberty 3p Only 50 days left until the sta 3p Only 50 days left until the sta			
	28	29	30	1	2	3
	12p There's not long left to join 12p There's not long left to join 1p Want to join our board of dir					9:55a An opportunity has arisen 10:25a An opportunity has arisen 10:25a An opportunity has arisen
	5	6	7	8	9	10
12:25p This year Morgenster cel 12:25p Morgenster was built in 12:25p Morgenster was built in 2:25p We're looking for the brig 2 more...	10:25p It's never too soon to sta		12:25p Take a look at the first p 12:25p Take a look at the first p	12:20p Still looking for a summe 12:25p Still looking for a summe 12:25p Still looking for a summe		12:25p Some strange things happ 12:25p Some strange things happ 12:25p Some strange things happ 10:25p Don't get caught short on

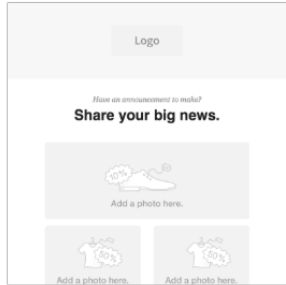
# MAILCHIMP - PROFESSIONAL EMAIL MARKETING

- EMAIL MARKETING TOOL
- DESIGNED SPECIFICALLY FOR SMALL BUSINESSES
- EASY TO USE PROFESSIONAL EMAIL TEMPLATES
- INTEGRATE EMAIL SIGN FORMS
- VIEW ALL RECIPIENT ACTIVITY

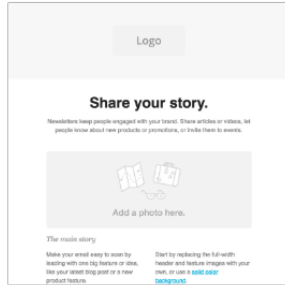
Featured



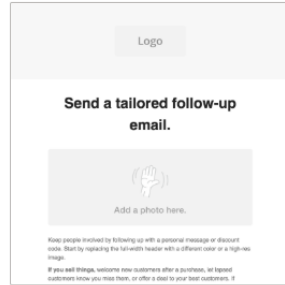
**Sell Products**  
Market a line of products or promote seasonal items.



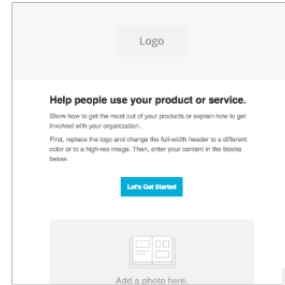
**Make an Announcement**  
Share details about a sale, event, or other big news.



**Tell A Story**  
Send a newsletter to let people know what you've been up to.



**Follow Up**  
Send a tailored email to people who have engaged with you.



**Educate**  
Explain your products or share knowledge about a topic.

Feedback

Basic



1 Column



1 Column - Full Width



1:2 Column



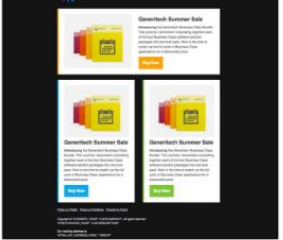
1:2 Column - Full Width



1:2:1 Column



Boutique



Color Box



Contrast



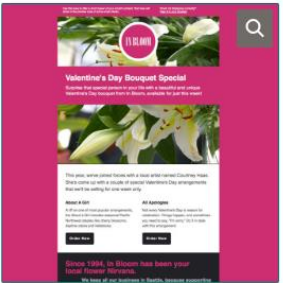
Cutout



Flyer



Hero Card



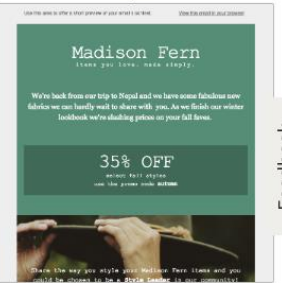
Hero Image



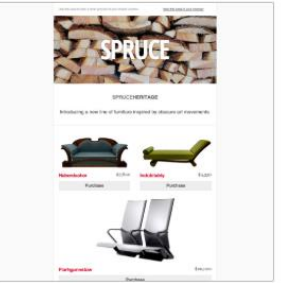
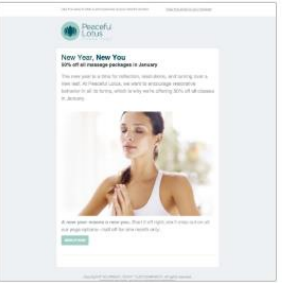
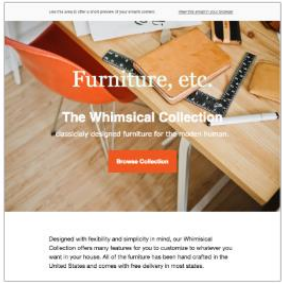
Member Welcome



Monochromatic



Monthly Contest



Feedback

# Early Bird TSR2020 Dec - Vessel Operators

[Switch report](#)

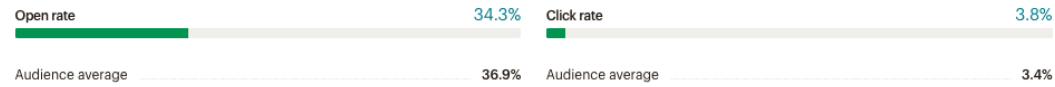
Overview Activity Links Social E-commerce Conversations Analytics360

## 318 Recipients

**Audience:** Vessel Operators - 2016 Events Onwards (Segment: Campaign Pasted) **Delivered:** Wed, Nov 27, 2019 2:55 pm  
 Segment - 27 Nov 2019 01:26:35 pm [View email](#) · [Download](#) · [Print](#) · [Share](#)

**Subject:** Last Chance to Save 30% on The Tall Ships Races 2020 Entry Fee

0 Orders	\$0.00 Average order revenue	\$0.00 Total revenue
-------------	---------------------------------	-------------------------



109 Opened	12 Clicked	0 Bounced	0 Unsubscribed
---------------	---------------	--------------	-------------------

Successful deliveries	318 100.0%	Clicks per unique opens	11.0%
Total opens	232	Total clicks	19
Last opened	11/28/19 1:09PM	Last clicked	11/28/19 9:34AM
Forwarded	0	Abuse reports	0

Feedback

# CANVA – ONLINE GRAPHIC DESIGN TOOL

- PROFESSIONALS AND BEGINNERS
- DRAG AND DROP DESIGNS
- IMAGES/FONTS/VECTOR IMAGES/GRAPHICS
- BUSINESS CARDS/BROSCHURES/LOGO/PRESENTATIONS



Templates

Photos

Elements

Text

Videos

Bkground

Uploads

Folders

More

Search icons and shapes



Icons See all



Social Media See all



Web and SEO See all



Family and Home See all



Health, Beauty and Fashion See all



Page 1



Page 2 - Add page ...

22% [Grid icon] [Zoom out icon]

Help ?



### Browse by category



Letterhead



CD Cover



Magazine Cover



ID Card



Newsletter



Calendar



Social Graphic

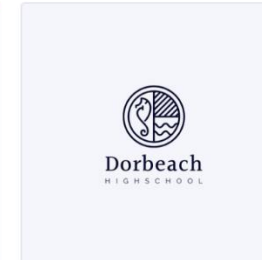
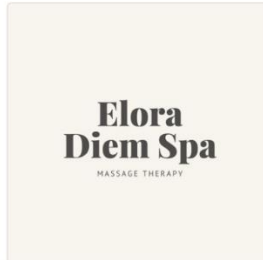
### Poster

See all



### Logo

See all



# CANVA – ONLINE GRAPHIC DESIGN TOOL

- PROFESSIONALS AND BEGINNERS
- DRAG AND DROP DESIGNS
- IMAGES/FONTS/VECTOR IMAGES/GRAPHICS
- BUSINESS CARDS/BROSCHURES/LOGO/PRESENTATIONS
- INTEGRATE WITH WORDPRESS/HOOTSUITE/MAILCHIMP

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- BUILD A PROFESSIONAL RESPONSIVE WEBSITE
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- CREATE BEAUTIFUL DESIGNS FOR PRINT & DIGITAL MEDIA

BEN CLARK  
DIGITAL MARKETING &  
COMMUNICATIONS MANGER

[BEN.CLARK@SAILTRAININGINTERNATIONAL.ORG](mailto:BEN.CLARK@SAILTRAININGINTERNATIONAL.ORG)

