



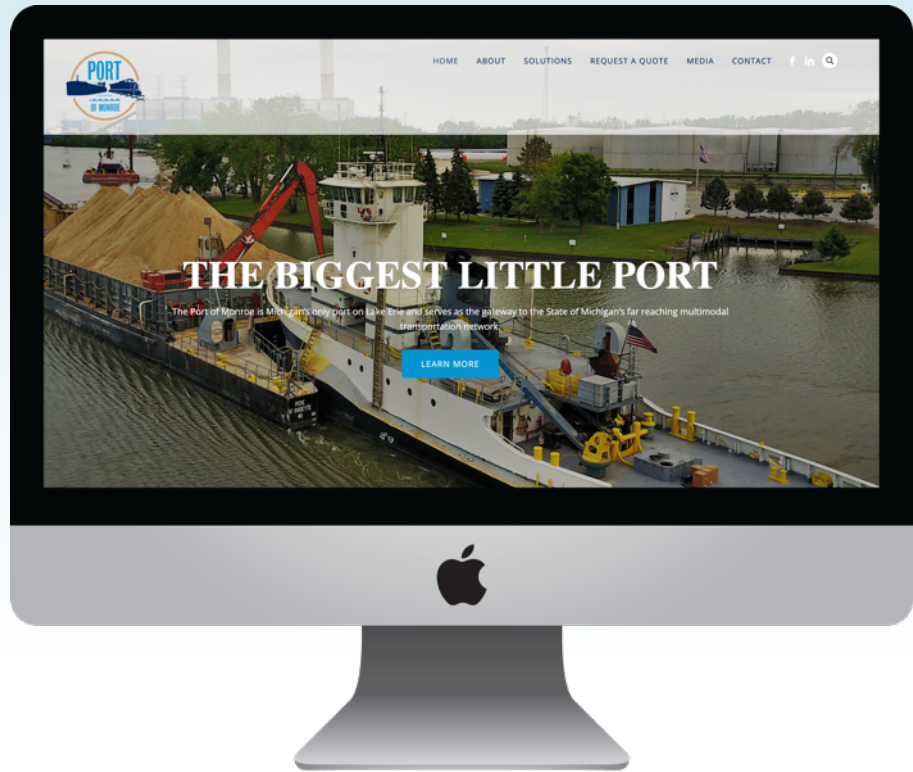
2019

COMMUNICATIONS AWARDS PROGRAM

Port of Monroe

portofmonroe.com

Websites





About

As Michigan's only Port District, the Port of Monroe has witnessed a rebirth. As an active seaport and gaining the attention of the entire Great Lakes transportation industry, the Port has achieved its highest tonnage throughputs since its creation in 1932 and received from the State of Michigan the first commercial port funding of its kind for major infrastructure improvements. In recent shipping seasons, the Port has reported its highest tonnage numbers on record as cargoes were delivered to stakeholders along the River Raisin. Commodities are highly diversified and include staple cargoes of coal, limestone, synthetic gypsum and liquid asphalt, as well as project and break-bulk cargoes that include natural gas pipeline sections, wind blades and wind tower sections. The Port of Monroe boasts over 85 acres of cargo laydown area immediately adjacent to its deep draft dock frontage, while offering over 300 acres of heavy industrial property for transportation related developments. *The Port of Monroe is a "Category 1" port with a total annual marketing/PR/advertising budget less than US\$300,000 (including related salaries).*

Abstract

For over 15 years, the Port of Monroe had a basic, HTML website. Under the leadership of Director LaMarre, the Port launched an all-new, mobile responsive website featuring compelling media and information on November 6, 2018 to provide greater value to all visitors.

Audiences

- Transportation:
 - Beneficial Cargo Owners (BCOs)
 - Third-Party Logistics Providers
 - Carriers (Salties/Lakers)
 - Railway/Motor Carriers
 - Associations & Memberships
- Community/Government Stakeholders



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SMART Goals

- *Specific* goal established to launch a vivid and compelling digital hub for all Port of Monroe communications
- Performance *measured* by website sessions and pageviews
- Results *achieved* by developing a world-class, mobile-responsive website with rich media
- Message was *relevant* to audience because it presented new information to augment the customer experience at the Port of Monroe
- *Time* defined by the launch of the new website on November 6, 2018

Solution

- Website Development & Launch: www.portofmonroe.com
 - User Experience
 - Graphic Design
 - Digital Development
 - Photography
 - Copywriting

Results

- Sessions: 150%+
- Pageviews: 175%+
- **Comparison to prior three-month period.*



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