

# *Providing Complete Breakbulk Service Management*



SAINT JOHN PORT AUTHORITY  
**PORT**  
SAINT JOHN  
ADMINISTRATION PORTUAIRE DE SAINT-JOHN

[www.sjbreakbulk.com](http://www.sjbreakbulk.com)

**IRVING**  
EQUIPMENT  
DIVISION

**LOGISTEC**

**E** Empire Stevedoring  
Company Ltd.



## Purpose of Initiative

- **Project Cargo Sales and Marketing**
  - a non-traditional approach
  - avoiding overlapped efforts
- **One Stop Shop**
  - Offering Complete Break-bulk Service Management

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In 2009, the Saint John Port Authority realized that there was a need for a unified approach for sales and marketing in the break-bulk/project cargo sector. Having many port stakeholders/suppliers involved in the sales process, there was a requirement for a consistent tool/point of reference for all to use.



## Project Description

- **Microsite**
- **Sector focus**
  - Break-bulk and Project Cargo
- **Target Markets**
  - Shipping Lines
  - Freight Forwarders
  - Industry Shippers

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The solution for the Port of Saint John was the development of a microsite in the fall of 2009. The site is sector specific, relating to only Break Bulk and Project Cargo. The marketing campaign associated with the site was targeted to shipping lines, freight forwarders, and industry shippers.



## Project Partners

- Port Authority
- Stevedores
- Break Bulk Suppliers
  - Equipment / project management
- Intermodal Services
  - Rail/Road/Air
- Local Freight Forwarders

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Each of the project partners; the Port Authority, Stevedores (Logistec and Empire), Equipment and Project Management Suppliers, Intermodal Service Providers, and Local Freight Forwarders, provided key information relating to their business, to assist those in evaluating options for handling their break-bulk or project cargos.



## Implementation

- Site Launch – April 2010
- SEO (Search Engine Optimization) with google
  - News and success stories to gain pick up with search engines
- Development of databases for each target, with email campaigns
- Print advertising/advertorial pieces in related publications
- Participation in Breakbulk trade shows
- Development of complementary marketing collateral



[www.sjbreakbulk.com](http://www.sjbreakbulk.com)

The [www.sjbreakbulk.com](http://www.sjbreakbulk.com) website was launched in the spring of 2010. To ensure a successful campaign was in place to promote the new site, a complete SEO strategy session was completed for top ranking in google searches.

Research was completed and contact databases were created for each of the target markets. A customer relations management software program, ACT!, houses the databases, and an intern keeps the information current and relevant.

Once the databases were established, an email marketing campaign was completed with an ACT! add on email software program, Swiftpage.

Contracts have been created with a few key industry publications, and advertorial components have been negotiated with the purchase of ads.

Participation in break bulk conferences.

Development of complementary marketing collateral to keep the look and feel of the Port of Saint John's offerings consistent, regardless of who is promoting the port "Providing Complete Break Bulk Service Management".



## Metrics

- Website Stats
  - Google Analytics
  - Google Trends/Word Tracker
- Success of Email Campaigns
  - Swift Page through ACT!

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To monitor the overall success of the campaign we use Google Analytics to track trends with the visits and hits on the site. This tool also allows us to see where the visitor is from, how they were directed to the site, and what they were viewing while they were there.

We also use Google Trends to gauge the overall success of the SEO planning we have in place, and constantly are making updates to ensure we are in the google top rank.

Swiftpage has many benefits to mass marketing campaigns; it tracks who the information was sent to attaching a history to the contact, it monitors who has read the information or clicked on the links within the email, provides you with a “hot” list of people that should be followed up with based on the number of opens or forwards of the particular email, and also protects your business from being “black listed” by sending mass emails because the email is sent from the Swiftpage server as opposed to your own.



Visit the site and see for yourself!