

Session 5D



The Art of Sustainable Social Media when Content is King

The art of sustainable social media where content is king

What does sustainability mean when it comes to social media and how sustainable is your social media planning?

In an age where organisations struggle to operate without a comprehensive social media approach, how does one consider how sustainable their content strategy is?

With the only constant being change...the speed of change is a huge consideration for host ports. The challenge is delivering content that is both relevant and dynamic for an ever evolving target market along with the need to build awareness, interest and desire towards a four day port event – are you ready? This session considers the challenge of resources when it comes to creating an engaging social media strategy when your audience decides when, how, what and when they want to consume. Find out about the balance of resource and the art of collaboration, partnership and repurposing in order to plan, measure, manage and drive your social media channels.



Agenda



- Sustainability & content
- Social media planning
- Only constant is change
- The resource challenge
- Art of collaboration & partnership

Definition for today's

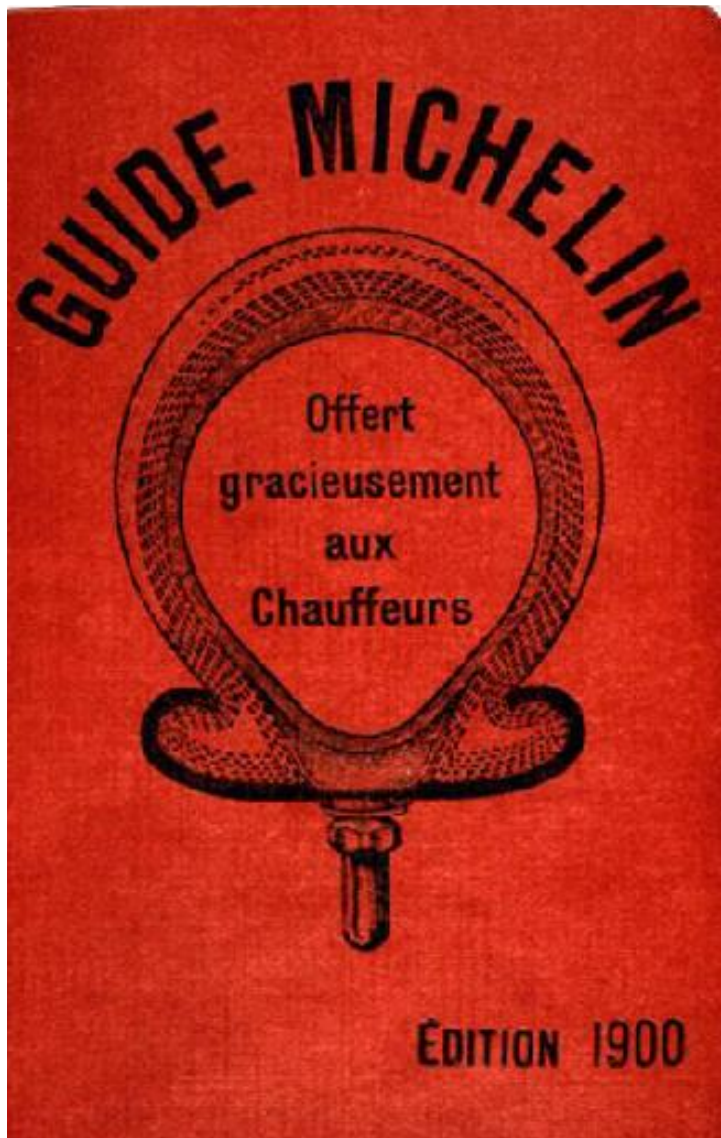
Of sustainability ^{purpose...}

- ❑ Recycling / Repurposing / Reposting of existing / – harness existing what is out there
- ❑ A process or state can be maintained at a certain level for as long as is wanted....

Of content

- ❑ Content marketing is an approach that is focussed on creating and distributing valuable, relevant and consistent content to attract & retain a clearly define audience
- ❑ To drive profitable customer action





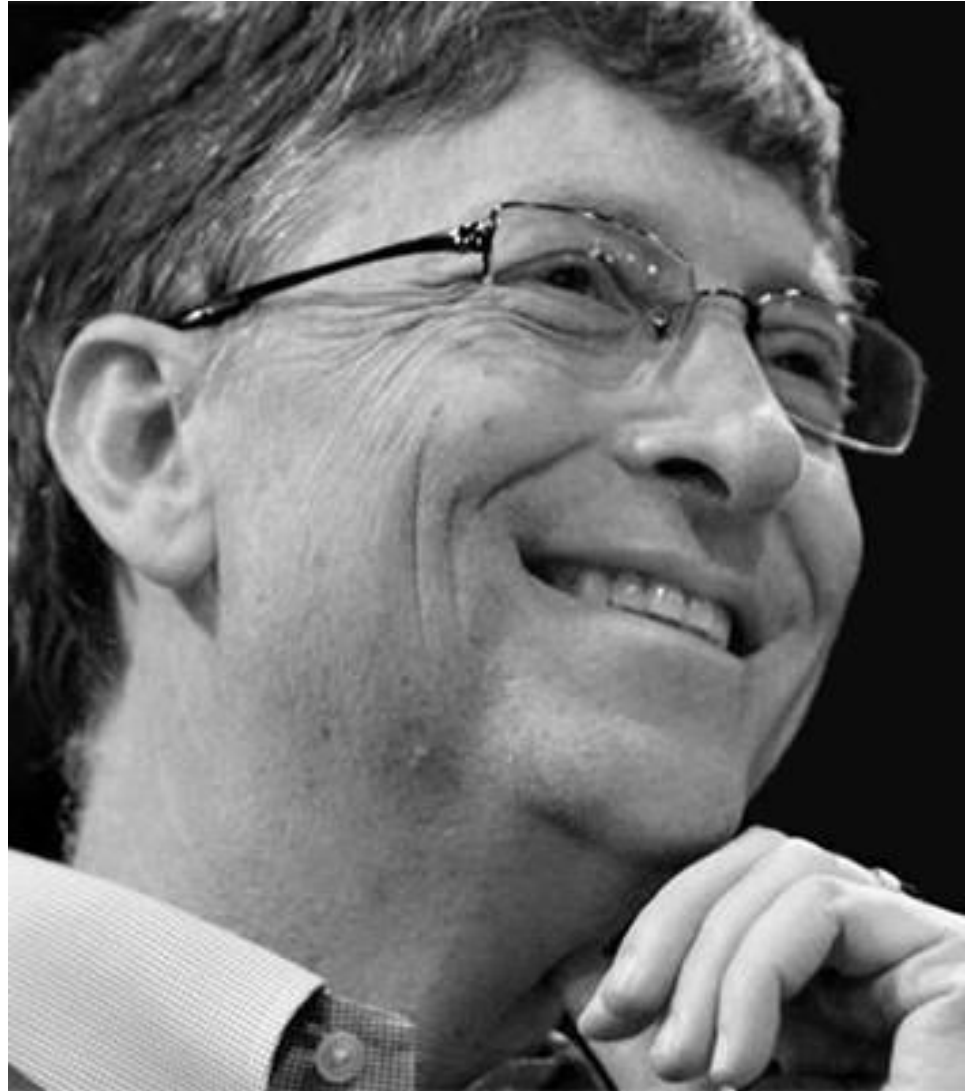
The Michelin Guide Launched in 1900



Content

is King

Bill Gates
1996



“The content the B2B marketing factory produces is just like a bunch of selfies. It’s narcissistic – all about us and our products”



Why is Content Marketing so important?



Search and Social
Search and Social
are central to the
buyers journey



Always-on
Communication is
necessary



Trust
Build trust





Exercise

What is content?

Blog posts

Surveys

Podcasts

Videos*

E-books

Guides

White papers

Interviews

Infographics

Case studies

Whatever your audience's preferred content medium is, ensure it is shareable and relevant to your event/industry



Develop Target Audience Profiles

- ✓ Understand how they talk
- ✓ Understand how they like to be spoken to
- ✓ Understand the challenges they must overcome
- ✓ Understand key milestones in the buying circle
- ✓ Understand people in the buying centre
- ✓ Understand the decision maker
- ✓ Understand what/who influences them
- ✓ Understand the most common objections

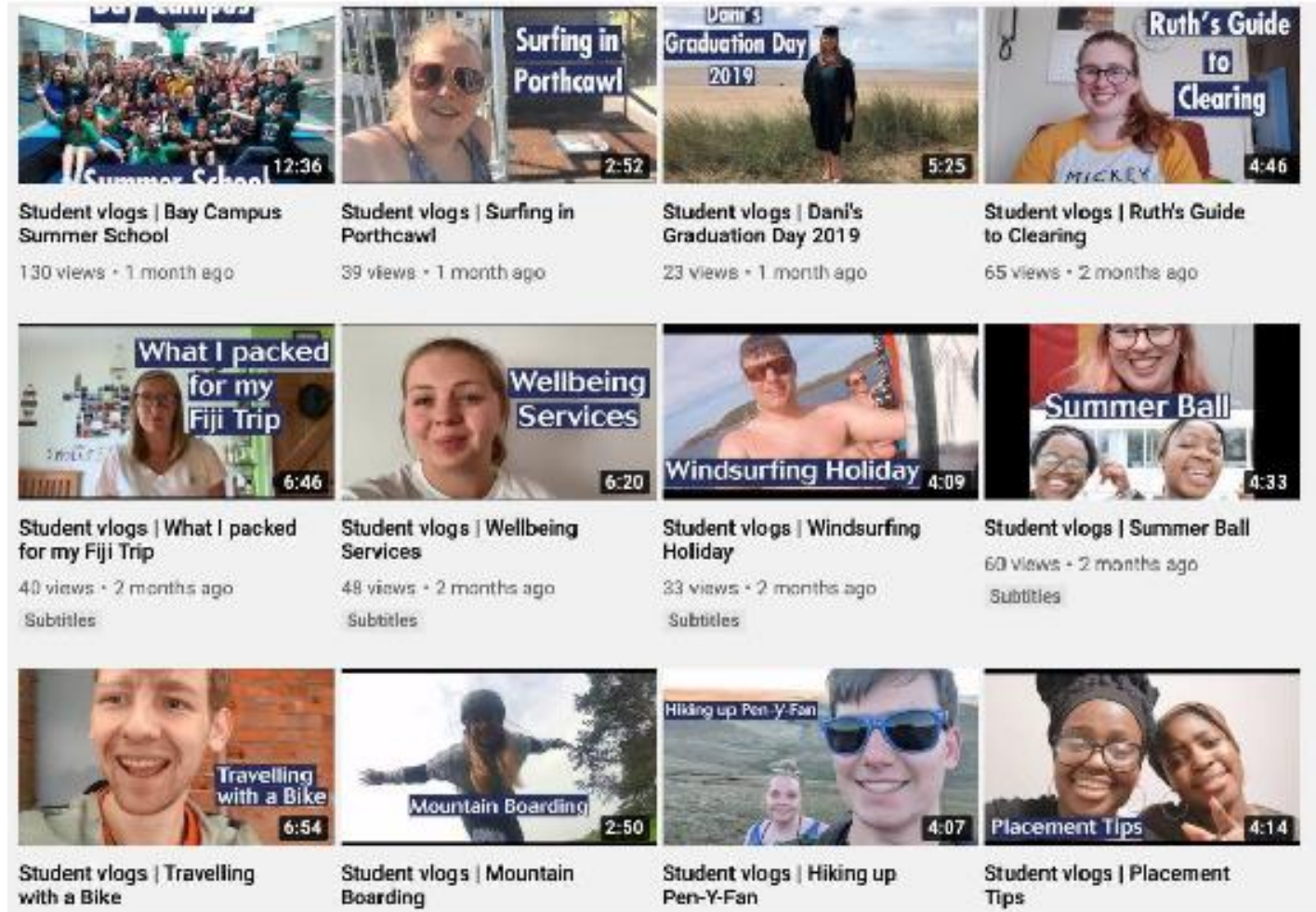


Source: www.makemypersona.com



Video killed the Radio Star...

- Increased video production= views increased by 71%
- Engagement (18%), followers (40%) and visitors (32%) have seen average increase



Each audience has different needs from content

Sponsor



- Will TSR festival meet our needs?
- Does it help with one of our key initiatives?

Trainees



- Is it ok if ii have no experience?
- Can I afford it?
- Sea sick

Corporate Decks



- What is the business value?
- Why should we spend money on this?

Parents / Stakeholders



- Will my kids be safe?
- Who's in charge?
- How will It benefit?

Visitors / Communities



- Why should I go to this event?
- What will our city gain?



Exercise



53%
Increase in
CTA

Version A: No Audience Callout



LinkedIn Marketing Solutions

432,076 followers
5mo



Let's find your targeting sweet spot on LinkedIn. Learn how to unleash LinkedIn's targeting capabilities and unlock customized options through Matched Audiences in our live webinar. https://lnkd.in/f_EcHcj



Version B: "Marketers"



LinkedIn Marketing Solutions

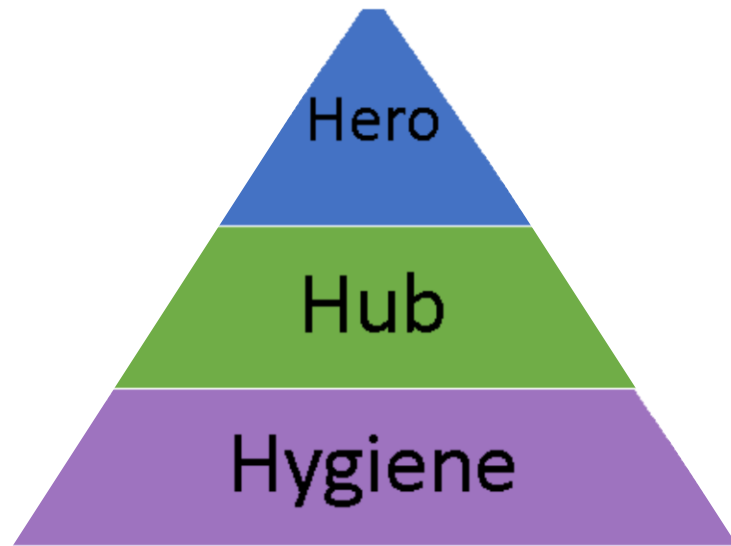
432,076 followers
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➤ Three types of content

Tell a compelling story with 'authentic' content

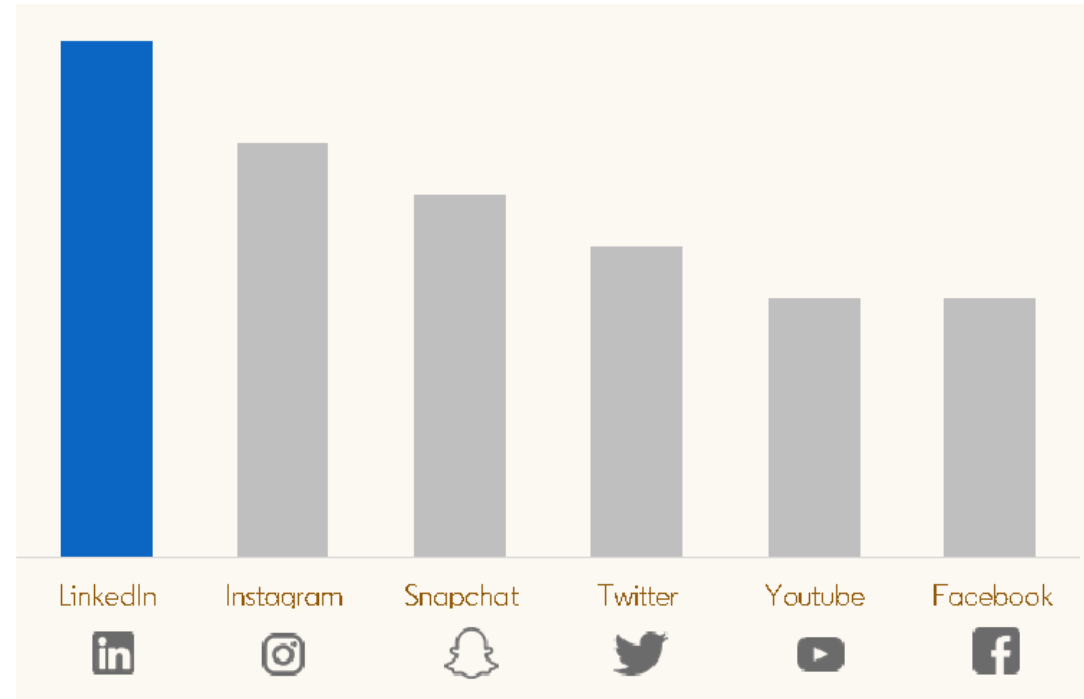


Organisations must publicly stand by their values and what they believe in



LinkedIn is ranked #1 when it comes to Digital Trust for a third year in a row

When it comes to security, legitimacy, community, user experience and relevance



Source: Business Insider Intelligence Digital Trust Report October 2019



Who We Are | What We've Done

3 Year Project

Independently Evaluated

500+ Disadvantaged Young People

Punching Hard with Social Media...We Think?

Developing More Sponsorship Partnerships

How Can Evaluation Content Be Relevant to Sponsors?



Vicky Williams | Challenge Wales – Wales Tall Ship



Sail Training International

Shared Values | Shared Connections

Fun, Innovative, Sustainable...Our Values

Nautical, Welsh...Our Connections

Sail Training Benefits (Above Features)

Corporate Social Responsibility



Sail Training International

What Resonates | Repurposing Content

Impact And Story Telling

Social Media Targeting & Tagging

Take Conversations Offline

Ready Made Content – Becomes A Tweet, A Blog, An Infographic....Content That Companies Want To Become Engaged With

Finally – An Honest Feel Good Story To Connect With Sponsors /Potential Sponsors Own Brand Values – It Makes Them Feel Good Too!



Optimise Content

Best practice

1. Be Creative, Human, Relatable
2. Be Insightful – don't hide great insight behind clicks
3. Be Consistent
4. Use Different approaches to tell a story
5. Create Video
6. Write Killer Copy
7. Call to Action... What do you want your consumers to do
8. Visuals are the new headlines
9. Look Deeper



Respect Rapid social change – they care and want to be a part of change...



THE TALL SHIPS RACES 2018
organised by Sail Training International



Exercise

Version A: "Guide"

LinkedIn Marketing Solutions Here's everything you need to know about content marketing. Download the guide today: <https://lnkd.in/dv-ci5j>

89%

of marketers said their primary high-level objective for investing in content marketing is to acquire new customers.
Source: Starfleet

LinkedIn

THE Sophisticated MARKETER'S Guide to CONTENT MARKETING

Version B: "eBook"

LinkedIn Marketing Solutions Here's everything you need to know about content marketing. Download the eBook today: <https://lnkd.in/dJ3HraE>

89%

of marketers said their primary high-level objective for investing in content marketing is to acquire new customers.
Source: Starfleet

LinkedIn

THE Sophisticated MARKETER'S Guide to CONTENT MARKETING

100%
Increase in
CTA




Set Goals, Objectives and Metrics

Understanding where you want to be is essential to actually getting there



Keep your objectives front and center

Monthly Content Calendar Template

Objective:		Increase MQLs in pipeline by 10%					KPIs:		Avg CTR .5%, 500 new subscribers, 200 MQLs				
#	Post Date	Post Method SU/DSC	Content Category	Audience	Buyer Stage	Asset	Asset Type	Post Copy	Char Count	Image Lnk Copy	Additional Copy (IE Lead Gen)	Link Destination	Link URL
1	14-Mar	SU	How-to guide	SG Director +	Nurture		Image	Are you getting all the value you should from the B2B content you create?	74	NA	NA	Blog Post - Business.Linkedin.com	https://lnkd.in/eeVlxPc
2													
3													



Engaging at all levels

Business models are being challenged everywhere by the newest entrants to the world of consumption

What do Gen Z think is good content? Watching something for nothing. No longer consuming on flat screen TVs in family environment of big budget production.

They are happy to watch something made for nothing as long as it...

- 1) Authentic
- 2) Relevant
- 3) Humorous



Gen Z research from Merlin – youth want to go for it in life...

- Conversations
- Curate
- Channels

Create an experience that creates a Buzz, people, share and like and then help to propagate your messages

- By 2020 GenZ will account for 40% of consumers
- They already influence \$4 billion in discretionary spending in the US (alone)



Attention span...7- 8 secs / mins/ distracted

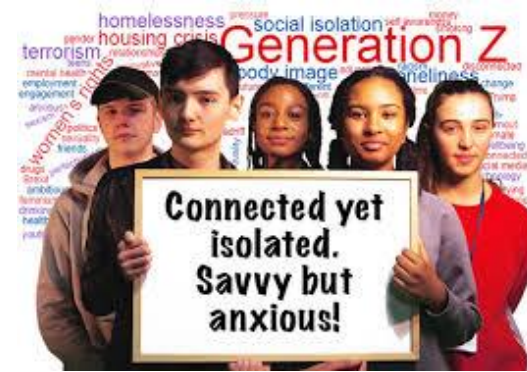
Same as it ever was? Not even close. (swipe)

93% of Gen Z access a social media platform via mobile

- The need to socialize is baked into our evolution
- Masters of self-promotion
- Reach is unprecedented

40% don't feel represented by the images and ideas they see...

- So give them a platform





TRAINEE ENGAGEMENT PLAN

APORVELA





APORVELA

Portuguese NSTO, since 1980
Caravela Vera Cruz Vessel Operator
Sail Training every year, all year long
Sultan Quabos Trophy 2014



THE TALL SHIPS RACES
Lisboa 2020

organized by *Sail Training International*

Host Port (2006, 2012, 2016, 2020)
Host Port Trophy 2012 - 225 Trainees
Host Port Trophy 2016 - 422 Trainees



Sail Training International

TRAINEE ENGAGEMENT PLAN

What?

Tracking trainees through their Sail Training Journey: a showcase of what Sail Training during a TSR really is by the live voice of who's experiencing it!

How?

- Set Milestones and Control Questions for each Milestone
- 2-5 minute videos during and about each of the previously set milestones
- Videos Recorded by Trainees on their phones and sent to us afterwards
- Share the video content on the different Social Media



Goals

- Raise awareness of Tall Ships Races and Sail Training
- Encourage more trainees to sign up
- Use video as a channel to share TSR and connect trainees
- Create authentic real time 'behind the scenes' videos via real people
- Give a platform for trainees to share their summer experience
- Showcase Youth Development in the Sail Training world



Trainees: Who are they?

Coming from Lisbon Host Port and Partners
(schools, CiC ports, sponsors,...)

15 - 25 Years Old

Traveling alone or within a group

Self-Funded vs Bursary-Funded

Present on Social Media



TRAINEE ENGAGEMENT PLAN

Key Milestones Preparation





Guia de Embarques



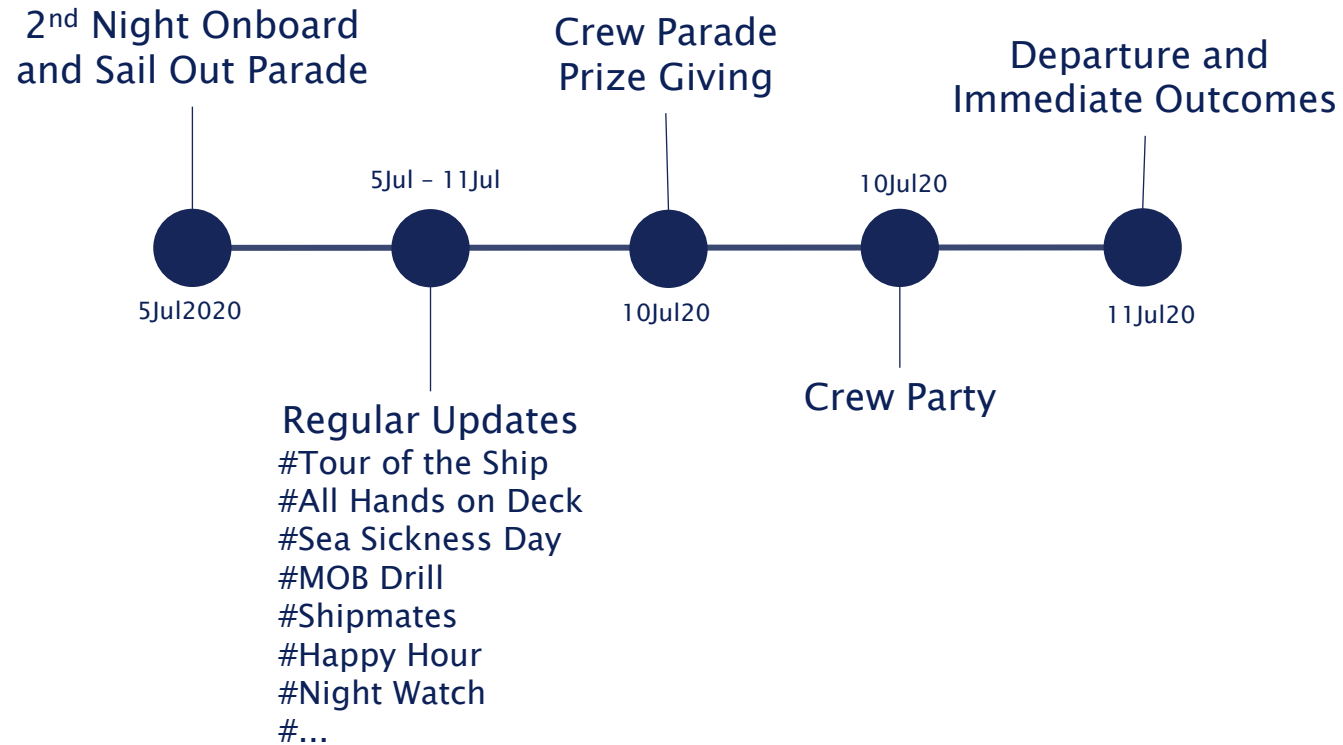
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TRAINEE ENGAGEMENT PLAN

Key Milestones During

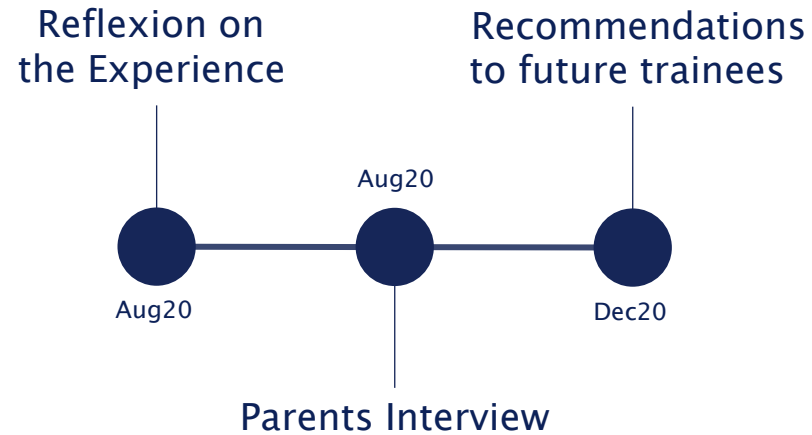




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TRAINEE ENGAGEMENT PLAN

Key Milestones Follow-up



TRAINEE ENGAGEMENT PLAN

What is in it for Trainees

- ✓ Platform for self-promotion and connection with others
- ✓ Share their Experience in a community
- ✓ Help and encourage others to take part
- ✓ Recognition (TBC – Prize)

What is in it for Host Ports

- ✓ Closer approach and relationship with trainees
- ✓ Sustainable Media Content for this and following years – mix and match
- ✓ Better and More Engaging Content for future Generations
- ✓ Awareness of the Sail Training and TSR's Benefits – different levels



All Hail Glastonbury

Simple but effective

- Social media Platforms
 - @glstofest @glatolive @glastoinfo
- Living by your values Sustainable message (Aarhus – chatbots)
- Marketing mix & clever reworking – cut & slice
- Capture – social media increase not attendance focus FOMO
- Authentic
- Consistent
- Present – real time updates



◦ Q & A

Thank you

