



OREGON INTERNATIONAL PORT OF COOS BAY

PROMOTING OREGON'S SEAPORT

Abstract

The Oregon International Port of Coos Bay created two videos titled "Oregon's Seaport" and "Oregon's Bay Area, A Port City" to promote business development opportunities at the Port of Coos Bay and showcase the community. These two videos were part of a larger yearlong initiative to "Get Coos Bay on the Map" and were integral in gaining awareness from our digital audiences for the Port and our region.



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EXECUTIVE SUMMARY

In 2017, the Business Development and External Affairs department went through complete restructuring welcoming two members to complete the three-person department. These two new Port team members were Anna Soderstrom, Chief Commercial Officer and Margaret Barber, External Affairs Manager. Along with a new team, came a fresh marketing initiative to “Get Coos Bay on the Map” in 2017. As a result, almost all marketing activities and media content produced throughout the year were done with this goal in mind.

To reach our digital audience, the Port of Coos Bay (Port) decided to make two videos to be released through social media and website that featured the Port and our community. The Port decided on two videos, a longer and a shorter one. The longer video would feature our multi-modal transportation system, available greenfield sites, and business development opportunities. This video’s target market was for our region’s business community, but more so for raising awareness among our commercial contacts in the maritime and rail shipping industry.

The shorter video was designed to feature the port city of Coos Bay/North Bend, also known as Oregon’s Bay Area. This video was designed to showcase the lifestyle on Oregon’s South Coast and how that fits into the Port’s assets and operations. The target market was for the public, but more specifically, made for our local community and state-wide stakeholders.

This was a new marketing initiative as the Port had never made a professionally produced video in the past to market its assets and opportunities. Video was chosen due to its increasing popularity as the preferred media of consumption for information. In addition, many of the Port’s assets such as our short transit time to open ocean, Coos Bay rail line, Charleston Marina, and maritime commerce can be showcased a lot more effectively through video.

Through video, the Port was able to effectively communicate both visually and audibly our message and story as Oregon’s Seaport and the community that makes up Oregon’s Bay Area. Both videos can be viewed in the links below:

- [Oregon’s Seaport](#)
- [Oregon’s Bay Area, a Port City](#)

CHALLENGES AND OPPORTUNITIES

As the Port was doing strategic planning for diverse ways to “Get Coos Bay on the Map”, video came up as an idea to effectively reach stakeholders, potential customers, and the public through our social media platforms. Combined, the Port of Coos Bay social media platforms have about 5,000 followers making it the largest audience that the Port can disseminate information to. In addition, video was chosen due to its compatibility to almost all the Port’s social media platforms including Facebook, Twitter, YouTube, and LinkedIn.

The team chose to release the video on Facebook due to the following reasons:

- The Port has the largest following on Facebook with, at that point, just over 2,000 followers.
- Facebook tends to prioritize videos posted directly on their platform in a user’s news feed over a shared video link.
- Facebook can provide benchmarking and monitoring by gathering analytics such as view count, viewer comments and feedback, and number of people reached.
- Boosted posts on Facebook can be customized by audience and geographic reach.

In addition, video was chosen due to its popularity as a medium for consuming information and content. According to HubSpot, video is the most popular and most memorable type of content that consumers want to see from a business they support.¹ Port staff has also seen this evident in the marketing videos produced by other ports. Ports that served as inspiration for our video project included the AAPA 2017 Annual Conference Port of Long Beach videos, Port of Gothenburg videos, and videos produced by the Port of Prince Rupert.

Internal Factors Challenges and Opportunities

One of the significant challenges of this project was that since this was the Port's first time doing video, Port staff did not have a previous framework as a guide. There was no gage in terms of how the video would be received or how wide of an audience it would reach. Another challenge was writing the script for the video narratives. As people have access to and are exposed to more and more information every day, their attention span for consuming information has also gotten shorter. Therefore, the scripts needed to be short around 1 ½ minutes for the short video and 2 ½ minutes for the longer video while still accurately and authentically reflecting the Port and the surrounding community. Finally, scheduling and coordinating video shoots was also a slight challenge as it required reaching out to multiple stakeholders and working with freight schedules. For example, the Coos Bay Rail Link (CBR) only runs at night to Eugene after being loaded in Coos Bay during the day. Therefore, the Port team needed to coordinate with CBR operators to set up a shoot during the daytime of the train going to Eugene and not interrupt normal freight operations.

Our biggest challenges also produced our biggest opportunities. Since this was the Port's first time creating a professionally produced video, the team was able to be creative with the script and video content. In addition, a short script allowed the Port team to really examine the core story and operations of the Port that target audience needed to hear without any extra "fluff". Port staff was also able to learn the process of writing a script, producing a video, and releasing it on social media. The biggest opportunity in creating videos was the opportunity to create a marketing tool that effectively told the Port's story and what the Port can offer to our target audiences. It was a terrific way to reach audiences the Port might not have been able to reach and build relationships with the Port's current stakeholders.

External Factors Challenges and Opportunities

As Coos Bay is not a large city, one of the challenges was being able to find a suitable videography company. The Port team looked at several video production companies with the priority of drone videography in mind. Luckily, at this time, a new drone videography company called PacWest Drone Services opened in Coos Bay allowing us to hire locally. In addition, Coos Bay is home to Dave DeAndrea, a professional voice actor who has done national commercials for companies like Toyota. Thus, the Port was able to hire local talents to create the videos at a professional level. The advantages of hiring a local team also included the ability to have a more flexible schedule. Although the changing weather conditions on the Oregon Coast were a challenge, it was beneficial to have a local videographer who could go out on a moment's notice when the weather was nice to get the shots needed for the video. Another external opportunity was the ability to reach audiences beyond Coos Bay and even Oregon. Through dissemination through the internet, the Port videos were able to reach a far range of people, even target customers in Canada! Creating these short promotional videos also gave Port staff a marketing tool that could be used in future events such as during presentations, conferences, and business meetings.

¹ <https://blog.hubspot.com/marketing/video-marketing>

PORT MISSION

The Port of Coos Bay's mission is to promote sustainable development that enhances the economy of southwest Oregon and the State. One of the key action words in our mission statement is "promote" which is the purpose of both Port's videos. The longer video promoted the Ports assets and shipping advantages to potential customers while the shorter video promoted the community and lifestyle of our region. Both are focused on the goal of bringing more economic activity to Southwest Oregon which will in turn have a positive effect on the state's economy. In addition, this past year, the Port's leadership team also created six guiding principles for all the Port's activities. These include: healthy and vibrant railroad, state of the art maritime infrastructure, deeper and wider channel, thriving commercial and recreational fishing community, creating a workforce that is ready to meet tomorrow's work and tie into the community. The videos encompass all six of the guiding principles. Oregon's Seaport highlights the Coos Bay Rail Link and how it provides a connection from the Willamette Valley to Southwest Oregon. The video also highlights advantages of maritime trade at the Port of Coos Bay such as low congestion, no assessorial fees and short ocean transit time. In addition, there is a brief explanation of the channel modification project that will deepen and widen our channel. Finally, it mentions our workforce that is ready to meet tomorrow's challenges. Oregon's Bay Area video ties into the community showing the way of life in Coos Bay/North Bend. It highlights the history, culture and beautiful geography that make our community so unique and that our community members can relate to. It also highlights the Charleston Marina which houses Charleston's commercial and recreational fleet.

As one can see, these videos fulfill the purpose of the Port's mission by promoting Oregon's Seaport to bring in more economic development to the area. They serve as a brief glimpse into how Oregon's Seaport is the ideal place for new economic development while fulfilling the six internal guiding principles of the Port.

COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS

Goals and Desired Results

The main goals of the two videos is to raise awareness for the Port of Coos Bay as part of the "Get Coos Bay on the Map" campaign and to be used as a marketing tool for future presentations, conferences, and meetings with potential clients. The desired results of both videos are to be able to reach people beyond Southwest Oregon and raise awareness among potential customers.

Objectives

1. Grow the number of followers on Facebook through release of video on Port Facebook page
 - a. Significant growth (50+ followers) after release of videos
 - b. Over 5,000 views of the Port videos
 - c. Collect benchmark analytics from the Facebook platform to use for future video releases
 - d. Boost videos and specify audience reach for each video
2. Build relationships with digital audience and Port stakeholders by engaging with them online
 - a. Foster engagement through comments and facilitating conversation
 - b. Show video during community events and to community members. The videos were showed at the local Egyptian Theatre for three months, at the local Chamber of Commerce Wednesday Business Connection, and whenever Port staff gave presentation
 - c. Collect anecdotal feedback by engaging with stakeholders after showing video
3. Promote Port assets and advantages to potential customers, specifically terminal developers and freight users.

- a. Show video during client meetings, trade shows, conferences, and whenever the Port gets inquiries

Primary Audience

The primary audience for the Port video are potential customers, specifically professionals in maritime business development. “Oregon’s Seaport” video showcased the Port of Coos Bay advantages and assets that future terminal developers and cargo owners could utilize. “Oregon’s Bay Area” video showcased the lifestyle and tight knit community that future business developers and their families could be a part of. Both videos were designed to promote not only the Port of Coos Bay but the surrounding areas to the primary audience of potential customers.

Secondary Audience

The secondary audience for the Port videos is the local and regional community. One of the frequent questions we get is “What does the Port of Coos Bay do exactly?” These videos help Port staff reach beyond the circle of influence to community members who might not know all the types of operations and assets the Port has. Coos Bay is known as an economically depressed area. Therefore, Port staff wanted to inspire current, former and potential future residents on what a great area to work, play and live Coos Bay is.

ACTIONS AND COMMUNICATION OUTPUTS

Video was the chosen medium to portray the Port’s story due to its popularity as the media of choice by most consumers. It is also the preferred form of media for all social media platforms as Port staff recently learned at the Government Social Media Conference. Almost all social media platforms will prioritize video posts than posts with just text or photos. In addition, video feels like a more intimate connection with the customer and viewer since it has both audio and visual aspects to it.

The main communication outlet for the Port videos was social media, specifically Facebook. As mentioned briefly above, Facebook was chosen since it is the platform with the most followers for the Port. These videos were also uploaded on YouTube. However, the Port does not have a big following on YouTube and a click-through link to YouTube posted on Facebook would not do as well in the Facebook algorithm than a video that was uploaded directly on Facebook. In other words, videos posted directly in Facebook are more likely to show up on someone’s news feed. In addition, “Oregon’s Bay Area” was shown in the local Egyptian Theatre for three months after its release and both videos were shown multiple times at events that Port staff attended. Port staff also boosted both videos to reach a wide audience, targeted mainly in the Pacific Northwest who listed maritime as their interests.

Port staff used a local drone videography company PacWest Drone Services to make the video. One staff member of the Business Development/External Affairs department oversaw coordinating shots and working with the videographer to complete the project. Both the Chief Commercial Officer and External Affairs Manager also provided input throughout the process in terms of reviewing, editing, and approving the content. In total, there were three staff members and one drone videographer that worked together to complete the project.

2017 TIMELINE

March: Create Concept for Videos

April: Finish writing and finalize narratives for both videos

May – August: Coordinate and schedule shoots, complete filming

September: Editing and Review of videos

October: Release “Oregon’s Seaport”
 November: Release “Oregon’s Bay Area”
 January: Collect Data and Analytics

COMMUNICATION OUTCOMES

The main source and form of communication outcomes was from Facebook analytics and anecdotal data received from the community. Below is the Facebook data.

Table 1. 2017 Port Facebook Promoted Posts Analytics

| Paid Campaign | Engagements | Reach | Impressions | Cost per Result | Amount Spent | Ends | People Taking Action |
|-------------------------|-------------|--------|-------------|-----------------|--------------|------------|----------------------|
| Oregon’s Seaport Video | 7,163 | 8,392 | 17,471 | \$ 0.01 | \$ 50.00 | 10/18/2017 | 4694 |
| Oregon’s Bay Area Video | 12,333 | 16,888 | 31,197 | \$ 0.01 | \$ 100.00 | 11/28/2017 | 8384 |

Table 2. 2017 Port Facebook Video Analytics

| Total Video Metrics | Mins Viewed | Video Views | 10 Second Views | Avg Watch Time | People Reached | Unique Viewers | Post Engagement | Top Audience | Top Location |
|-------------------------|-------------|-------------|-----------------|----------------|----------------|----------------|-----------------|--------------|--------------|
| Oregon’s Seaport | 26,357 | 53,410 | 24,574 | 14 sec | 92,868 | 39,487 | 6,666 | Women, 65+ | Oregon |
| Oregon’s Bay Area Video | 15,249 | 41,488 | 17,625 | 10 sec | 73,590 | 30,160 | 4,987 | Women, 55-64 | Oregon |
| TOTAL | 41,606 | 94,898 | 42,199 | | 166,458 | 69,647 | 11,653 | | |

Both videos were our top performing posts on Facebook for all of 2017. Both videos had very positive comments for most of comments posted on the video. There were also comments that really provided valuable feedback for the Port.

After showing these videos at various community events, the Egyptian Theatre and other presentations, the Port also received valuable feedback. Overall, these videos seemed to instill pride in the current residents of Coos Bay/North Bend/Charleston and inspired the community to work together with the Port for further sustainable economic development. In stakeholder meetings such as with customers or legislative representatives, the feedback the Port received was also positive. Many did not know about all the advantages the Port of Coos Bay had and the video helped put those assets and advantages in perspective.

Overall, the release of these two videos was a create kick off point in terms of educating and informing our target markets such as future customers and community about all the Port has to offer in an engaging way. It also was a fantastic way to add to the campaign of “Get Coos Bay on the Map” in terms of making more people aware of the Port in places beyond Oregon. As the Port moves forward, Port staff hopes to be able to produce more quality content like this to further build relationships with our community and stakeholders.

Figure 1. "Oregon's Seaport" Video Screenshot April 2018

Oregon's Seaport

Port of Coos Bay
about 7 months ago

With access to water, land, air and rail, the Port of Coos Bay is your gateway to the world. We are Oregon's Seaport.

94,068 people reached

604 likes, 1K Shares, 53K Views

Like Comment Share

Comments (63) Most Relevant

Daniel Hathaway We need to better utilize this asset to our state. With the port and rail access its potential is not being used to its fullest potential as a commercial port. As a fishing and tourist port it's great. With some effort we could bring some more jobs into this economic area by developing the port and rail together.

Kyle Cox Great video! It would be nice to do one that is aimed at the fishing community as well.. I know the rail and large shipping is big money but more of your community is in the fishing and marine services industries..

Joshua Spillers So can we punch a line straight to the major artery, and get cargo freight and...

Figure 2. "Oregon's Bay Area" Video Screenshot April 2018

The Bay Area, a Port City

Port of Coos Bay
about 5 months ago

This Thanksgiving we are thankful for our community and for this beautiful area we call home. You may have seen our Port video earlier last month. This summer, we also worked with PacWest Drone Services to film a video focused on the Bay Area and everything this port city has to offer. Check it out and share!

74,857 people reached

644 likes, 977 Shares, 42K Views

Like Comment Share

Comments (67) Oldest

View previous comments

Kimi Johnson Brady Johnson

Pat Stewart Beautiful

Shirley Mohr Great video!

Castle Kirk It is a beautiful place

Darlene Michelson Love it and you two too!!!!