

DIGITAL STRATEGY FOR PORTS

*or Developing a Digital Communications Plan and
Analyzing Your Online Presence*

Kevin McCann

NATIONAL Public Relations

@kevinmccann 



Kevin McCann

Partner at NATIONAL Public Relations
Halifax, Canada Area



advocacy anatomy annual
association background building
business campaign charter co-chair
council deal development
digital dollar execution fortune foundation
government govt helping influence
institute labrador management
marketing medavie media mobilizing
movements national
online organizing party pc political
practical presenter production public received regional
relations social sphere storytelling
strategy succeeded talks web



- Diverse cargo and cruise port
- One of the deepest and largest natural harbours in the world
- Most easterly North American full-service container port
- Post-Panamax ships
- 70% of all goods arriving filter out across the continent

Bermuda



HALIFAX HAS THE MOST
TEMP CONTROLLED REEFER
INFRASTRUCTURE CAPACITY



AND CAN HANDLE
ANY SIZE / TYPE
OF VESSEL

DAILY
INTER
MODAL
RAIL & TRUCK
CONNECTIONS

OVER THE LAST 2 YEARS,
THE PORT OF HALIFAX

HAS INVESTED



\$100
MILLION+

IN PORT-RELATED


INFRASTRUCTURE



WITH ALL THE
ECONOMIC
CENTRES
ACROSS CANADA





A large industrial port facility with red gantry cranes and shipping containers. The scene is captured from a low angle, looking up at the massive structures. The sky is clear and blue. In the foreground, a red gantry crane is prominent, with a white sign that reads "ZPMC 50.8/66.1/76.3t Max 2". To the right, another crane has a sign that says ".1/76.3t Max 1". The ground is paved and shows some yellow markings. In the background, there are stacks of shipping containers in various colors (blue, green, red) and other port equipment. The overall atmosphere is one of a busy, large-scale industrial operation.

TODAY
A STORY WITH 3 PARTS:
CONSIDERATIONS
CAMPAIGN
MAIN THEMES

START WITH WHY

People don't buy what you do;
they buy why you do it



INFORMATION ≠ INSPIRATION



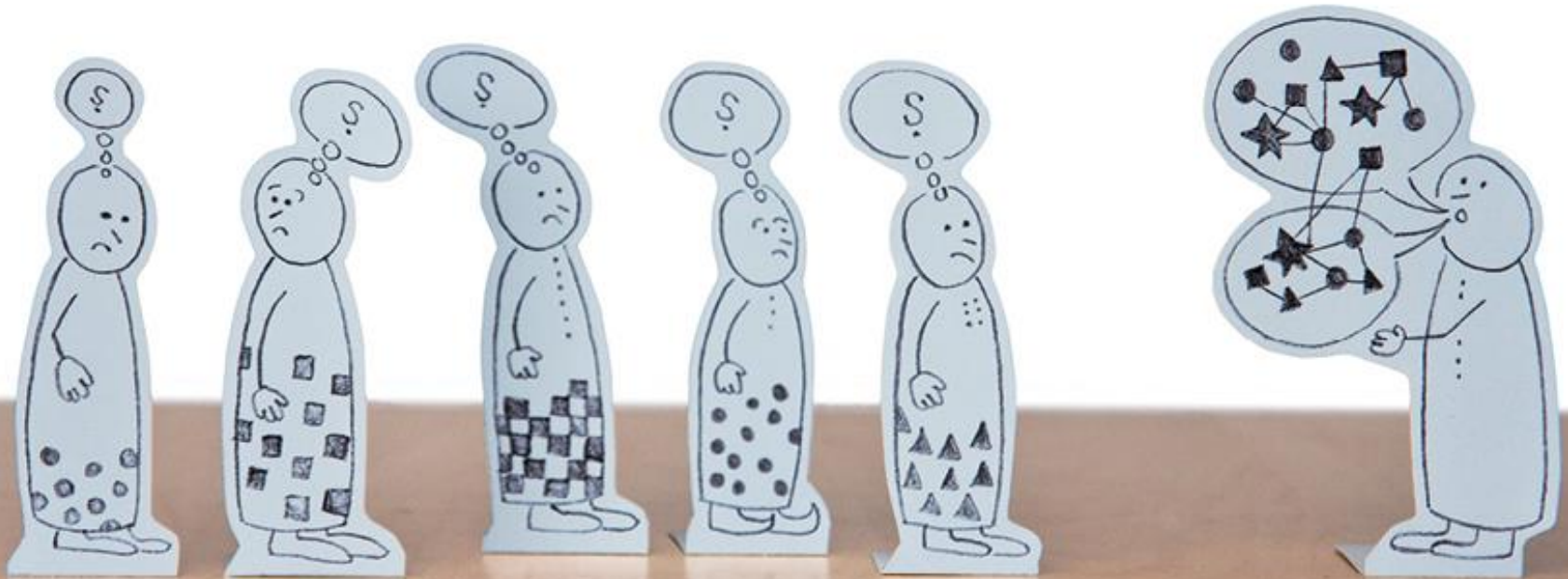
versus



Narrative Anchor

NARRATIVE

The overarching story about your port that communicates a **single powerful** idea that **informs** and **inspires** the **people** who matter most.



NARRATIVE

The overarching story about your port that communicates a **single powerful** idea that **informs** and **inspires** the **people** who matter most.



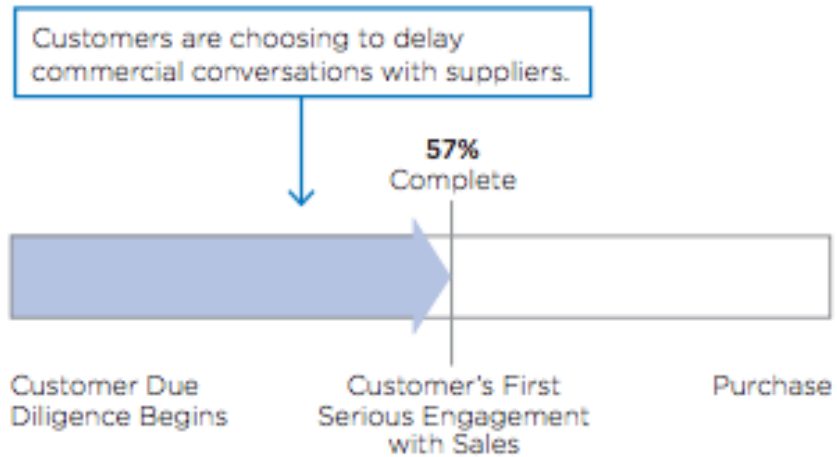
Clayton Christensen

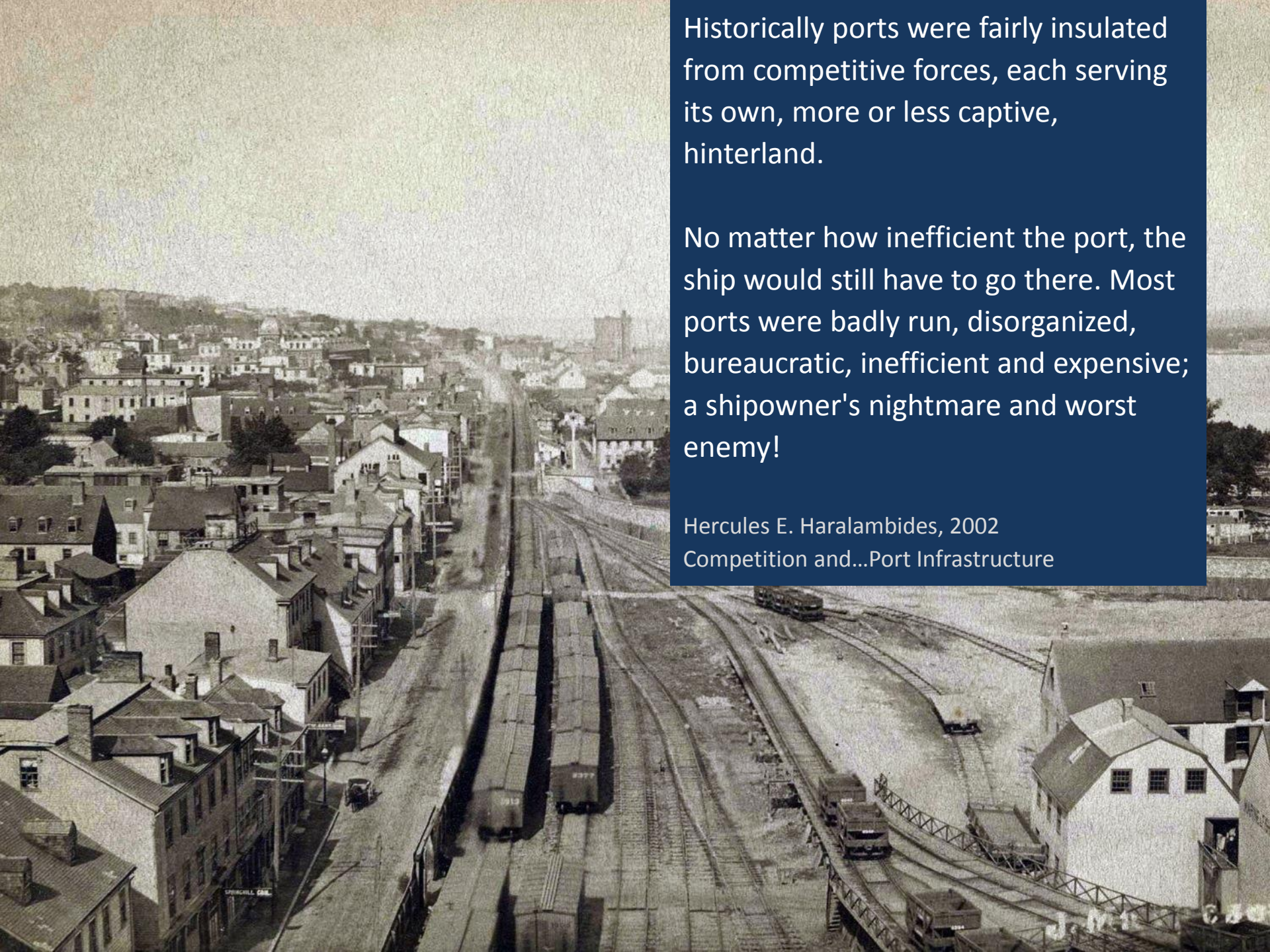
Jobs to be Done

Focus on the jobs that customers are trying to get done.



Google™ B2B





Historically ports were fairly insulated from competitive forces, each serving its own, more or less captive, hinterland.

No matter how inefficient the port, the ship would still have to go there. Most ports were badly run, disorganized, bureaucratic, inefficient and expensive; a shipowner's nightmare and worst enemy!

Hercules E. Haralambides, 2002
Competition and...Port Infrastructure

In order to differentiate and compete an adequate marketing strategy has to be built.

Not only customers are important, but the society and other stakeholders also play a role.

Jessica J.A. Siep , 2010
Center for Maritime Economics and Logistics



CONSIDERATIONS

Start with story before tactics

Balance information with solutions and inspiration

Digital for ports is digital for B2B

Ports are unique: Multiple publics

PROCESS



WHERE WE STARTED: 2010 Customer Interviews

Price and time are the primary influencers in the decision making process

Although price and time are priorities, consistency and reliability influence decision process

Customers are willing to pay more for reliability, consistency and good customer service

Cultivating relationships with freight forwarders is crucial – they are gatekeepers and decisions makers

Digital communication is emerging; human connections and customer service is very important

How did other ports talk about themselves?

Home | News | Business | **Shipping** | Port | Port Authority |

SHIPPING

Sea Shipping | Inland Shipping | Yachting | Rules & Regulations | Communication | Harbour Dues | Port Map |

Shipping

Every year about 33,000 sea-going vessels and 110,000 inland vessels call at the port of Rotterdam. This section provides functional and nautical information enhancing an efficient and safe departure.

Shipping Announcements

01/01 | Rotterdam, Oude Maas and Nieuwe Maas. (Which is also a traffic decree).

Quick Links

- Annou
- Arrival
- Hydrof
- Buoys
- Brocht
- Port R
- Trans
- Rotter Inform
- Index

ISPS

for Business

Information about facilities, services and opportunities in the port.

for Shipping

Nautical operational information, regulations and services for shipping

about the Port of Rotterdam

Facts and figures and recreational information

about the Port of Rotterdam Authority

Information about the organisation and activities of

Environmental Ship Index

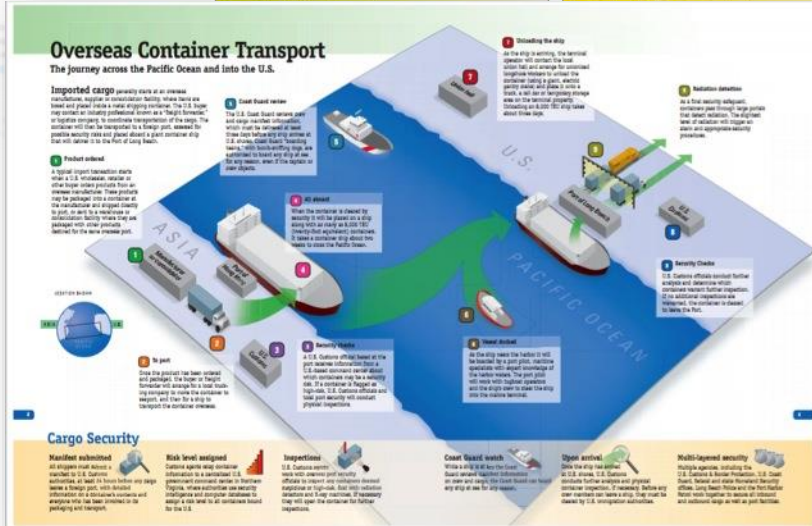
As of 1 January 2011, clean ocean-going vessels will be rewarded with discounts on their port dues. >> Read more

Any Waste Any Time

movie about waste handling in the port of Rotterdam.

RSS FEED:

- News and press releases
- Events
- Announcements



The Port of VIRGINIA

By The Numbers

FAST CONNECTIONS		POSITIONED FOR GROWTH		
22 DAYS transit from Asia	47 HOURS to Chicago by train	50 FEET channel depth	2.5 HOURS from open sea	26 CONTAINERS ACROSS crane reach
97+ MILLION people within a day's drive	31 PERCENT of cargo moving inland by rail	3rd LARGEST U.S. East Coast port	1st PORT ISO 9001 certified on the U.S. East Coast	54:46 RATIO of container exports to imports

GLOBAL REACH

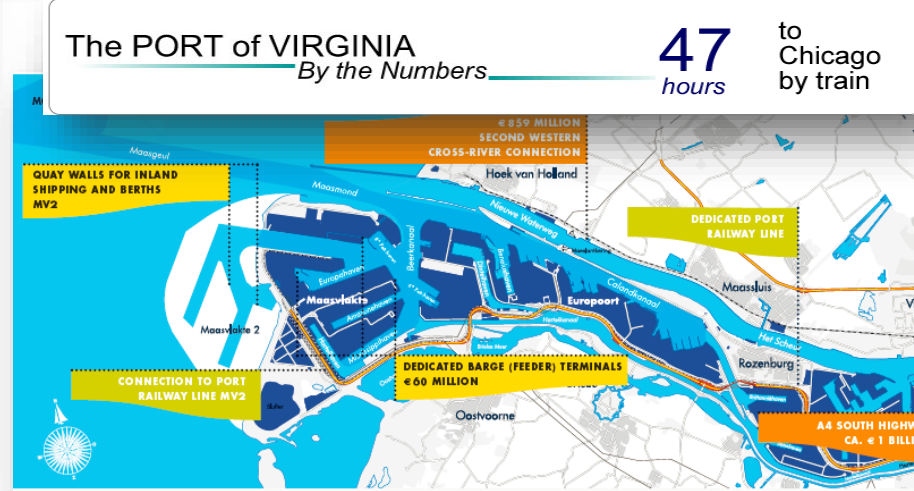
TRADE BY WORLD REGION

based on loaded TEUs

80+
FOREIGN PORTS
linked to with
direct service

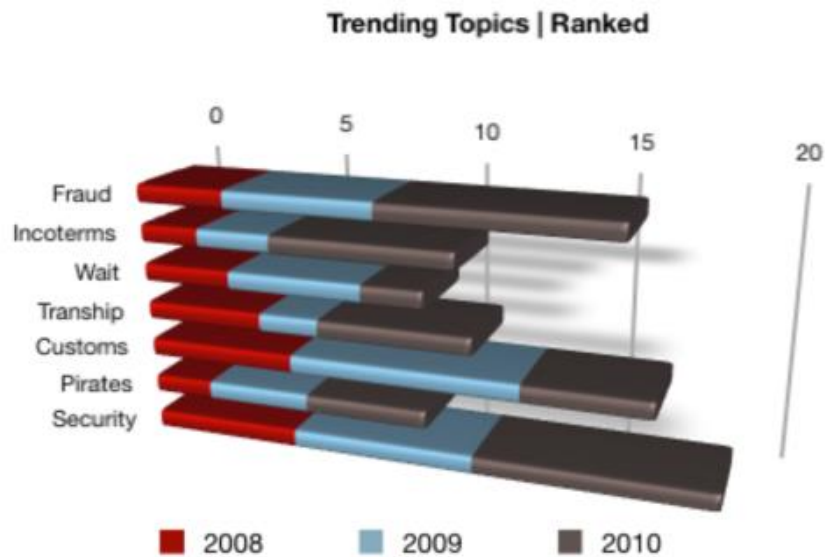
200+
NATIONS
we ultimately reach

ENVIRONMENTAL LEADERSHIP		ECONOMIC IMPACT	
1st MAJOR PORT ISO 14001 certified on the U.S. East Coast	38 PERCENT air emission reduction since 1999	1st PORT to voluntary implement diesel truck retrofit program	343 THOUSAND jobs
			41 BILLION total revenue (U.S. dollars)

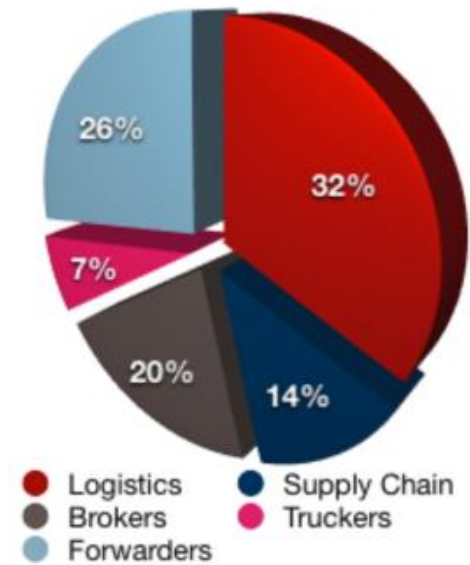


What did the industry care about?

Trends & Profession Analysis

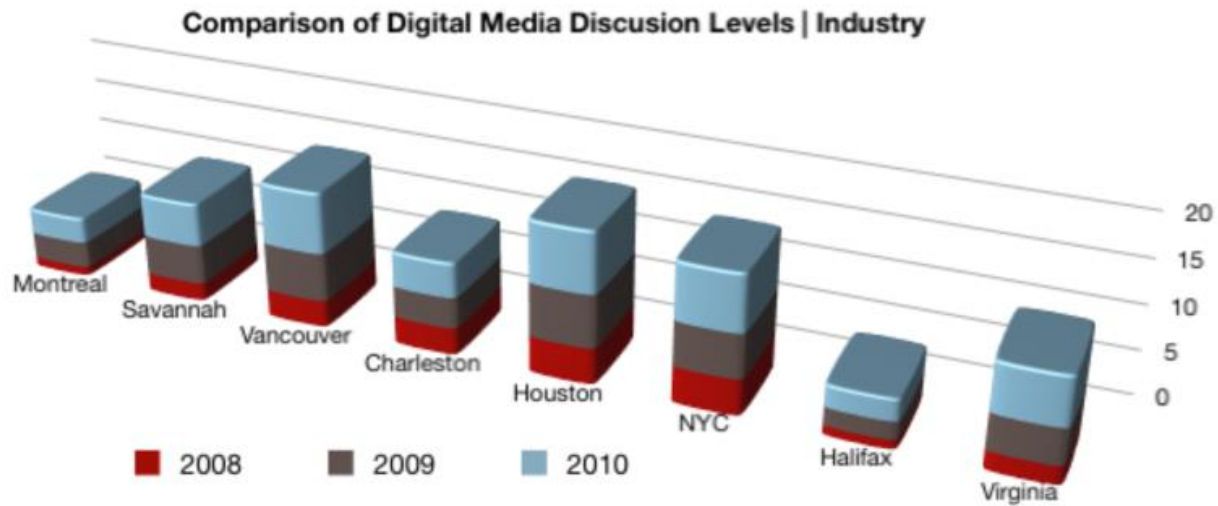


Online Activity by Profession



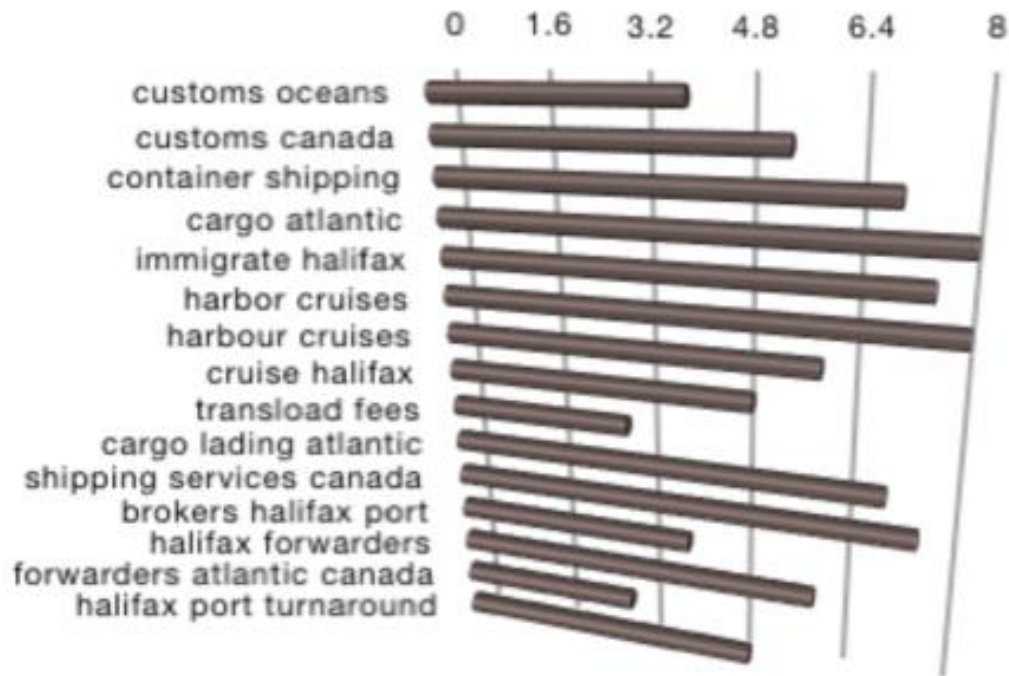
Were other ports investing in digital?

Competitor Analysis

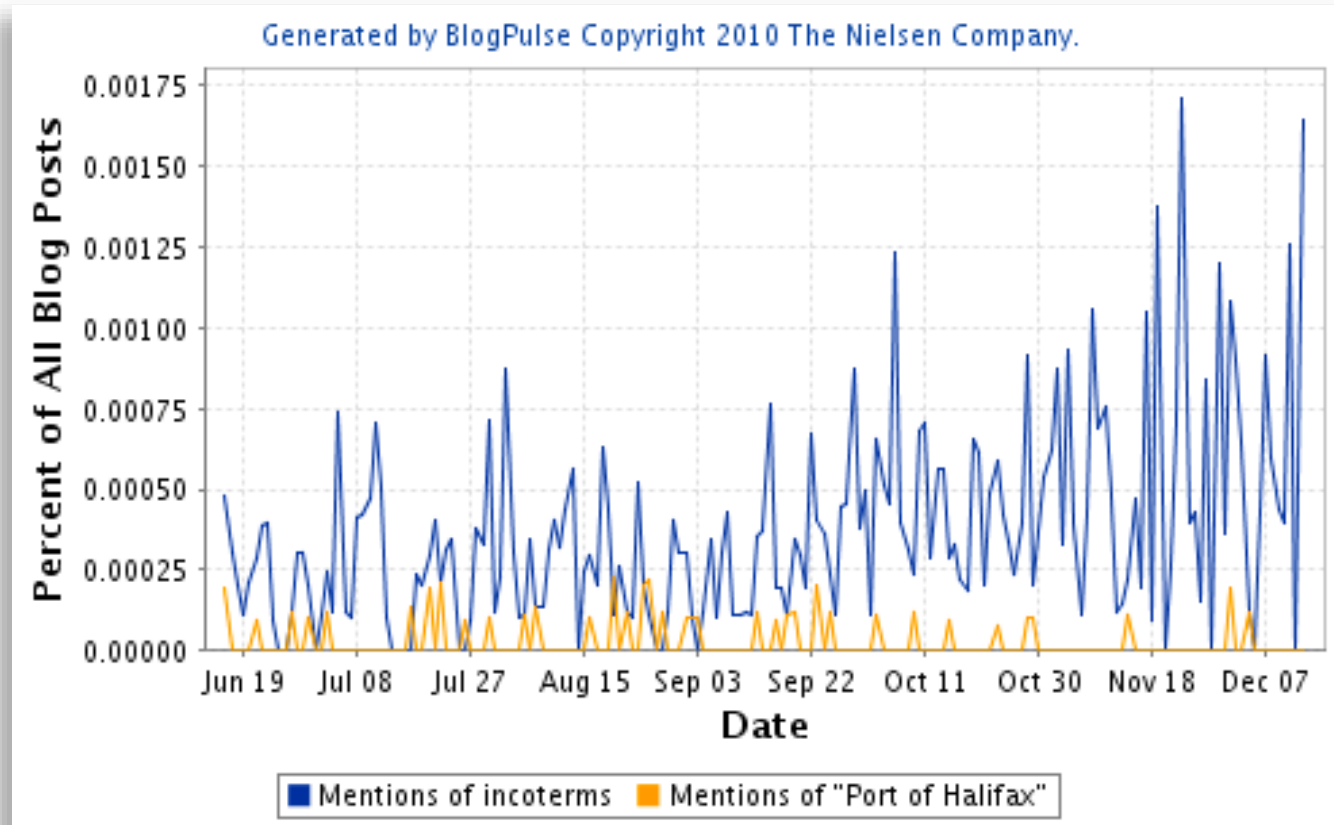


What were people looking for when they sought us out?

HPA Search Terms I Ranked



What were the content trends in the industry? Were we a part of them?





MAIN RECOMMENDATIONS

- Move towards “why”, balanced with “what”
- Theme of customer service
- Provide tools for prospects
- Articulate the value proposition
- Embrace the diversity of the business for local and outward audiences

SO WHAT
DID WE DO?



What do cargo customers really care about?

Can you get my _____ to _____?

There are many other follow up questions, but that's the heart of it.

STORY & TOOL DEVELOPMENT: Sketching the Ideas



Halifax – North America's first inbound port gateway. 23 days from Hong Kong; over 200 reefer plugs and the shortest dwelltime in on the planet.

GETTING IT THERE

WHY HALIFAX	GETTING WHAT, WHERE?	GET STARTED contact us	PORTOFHALIFAX.CA
-------------	----------------------	---------------------------	------------------



Learn More



Route Maps

20 shipping lines
90 ships per month
1,000,000 TEUs/year



Transit Times

2 days faster discharge than any other east coast port



Cost

All-water Asian routings
Same-ship service around the globe



For Retail

The highest reefer capacity of any port on the east coast



For 3PLs

Seamless connection with road and rail infrastructure



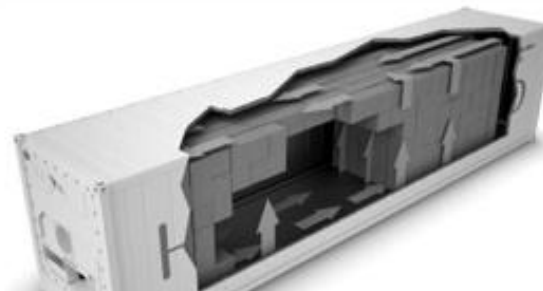
For Carriers

13 berths and over 400,000 square feet of covered storage

GETTING IT THERE COLD

Reefer Cargo

Sed condimentum magna at leo pulvinar in vehicula arcu molestie. Donec at uma erat. Cras viverra convallis lobortis. Aliquam molestie, magna sed pulvinar malesuada, dolor nunc gravida risus, nec congue nisi diam a nisi. Sed eget enim ante, vel volutpat libero. Vestibulum malesuada diam ut augue dignissim vehicula nec vitae metus.



HALIFAX CARGO

WHY HALIFAX

GET STARTED
contact us

PORTOFHALIFAX.CA

Get your teak tables to Connecticut.

Route Maps



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90 ships per month
1,000,000 TEUs/year

Transit Times



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For Retail



The highest reefer
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For 3PLs



Seamless connection
with road and rail
infrastructure

For Carriers



13 berths and over
400,000 square feet of
covered storage

Get  **to** 

No matter what – no matter where.

Get it there through the Port of Halifax:
reliably, effectively and efficiently.

Get it there.



HalifaxGetsItThere.com | 902.426.2620

Get



to



No matter what – no matter where.

Get it there through the Port of Halifax:
reliably, effectively and efficiently.

Get it there.





No matter what – no matter where. Get it there through the Port of Halifax: reliably, effectively and efficiently.

It's all about making connections: we serve over 150 countries, delivering virtually anywhere.

**Make your connections.
Get the Port of Halifax working for you.**

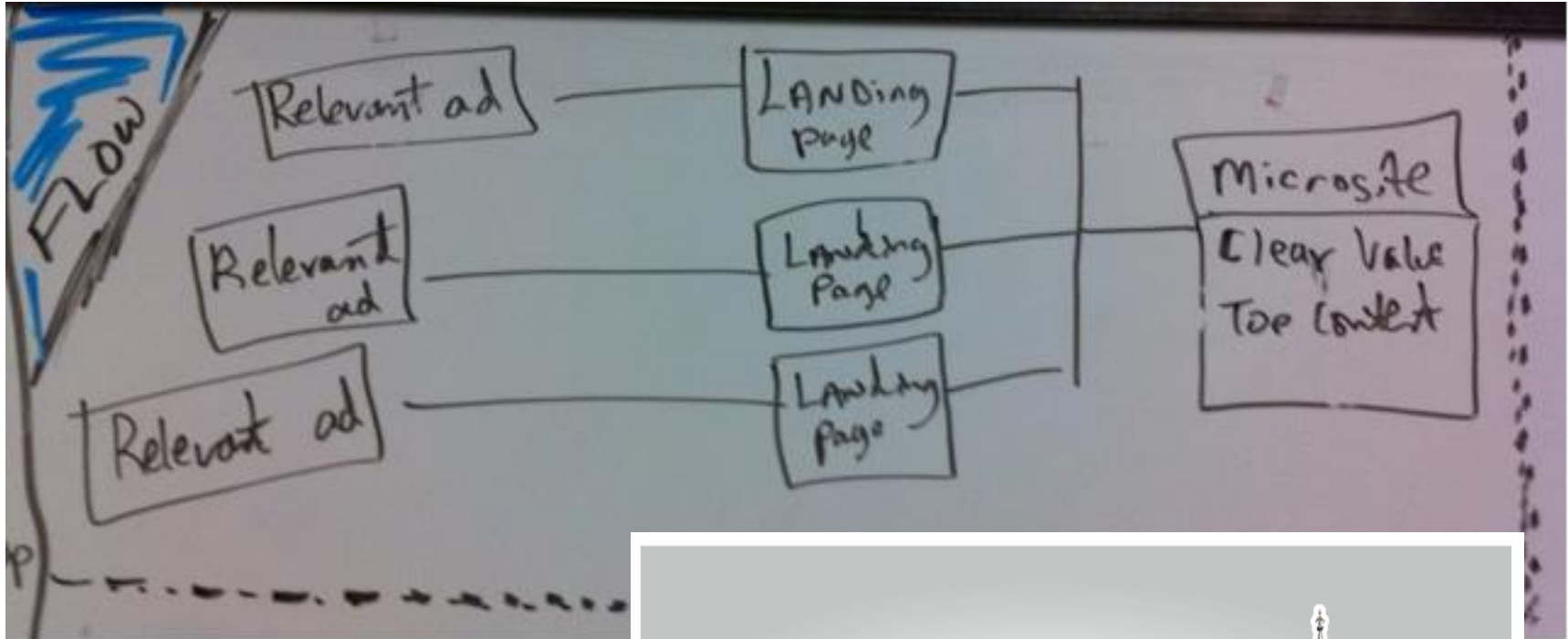
Get it there.



www.HalifaxGetsItThere.ca



STORY & TOOL DEVELOPMENT



Get  **to** 

No matter what – no matter where.
Get it there through the Port of Halifax:
reliably, effectively and efficiently.

Get it there.

PortofHalifax.com/breakbulk | 902.426.2620



[Home](#) | [Shipping Tools](#) | [Get In Touch](#) | [News](#) | [About Halifax](#) | [Case Studies](#)

Get



to



Halifax - North America's first inbound port gateway - gets it there.
1,000 reefer plugs

[Contact Us](#)[Experience Our Port](#)

Route Maps

Get your cargo there two days faster than any other east coast port. Discover the many routing options to *get it there* from almost anywhere.

[Go](#)

Transit Time Calculator

See how Halifax's geographic advantages, reliable labour force and connections to inland markets can take days off your total transit time and add consistency to your supply chain.

[Go](#)

Schedule-at-a-Glance

Check out the many direct-call services Halifax has with ports worldwide.

[Go](#)

Container Tracking

Track the status of import containers from vessel discharge through to arrival at CN's inland intermodal terminals.

[Go](#)

Service Providers

Comprehensive listing of Service Providers serving the Port of Halifax.

[Go](#)

Daily Status Report

Receive a daily email showing current vessel berthing information at Halifax including ETAs and ETDs and berth assignments.

[Go](#)



Halifax gets it there

Get in Touch

Mailing Address
Halifax Port Authority
P.O. Box 336
Halifax, Nova Scotia
Canada
B3J 2P6

Street/Courier Address
Halifax Port Authority
1215 Marginal Road
Halifax, Nova Scotia
Canada
B3H 4P8

Tel: (902) 426-8222

Importing inquiries:
Rob McInnes
Tel: (902) 426-5177

Exporting inquiries:
Patrick Bohan
Tel: (902) 426-8138

US Midwest inquiries:
Susan Nathan
Tel: (630) 257-8152

Help us to help you to **Get it There**

Looking for more information about how Halifax can help you *get it there*? Want to join our email list to receive occasional updates from the Port of Halifax?

Submit the information below and we'll get back to you.

First Name*

Last Name*

Email Address*

Telephone*

Organization*

Questions / Comments

*Required Fields

- I primarily import cargo to North America
- I primarily export cargo from North America
- Yes, contact me about shipping through the Port of Halifax
- Yes, send me occasional updates from the Port of Halifax

[> Submit](#)



**CANADA'S MOST
CONNECTED
PORT WITH EUROPE**



FASTER, EASIER, & MORE RELIABLE



HALIFAX

IS THE CLOSEST MAINLAND
NORTH AMERICAN PORT WITH

EUROPE

MORE DIVERSITY

HALIFAX TRADES WITH
EVERY EUROPEAN NATION

 **CARGO**

ARRIVES AT HALIFAX
2 DAYS QUICKER
THAN ANY OTHER EAST COAST PORT

CANADIAN-EUROPEAN
TRADE AGREEMENT

COULD BRING A **20% BOOST**



HALIFAX HAS THE
ONLY
WEEKLY
ROLL ON/
ROLL OFF
SERVICE
WITH EUROPE

**DAILY
INTER
MODAL**

RAIL & TRUCK
CONNECTIONS



WITH ALL THE
**ECONOMIC
CENTRES**
ACROSS CANADA

MORE RELIABLE

HALIFAX HAS THE MOST
TEMP CONTROLLED REEFER
INFRASTRUCTURE CAPACITY



AND CAN HANDLE
ANY **CAN**
OF **SIZE / TYPE**
VESSEL

MORE OPPORTUNITIES

OVER THE LAST 3 YEARS,
THE PORT OF HALIFAX

HAS INVESTED
 **\$100
MILLION+**

IN PORT-RELATED

INFRASTRUCTURE

\$122 BILLION

IN ATLANTIC MEGA-PROJECTS

439 PROJECTS IN OFFSHORE / ONSHORE
OIL AND GAS, MINING, SHIPBUILDING
AND MANUFACTURING



MORE CONNECTIVITY

HALIFAX CONNECTS
20 EUROPEAN PORTS **VIA** **17** SHIP LINES
 MORE THAN **ANY OTHER CANADIAN PORT**



PORT	COUNTRY	PORT	COUNTRY	PORT	COUNTRY
1 Antwerp	Belgium	8 Mersin	Turkey	15 Livorno	Italy
2 Bilbao	Spain	9 Reykjavik	Iceland	16 Piraeus	Greece
3 Bremerhaven	Germany	10 Rotterdam	The Netherlands	17 Salerno	Italy
4 Gothenburg	Sweden	11 Southampton	England	18 Tarragona	Spain
5 Hamburg	Germany	12 Barcelona	Spain	19 Valencia	Spain
6 Lisbon	Portugal	13 Cagliari	Italy	20 Saint-Pierre & Miquelon	France
7 Liverpool	England	14 Genoa	Italy		

Connect to online tools at HalifaxGetsItThere.com



Transit Time
Calculator



Schedule-at-
a-Glance



Container
Tracking



Route Maps



Service
Providers



Daily Status
Report

RELIABLE. EFFICIENT. EFFECTIVE.

Get it there with the Port of Halifax.

HalifaxGetsItThere.com | 902.426.2620 | info@portofhalifax.ca



EVOLUTION OF THE CORPORATE SITE: HPA IN 2011



The Port of Halifax

Serving over 150 countries on every continent.

Choose Halifax

- ✔ Serving the world's leading shipping lines
- ✔ Reliable and efficient service
- ✔ On-dock, direct-to-rail discharge
- ✔ Deepest berths on the East Coast of North America
- ✔ Temperature-controlled warehousing
- ✔ Terminals that service containerized, bulk, breakbulk, RO/RO and project cargo

[Find Out More](#)

Quick Links

Daily Status Report

[View Tides & Vessel Berthing Info](#)

Sailing Schedule

[Browse Schedules & Route Maps](#)

Port Facilities

[Explore Our Diverse Offerings](#)



Port Video

[Click Here to View](#)

Cargo

- Containerized Cargo
- Breakbulk Cargo
- Ro/Ro Cargo
- Bulk Cargo
- Infrastructure
- Container Tracking
- Route Maps
- Port Practices & Procedures



Cruise

- Cruise Schedule
- Visit the Cruise Halifax Website

[cruisehalifax.ca](#)

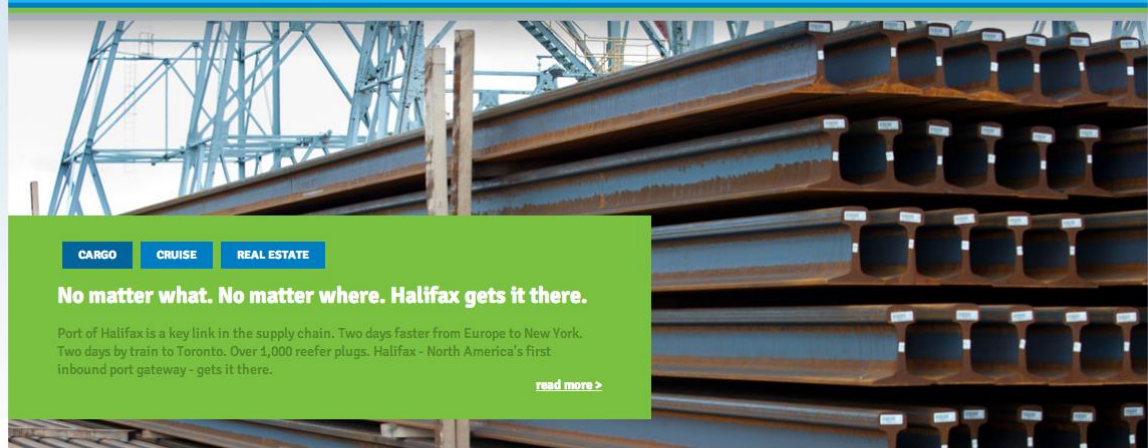


News & Events

October 5, 2011 - Halifax Gateway wins 1st place national award for marketing efforts
 July 27, 2011 - Wal-Mart executive to make keynote address at Port Days 2011
 June 7, 2011 - New investment in new Super Post-Panamax cranes inked at the Port of Halifax



CUSTOMERS
DIVERSITY
FLEXIBILITY
VALUE



CARGO CRUISE REAL ESTATE

No matter what. No matter where. Halifax gets it there.

Port of Halifax is a key link in the supply chain. Two days faster from Europe to New York. Two days by train to Toronto. Over 1,000 reefer plugs. Halifax - North America's first inbound port gateway - gets it there.

[read more >](#)

Diversity. Making a great Port better.

Whether its cruise, cargo or leasing opportunities, the Port of Halifax can offer competitive solutions. We're making a great port better and stretching beyond our boundaries. The world's largest shipping lines call on the Port of Halifax and connect to more than 150 countries.

We invest in partnerships, people and infrastructure. That's the Port of Halifax.

NEWS

Tom Hayes appointed to Halifax Port Authority Board of Directors
06/17/2014

New Layout of the Halifax Seaport Farmers' Market
06/06/2014

Halifax Port Authority supports efforts to bring new private investment to Nova Scotia
05/27/2014



[Register Now for Port Days >>](#)

CARGO

CRUISE

REAL ESTATE



Halifax is a diverse cargo port handling containerized, breakbulk, bulk and roll-on/roll-off cargoes with trade connections to 150 countries.

- [Schedule-at-a-Glance](#)
- [Route Maps](#)
- [Transit Time Calculator](#)



Each Spring, Summer and Fall Halifax attracts a quarter million cruise passengers which generates \$50 million in annual economic spinoffs to our local community.

- [Cruise Schedule](#)
- [Attractions in Halifax](#)
- [Fact Sheet](#)



The Port of Halifax is comprised of a wide range of private and public facilities. The Halifax Port Authority invests in cargo and cruise infrastructure to ensure our Port's competitiveness.

The Halifax Seaport is home to our cruise business and is a vibrant arts and culture waterfront district enjoyed by local residents and visitors alike.

SPLITTING THE AUDIENCE; BETTER FOR US AND FOR THEM

CHANNELS

STORY



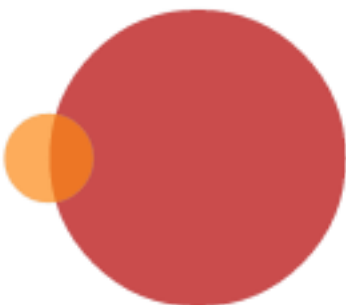
CHANNEL	PROPERTY	FOLLOWERS	CONTENT THEMES
Facebook	Halifax Seaport	5779	Community, Tourism, Cruise, Local, Cargo, Diversity
	Halifax Seaport Farmers Market	10,000	
	Port Of Halifax	650	
Twitter	@portofhalifax	1781	Business, Diversity, Cargo Community, Tourism, Cruise, Local
	@halifaxseaport	4757	
	@HFXSeaportMrkt	11,600	
LinkedIn	Port of Halifax	832	Business Development, Service
	Halifax Gets It There Group	244	





- Pulse of Halifax – almost a religion
- Community heart
- Key tenant
- Ambient awareness of the Port and its value





1,772
@portofhalifax

11,605
@HfxSeaportMrkt

48.6% 861 common followers





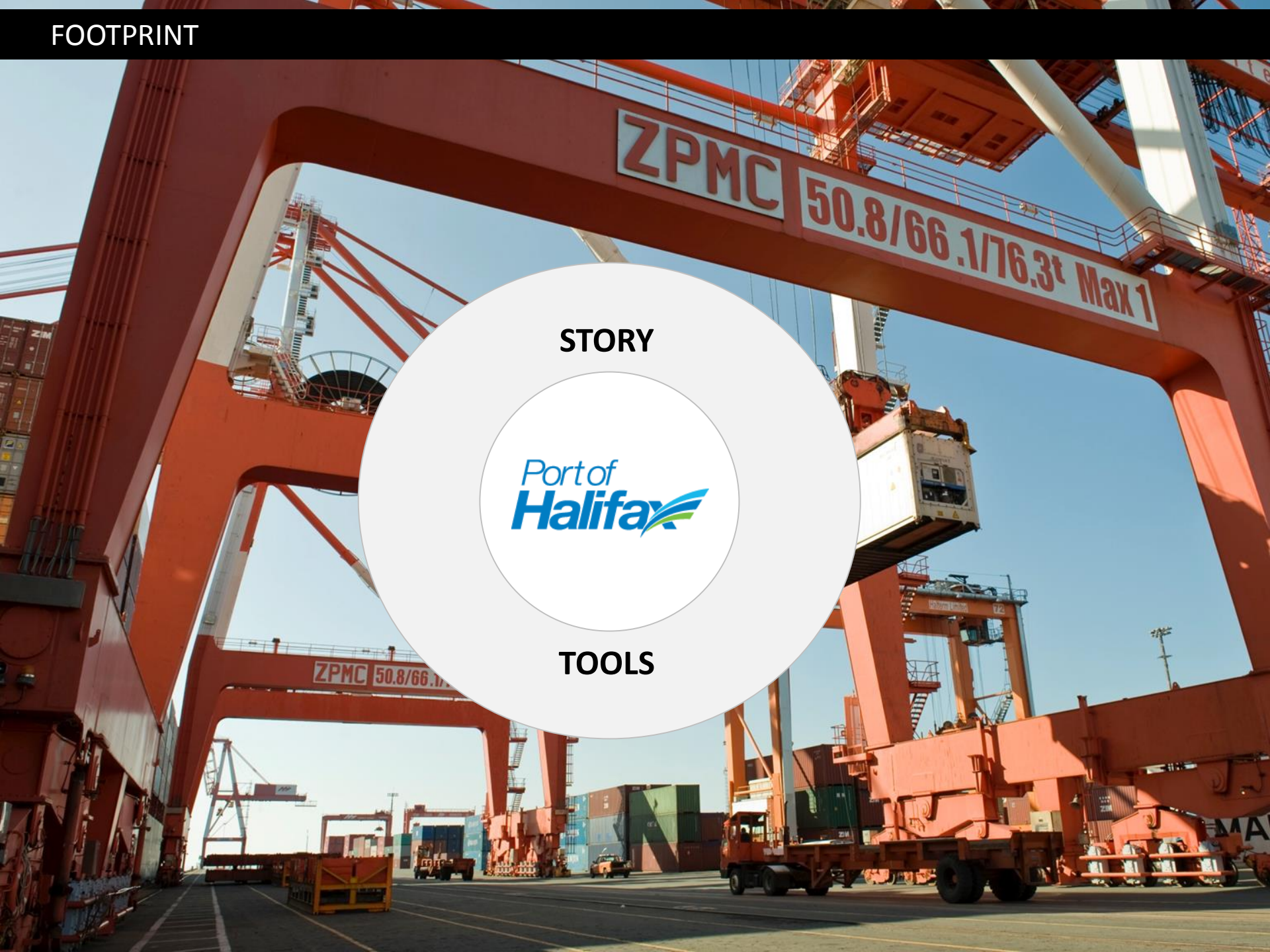
ZPMC 50.8/66.1/76.3t Max 2

ZPMC 50.8/66.1/76.3t Max 1

STORY



TOOLS



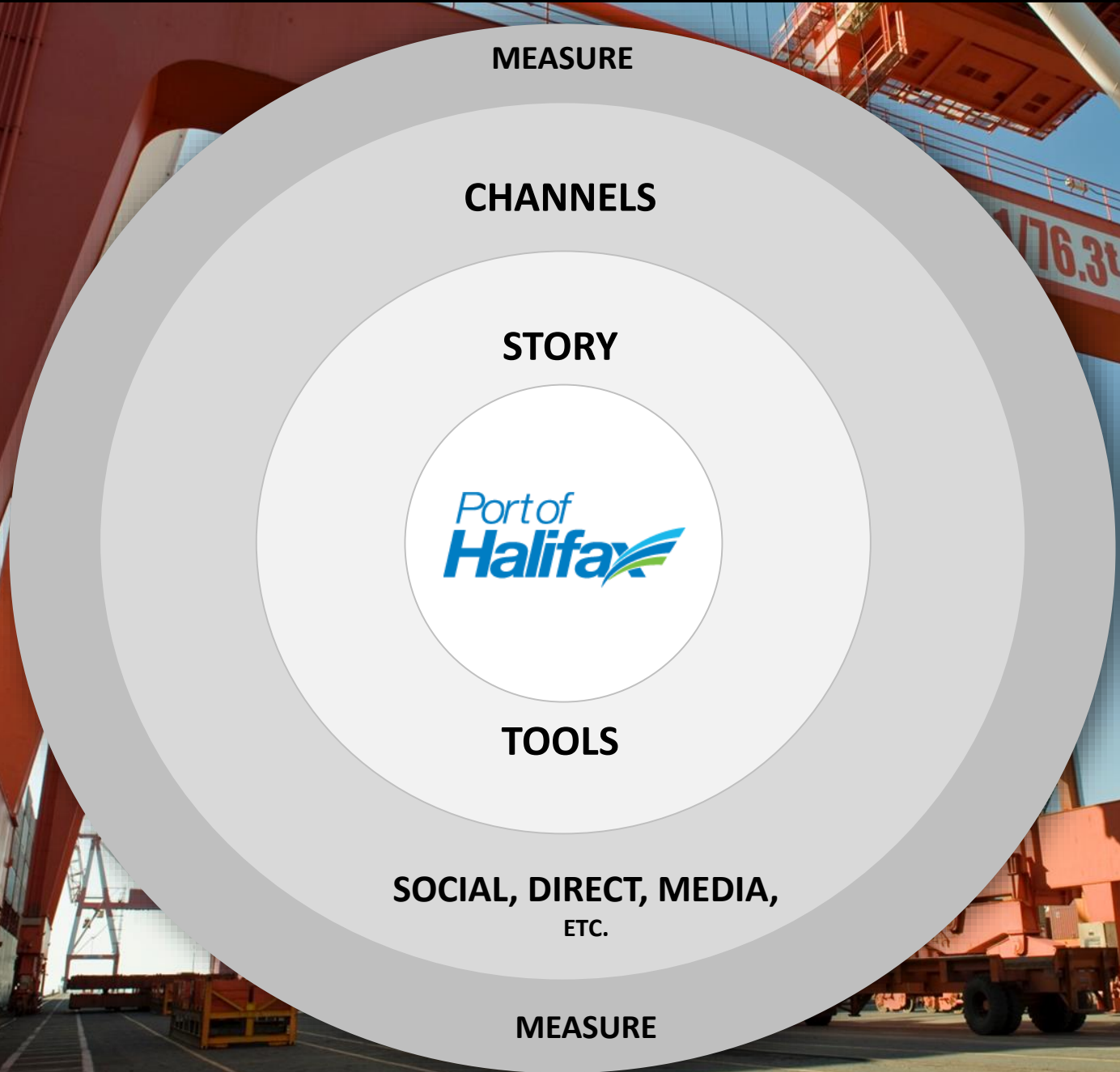
CHANNELS

STORY



TOOLS

**SOCIAL, DIRECT, MEDIA,
ETC.**



MEASURE



MEASURE



Port of
Rotterdam

CHANGE YOUR PERSPECTIVE



—

Getting rail on the fast track

The perspective of

Allard Castelein

CEO at Port of Rotterdam
Authority

[Read more](#) >

ROTTERDAM



BREAKBULK

"Welcome to the inspiration platform of the port of Rotterdam." →



ROTTERDAM LOVES BREAKBULK

/ 06 May 2014

We love breakbulk, because handling breakbulk isn't about numbers or standard procedures.

tags: [Breakbulk](#) [Efficiency](#) [Hinterland](#) [Innovation](#) [Service](#) [Shortsea](#) [Terminal](#) [Hub](#)



/ 16 June 2014

Getting rail on the fast track

A column by
Allard Castelein
CEO
Port of Rotterdam Authority

tags: [Rail](#) [Connections](#) [Containers](#) [Terminal](#)

More columns



Insights

New insights and perspectives can come from anywhere. Here we collect all sorts of short stories that contain a change of perspective, such as the latest innovations, inspiring interviews, news items and more.



/ 13 June 2014

Rotterdam is ready for the future with aromatics upgrade

by **Mark Mol**
Vopak Botlek

Aromatics traders and producers can now use the upgraded benzene and pygas storage facilities of Vopak Terminal Botlek in Rotterdam. With the new state-of-the-art tanks and infrastructure for aromatics the Terminal Botlek is well ahead of...

tags: [Chemicals](#) [Trading](#) [Storage](#) [Hub](#) [Efficiency](#)



/ 10 June 2014

Container safety increases with new gas measuring tool

by **Rick Kramer**
KGN

Rotterdam-based gas measuring company KGN has come up with an application that reduces the number of containers in need of testing for dangerous concentrations of chemical gases based on automated statistical risk analyses.

tags: [Container](#) [Service](#) [Innovation](#) [Data](#) [Tools](#)



/ 06 June 2014

Co-operating instead of competing on LNG

by **Michael Dietrich**
Hafen Mannheim

"We are all neighbours, even though there might be quite some kilometres in between," says Michael Dietrich, head of the technical department at Hafen Mannheim. "We are all connected by the Rhine. And it is a logical decision to work together..."

tags: [LNG](#) [Fuel](#) [Collaboration](#) [Inland](#) [Shipping](#) [Emissions](#)

More insights



Port of Rotterdam

@PortOfRotterdam

Follow this account for English news from the port of Rotterdam. Get inspired by our insights, columns & showcases at changeyourperspective.com

📍 Rotterdam

🌐 changeyourperspective.com

🕒 Joined May 2009

Latest Tweets

Tweets

Portpictures.nl @Portpictures_NL
Came by Ship - lowers: youtu.be/JP4bIDWx5yU via @YouTube @portofrotterdam
1 Retweeted by Port of Rotterdam
Show Media

Tweet to @PortOfRotterdam

Port of Rotterdam Twitter

Get inspired and stay up-to-date

Receive mailings with news, views and cases from the port.

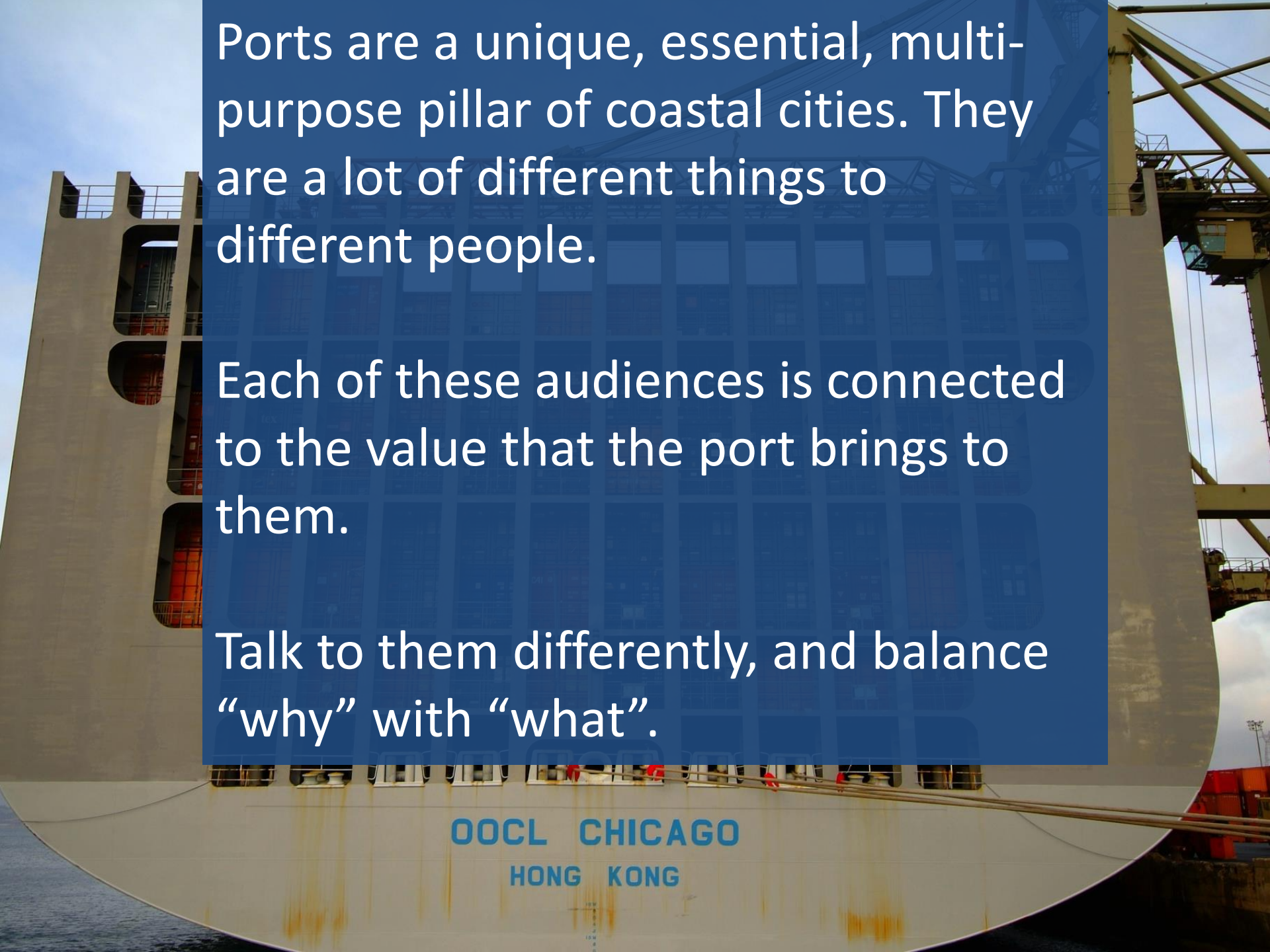
Subscribe

We'd like to get your perspective on things!

Please share your insights and stories with us.

Share this website



The background image shows a large white container ship docked at a port. The ship's hull is visible, with the text 'OOCL CHICAGO' and 'HONG KONG' printed in blue. The ship is positioned in front of a concrete structure, possibly a bridge or a large gantry, with yellow cranes and other port infrastructure visible in the background under a clear sky.

Ports are a unique, essential, multi-purpose pillar of coastal cities. They are a lot of different things to different people.

Each of these audiences is connected to the value that the port brings to them.

Talk to them differently, and balance “why” with “what”.

OOCL CHICAGO
HONG KONG

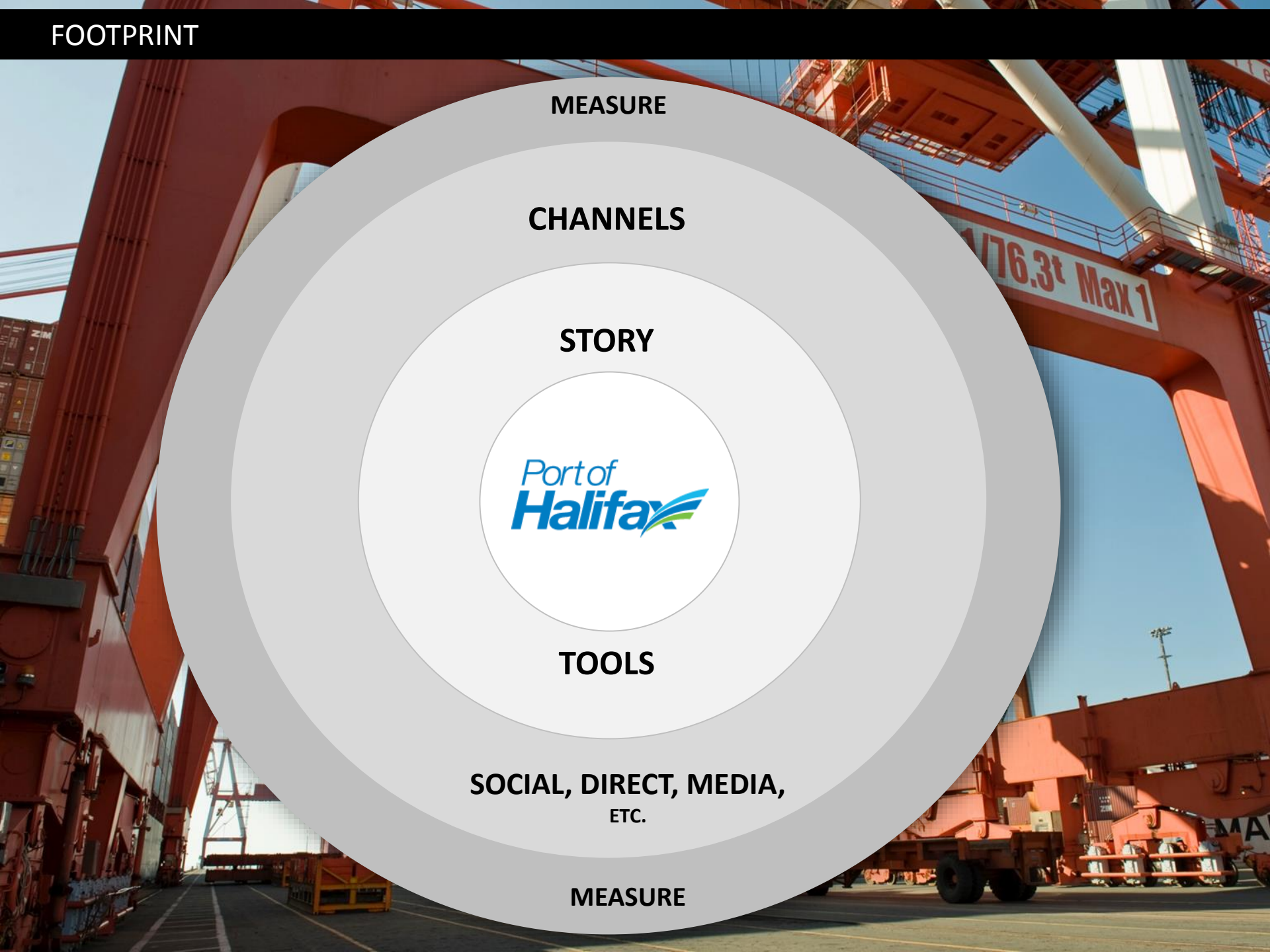
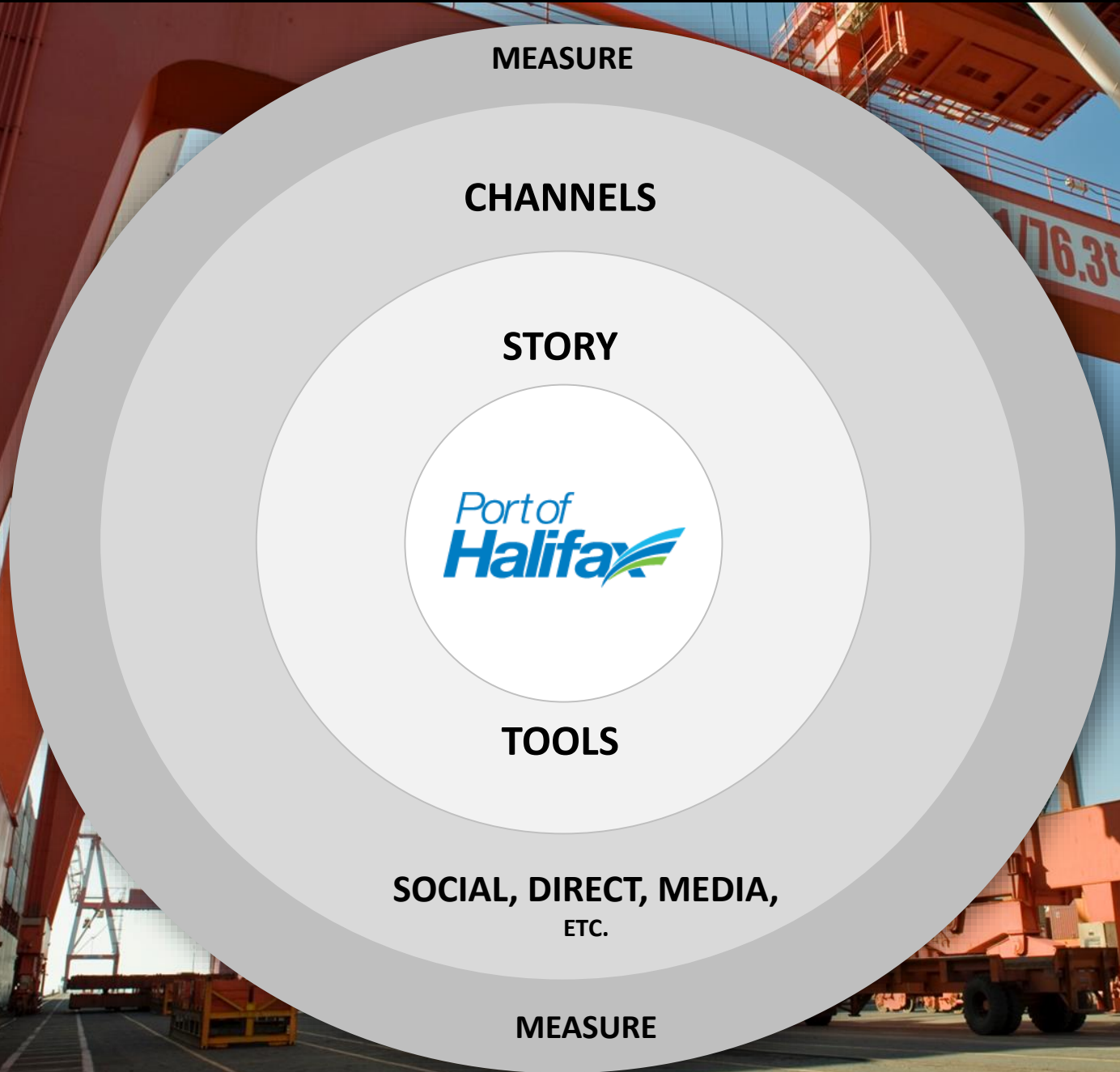
The varied audiences are separate, but they can combine and intertwine at the right times.



Combined Social Reach > 37,000

PROCESS





QUESTIONS TO START WITH

1. Who are you trying to reach?
2. What do you want them to do?
3. What helps them act?
4. Why should they care?



Don't let the perfect defeat the good.



Thank You

DIGITAL STRATEGY FOR PORTS

Kevin McCann

NATIONAL Public Relations

@kevinmccann 

kmccann@national.ca

