

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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

Category selection box with CATEGORY 1 and CATEGORY 2 options.

Entry Title Belledune... Unlimited!
Port Name Belledune Port Authority
Port Address 112 Shannon Drive, Belledune, NB E8G 2W2
Contact Name/Title Jana Godin
Telephone 506-522-1244 Email Address godin@portofbelledune.ca

Please indicate precisely how your port's name should be listed on any award(s) it may win:
Name Belledune Port Authority

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

- 1. What are/were the specific communications challenges or opportunities?
2. What were your communications planning and programming components?
3. What actions were taken and what communication outputs were used?
4. What were your your evaluation methods and communications outcomes?

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 previously before ever speaking to a port representative.

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", "Port at a Glance", "Services", "News & Events", "Tariffs & Forms", and "Contact Us".

Actions Taken and Communication Outputs

Strategies and Tactics

In 2010, the BPA decided to increase its online presence in an effort to generate more business and to provide a broader understanding of the Port of Belledune. 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. With always keeping the main objective in mind, for the website was to be user-friendly, with the ease of quickly finding the information potential or existing customers were looking for, the website took on a new design.

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*", "*Port at a Glance*", "*Services*", "*News & Events*", "*Tariffs & Forms*", and "*Contact Us*". The user can scroll over these tabs, which will produce a drop down list to choose from. Each page layout is the same, with the left sidebar showing the same information as was seen on the drop down list from the tab that was just chosen, leaving two possible locations to find the page the user is searching for.

In order to keep the website user-friendly, the BPA chose to have two micro-sites created, www.thearcticgateay.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.

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 and two Administrative Assistants.

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 "*Services*" 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. Measures through Google analytics have been set up to measure the success of www.portofbelledune.ca in achieving this goal. Search Engine related traffic has grown by 7.72% between 2009, before the latest upgrade was done, and 2012; while Direct Traffic to the website has also grown by 9.33% for the same period.

Year	Search Engine		Direct Traffic	
	2012	55.80%	7.72%	29.30%
2009	51.80%		26.80%	

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 (2009) to the first final year of completion (2012); it is evident from the figures that BPA did achieve its goal to increase the visits to the site with an increase of 21.47%. Additionally, BPA has been focused on promoting Canada's Arctic and Canadian mining opportunities since 2011; the 32.22% in domestic traffic can be attributable to these efforts, infrastructure projects happening at the port as well as the new website design. Although International traffic decreased slightly by 1.22% international traffic had increased significantly between 2008 and 2009, by 84.76% due to an international marketing push that was done. International traffic has remained constant since the major increase.

Year	Total Visits		Domestic		International	
	2012	18,964	21.47%	14,005	32.22%	4,959
2009	15,612		10,592		5,020	

Keeping with BPA's goal to attract new business, the page visits to the "Contact Us" 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. This is also demonstrated by the page views on the "Contact Us" page which has seen a 43.34% increase between 2009 and 2012 and shown on the following chart:

Year	"Contact Us" Page Visits	
2012	2,788	43.34%
2009	1,945	

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.