

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ 1 |

Please check the appropriate box.

CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title Belledune... Unlimited!
 Name of Port Belledune Port Authority
 Port Address 112 Shannon Drive, Belledune, NB E8G 2W2
 Contact Name/Title Jana Doucet, Marketing & Communications Coordinator
 Telephone (506)-522-1244 Email Address jdoucet@portofbelledune.ca

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- | | |
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| <p>1. What are/were the entry's specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> - Describe in specific & measurable terms the situation leading up to creation of this entry. - Analyze the major internal and external factors needing to be addressed. <p>2. How does the communication used in this entry complement the organization's overall mission?</p> <ul style="list-style-type: none"> - Explain the organization's overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> - Describe your overall goals or desired results. - Describe your objectives and list specific, measurable milestones needed to reach your goals. - Identify your primary and secondary audiences in order of importance. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> - Explain what strategies were developed to achieve success and why these strategies were chosen. - Specify the tactics used (i.e., actions used to carry out your strategies). - Detail the implementation plan by including timeline, staffing and outsourcing used. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry. - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions. |
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Belledune Port Authority

www.portofbelledune.ca

Online marketing has become one of the most innovative, efficient, and effective methods of promoting a business. The Port of Belledune website, www.portofbelledune.ca, is anticipated to be the first point of contact that most people experience with the Belledune Port Authority (BPA). Keeping up to date, accurate information and providing an excellent first impression for all prospective clients, current customers and tenants, other ports, and members of the shipping community are critical elements of www.portofbelledune.ca.

Communications Challenges and Opportunities

The BPA realized early on that its ultra modern facilities and strategic location enable the Port to play a major role in attracting new industries to New Brunswick and inspire overall economic growth. This purpose continues to be incorporated into the overall philosophy guiding the Port's management.

The Port of Belledune has a small town feel but is very aggressive in its marketing to ensure shippers and receivers alike are aware of the facilities available at the port. The infrastructure at the port has changed significantly over the past few years in light of \$80 million dollars worth of infrastructure that has been completed; the challenge today is to ensure that all those that know Belledune know the "new" Belledune. The opportunity has been to show case the infrastructure on our website with up to date video links and current port activity information.

With this in mind, the BPA's website consistently follows these guiding principles:

- If a company's goal is to continuously improve, so too should the website;
- If a company is focused on growth and expansion, so too should the website;
- If a company is not trying to expand or improve your business, then do nothing to the website.

Planning and Programming

Goals and Objectives

The Goals and Objectives of the BPA website are to act as a primary source of information for new clientele, act as an information base for existing clientele, other ports, and the shipping community at large. Additionally, the website's goals are to attract new business to the BPA; create awareness of the Port; and to be a user friendly site with accurate, up to date information.

The main objective of www.portofbelledune.ca is to provide concise accurate information in a very user friendly format that will make a user feel as though they have visited Belledune and are now looking forward to speaking with someone from the marketing / business development team to learn more.

Target Audiences

Primary Target Audience

- Domestic and foreign perspective clientele
- Existing users of port facilities (current tenants)
- Shipping companies
- Leadership & Economic Development partners
- Government officials, both Federal and Provincial

Secondary Target Audience

- Media
- Community members/Public at large

Although the target markets include prospective clientele, current tenants, and community members, we are aiming for a diverse "target market". This is possible by having an effective homepage, clear imaging, use of keywords, and clear sections to enable a user to navigate through the site with ease such as: "About Us", "The Port", "Services", "Community", "Tariffs & Forms", and "Contact".

Actions Taken and Communication Outputs

Strategies and Tactics

In 2014, the BPA decided to redesign its online presence in an effort to become more user friendly with the ever-changing technology. BPA staff spent a lot of time working through other sites and learning what our customers or potential customers would be looking for online; from this research we were able to build and to create the new and improved www.portofbelledune.ca. The website's key new feature is that it is a responsive design, adapting its display for optimal viewing on any size of screen. With the steady increase of tablets and smartphones being used for online purposes, the goal of the new website is to be as user friendly as possible. For this reason, the BPA opted to have a responsive website designed, so the page layout would be as consistent as possible on all devices, as opposed to a maintain a separate mobile website, allowing the navigation through www.portofbelledune.ca to be consistent for all users on all platforms.

The objective was accomplished by using minimal tabs that remain constant, being both on the homepage and on every other page, e.g. *"About Us"*, *"The Port"*, *"Services"*, *"Community"*, *"Tariffs & Forms"*, and *"Contact"*. The user can scroll over these tabs, which will produce a drop down list to choose from. Each of these tabs will also open to a directory page listing the same items as the original drop down list.

Additions to the new site include a section on *"Intermodal Connectivity"* highlighting the Port of Belledune's connectivity and partnerships with all modes of transportation service providers. Also, a section has been designated highlighting *"Cargo and Opportunities"* providing information on the types of cargo handled at the Port of Belledune and what some of the opportunities are to promote growth. Lastly, a new *"Community"* section has been added that features ways to stay connected with the BPA on social media and includes downloadable forms that can be submitted for donation and sponsorship requests as well as port tour requests.

In order to keep the website user-friendly, the BPA chose to maintain its two micro-sites, www.thearticgateay.com and www.fabricationfacility.com, which are both linked to our main website. This provides a single location for the user-specific information found on each of these micro-sites without having to go through irrelevant pages and spend valuable time searching the website.

Implementation Plan

The new design and function of the site were created jointly between BPA staff and a web development company called *Websolutions* located in northern New Brunswick. The budget for the re-design was under \$10,000 CAD, while the website has an annual budget of approximately \$4,000 CAD per year for development and design updates etc. while the website is maintained primarily by three primary users at the BPA; the Director of Marketing, the Marketing & Communications Coordinator and an Administrative Assistant.

The website is updated at least twice-weekly for information that is continually changing such as the *Ship Schedule*, while the website is updated on an as needed basis for any press releases, news/events, or statistical changes such as infrastructure development. Other items, such as *CargoFlex* which can be found in the "Community" tab (a news magazine printed seasonally and distributed to all community members in Belledune) is updated accordingly by having a digital version available on the website.

Through BPA's online advertising, print advertising, print materials and nearly all BPA promotional tools and/or items the website is promoted continually. The implementation strategy considers the goals of attracting new business and creating awareness; to achieve these goals www.portofbelledune.ca is insistently promoted in all materials, email signatures, presentations, etc. Lastly, the website is a part of as many other websites (as a link) as possible to attract traffic through other sources such as Transport Canada (www.tc.gc.ca), as well as social networking sites such as LinkedIn and Twitter.

Evaluation Methods and Communication Outcomes

Methods

The BPA, through the use of key words and website optimization techniques, strives to attract online users through search engines whether the user is searching for the BPA or not. In addition to the goal of increasing traffic to the website, the BPA's objective with the redesigned responsive website is to increase traffic on mobile devices. Measures through Google analytics have been set up to measure the success of www.portofbelledune.ca in achieving this goal. Mobile traffic has grown by 18.08% since the redesigned website launched on January 7, 2015, as compared to the same time frame in 2014. Viewers on tablets have also increased in 2015 by 84.71%, as compared to 2014.

Year (Jan 7 – Apr 15)	Desktop		Mobile		Tablet	
2015	5,763	7.00 %	947	18.08%	628	84.71%
2014	5,386		802		340	

To date, www.portofbelledune.ca has consistently increased traffic while generating views from domestically and internationally. The following chart shows the improvements to the website's traffic from before the latest upgrade was done (2014) to the year-to-date since latest redesign (January 7, 2015); it is evident from the figures that BPA did achieve its goal to increase the visits to the site with an increase of 12.41%. Additionally, BPA has been focused on promoting Canada's Arctic and Canadian mining opportunities since 2011; the 6.28% in domestic traffic can be attributable to these efforts, infrastructure projects happening at the port as well as the new website design.

Year (Jan 7 – Apr 15)	Total Visits		Domestic		International	
2015	7,338	12.41%	5,547	6.28%	1,791	36.82%
2014	6,528		5,219		1,309	

Keeping with BPA's goal to attract new business, the page visits to the "Contact" page are monitored by the BPA staff in an effort to relate new business inquiries with possible website traffic. Each year the BPA receives more and more new business inquiries which are in part attributable to the website being easier to find online. In accordance with this, the BPA kept with making every experience as user friendly as possible. In addition to the "Contact" page, the "Staff" section was redesigned, where the viewer can email each member of the staff directly from a link on this page; as well as having additional contact information for the correct person throughout the website (i.e. donation requests, operations, leasing opportunities, etc.). Due to the additional contact links throughout the website, the "Contact" visitors decreased by 20.56%, however, the redesigned "Staff" page saw 648 pageviews, an increase of 56.90%, as is shown in the chart below:

Year (Jan 7 – Apr 15)	"Contact" Page Visits		"Staff" Page Visits	
2015	622	-20.56%	648	56.90%
2014	783		413	

The BPA continually receives positive feedback from their clients, other ports and government officials who are users of the website. As one of the primary marketing tools, the BPA is proud to have such a compelling website that is not only visually attractive, but one that is translating into direct new business opportunities.