Measuring Marketing Communications Effectiveness

Monday, Oct. 28, 2019

AAPA Communications and Marketing Seminar
Montreal, QC, Canada
Presenters

Alissa Shay – Moderator
Business Development Manager, Satsop Business Park, Port of Grays Harbor
Grays Harbor, WA, USA

Yves Gilson – Panelist
Director, Marketing and Cruises
Montreal Port Authority
Montreal, QB, Canada

Rod Koon – Panelist
Communications Senior Manager
Port of Tacoma
Tacoma, WA, USA
Introduction to Marketing Measurement Tools
Thoughts before you get started...

- Who is your audience?
  - Community, potential customers, other?
- What is your marketing medium?
  - Digital
  - Print
  - Social Media
  - Events
  - Others?
Qualitative vs. Quantitative Data
Qualitative vs. Quantitative Data

- Qualitative data describes qualities or characteristics. It is collected using questionnaires, interviews, or observation and frequently appears in narrative form.

- Quantitative data are used when a researcher is trying to quantify a problem, or address the “what” or “how many” aspects of a research question. It is data that can either be counted or compared on a numeric scale.

Source: https://libguides.Macalester.edu
Potential tools

- Social Analytics
- Google Analytics
- Campaign URLs
- Hashtagify
- Surveys

#AAPAPorts
Event Overview

- Second Wednesday in February
- Audience: Community leaders and customers
- Breakfast provided
- Annual Port results presentation by PGH Staff and Commissioners
- Guest Speaker
Event Materials

➢ Results Brochure
➢ Port Trivia
➢ Giveaways
“I liked that Port partners had the chance to talk about what challenges they face with their business. It's great to have that open communication so that we can help them to be successful and grow in our community.”
“I would have liked to see a couple demonstrations of connections. Showcase a tenant, then all the links in the chain that connect that tenant to the community. Business to rail to longshore to tools and supplies to contractors who do business, etc. It could show how the whole room is basically a large support network.”
Measuring Marketing Communications Effectiveness

A PORT OF MONTREAL POV
At a certain point in our category’s purchasing cycle, the salesforce is the key to success.
The chief role of marketing is therefore to:

interest and drive qualified leads towards a conversation with a member of the sales team.
MARKETING COMMUNICATIONS EFFECTIVENESS

Awareness: Marketing
Consideration: Marketing
Comparison: Salesforce
Adhesion: Salesforce
We used to be 80 / 20 traditional
We attempted to maximize our R.O.I. with Creative that stands out
However, it was **IMPOSSIBLE** to measure the true effectiveness of traditional media (without the help of reliable brand quantitative data)
Meanwhile, our 20% investment in digital gave us tremendous feedback, and allowed for stronger personalization.
MARKETING COMMUNICATIONS EFFECTIVENESS

SOUTH-EAST ASIA

THREE REGIONAL HUBS FOR IMPORTERS AND EXPORTERS

#Vietnam

Trading with the World

US MIDWEST

MAKING THE GREAT LAKES GREAT AGAIN

#Infrastructure

Trading with the World
We decided to shift 60% of our budget to digital initiatives
To specifically reach the most relevant target audiences with specific messaging through their journey

- **Awareness**
  - Marketing
  - Digital Banners
  - Eblasts

- **Consideration**
  - Marketing
  - LinkedIn community
  - B2B Landing Pages

- **Comparison**
  - Salesforce
  - Salesforce
  - Salesforce

- **Adhesion**
  - Salesforce
## Marketing Communications Effectiveness

<table>
<thead>
<tr>
<th>Channels</th>
<th>Roles</th>
<th>KPIs</th>
<th>Results</th>
</tr>
</thead>
</table>
| Digital Banners| Awareness - Consideration | - Create followers  
- Generate interest with appropriate content | • 14K followers in 18 months  
• CTR 4x LinkedIn average  
• 8,500+ interactions |
| Eblasts        | Awareness – Consideration  | - Increase visibility in targeted markets  
- Generate clicks | • Thousands impressions on specialized sites  
• CTRs 3-4 times above average |
| B2B Platform   | Consideration       | - Opening rate  
- Drive to the website | • Opening rate 40% above industry standards (27%)  
3% CTR |
| LinkedIn       | Consideration       | - Website traffic  
- Time spent & interaction | • 30K+ visits over 2 years  
• More than 2 minutes spent  
• 30%+ interaction rate |
B2B Platform

• All digital banners and Eblasts point to the B2B platform

• Each page within the B2B platform has its own URL

➢ VIEWERS ARE DRIVEN DIRECTLY TO THE RIGHT INFORMATION
WHAT DOES THE FOLLOWER ANALYTICS TELL ME?

Where they are located?

What is their job function?

What is their seniority?

What industry sector are they working in?

What is their company size?

And the nicest thing is that we can engage a direct conversation with them.
• Less expensive
• More effective
• Proven ROI
And most importantly the phone is ringing
Everyone is happy
The Port of Tacoma was created by a vote of Pierce County citizens November 5, 1918.
Anniversary celebrations:

A world of opportunities

Presentation to the Port of Tacoma commissioners--October 2015
CLARITY.
FOCUS.
EXECUTION.
Centennial goals

1. Celebrate the Port’s past achievements and highlight our future opportunities and challenges.

2. Increase our community’s understanding and appreciation of the Port’s historical milestones, evolution, current operations and future plans.

3. Strengthen our Port’s existing community partnerships and create new ones.
4. Highlight the many ways the Port creates jobs and economic vitality throughout our region (historically and currently).

5. Create a unique legacy project that gives the Port of Tacoma lasting visibility and connections with future generations in our community.
WHEN should we celebrate?
CELEBRATE 100 years In 100 days. July through November 2018
Regular/Annual:

- Annual boat tours
- Maritime Fest
- Speakers bureau
- Farmers markets
- Public bus tours
- Educational groups
Regular/Annual:

- Annual boat tours
- Maritime Fest
- Speakers bureau
- Farmers markets
- Public bus tours
- Educational groups

Special:

- Retiree BBQ
- Centennial container
- Centennial magazine
- Timeline display
- Gala celebration
- Employee celebration
Port of Tacoma Centennial Celebration Playbook

Background
The Port of Tacoma was created by the citizens of Pierce County on Nov. 5, 1918. The Port handles more than 2,400 ships and 864,000 cargo containers a year. It is the nation's largest and busiest seaport, handling more than 75% of the nation's grain exports and more than 40% of its imports. The Port is located on the southern tip of Puget Sound, in the heart of Washington State, and is home to one of the nation's largest maritime industries. The Port is also home to one of the nation's largest maritime industries.

Situation and research
A centennial is an opportunity for an organization to do many things—celebrate its past, look to its future, and connect with key stakeholders and customers. It is also a chance to honor the people who have helped the organization achieve its goals over the years. The Port of Tacoma is celebrating its 100th anniversary in 2018, and to help ensure that the centennial celebration is successful, the Port has developed a detailed plan that includes a variety of events and activities. The plan is designed to engage the public and raise awareness of the Port's contributions to the local economy and the nation's maritime industry.

We believe this playbook will help the Port achieve its centennial goals effectively in a 16-page, 12-page format. This is a terrific project! We plan to use this playbook to support the Port's centennial celebration and to provide a blueprint for future events.

The Port of Tacoma centennial budget is $280,000. Here are some revised proposed budget amounts for various elements of the proposed Port centennial celebration program:

<table>
<thead>
<tr>
<th>Project/Item</th>
<th>Budget estimate</th>
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<tbody>
<tr>
<td>1. Maritime fest—Lead sponsor (July 28-29, 2018)</td>
<td>$20,000</td>
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<tr>
<td>2. Centennial gala event (Nov. 2018—June 2019)</td>
<td>$30,000</td>
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<tr>
<td>3. Centennial video work (5 or 6 short videos)</td>
<td>$30,000</td>
</tr>
<tr>
<td>4. Port centennial magazine (one-time publication)</td>
<td>$25,000</td>
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<tr>
<td>5. Social media efforts and development of material to add to existing Port website</td>
<td>$10,000</td>
</tr>
<tr>
<td>6. Historical research on various Port developments, customers milestones</td>
<td>$10,000</td>
</tr>
<tr>
<td>7. Centennial commemorative item for all Port employees, (350 X $12)</td>
<td>$3,000</td>
</tr>
<tr>
<td>8. Port centennial items for customers</td>
<td>$10,000</td>
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<tr>
<td>9. Pierce Transit bus advertising campaign</td>
<td>$15,000</td>
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<tr>
<td>10. Other event sponsorships (e.g., Chevrons)</td>
<td>$20,000</td>
</tr>
<tr>
<td>11. Special event for Port retirees, ILWU pensioners, former commissioners</td>
<td>$7,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$180,000</strong></td>
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<td><strong>Legacy project:</strong> Port interactive, educational displays (working with the Foss Waterway Seaport)</td>
<td><strong>100,000</strong></td>
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<tr>
<td><strong>Port of Tacoma total centennial budget</strong></td>
<td><strong>$280,000</strong></td>
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</table>

The total budget for the centennial is $280,000. We encourage you to review this playbook and provide any feedback or suggestions you may have. Thank you for your support and for helping us celebrate the Port of Tacoma's 100th anniversary.
PLAN THE WORK.

WORK THE PLAN.

21 MAJOR TASKS AND DEADLINES --May through July
PORT OF TACOMA
OUR TIES RUN DEEP
1918 2018
Tacoma Propeller Club
Presents
The 62nd Annual
Chowdown
2018

Celebrating
The Port of Tacoma’s
100th
Anniversary

TACOMA PROPPELLER CLUB

62nd ANNUAL

CHOWDOWN

May 18, 2018
Celebrating The Port of Tacoma’s
100th Anniversary

AMERICAN CONSTRUCTION COMPANY

TOTE Maritime

ILWU Local 22
Port Workers Group

Pac-Van.
Centennial launch promotion

8 farmers markets

1,600 people

Free Boat Tours
Sunday, July 29

Take a waterfront tour of the Port of Tacoma and learn more about its 100-year history and development.

Free tickets by reservation only!

Make your reservation at:
pow.com/boat-tours

Find out more about Maritime Fest at:
www.maritimefestival.org

Port of Tacoma
100 years. A million stories.

if you have a favorite port-related story or photo you want to share, please send it to the port at:
www.portoftacoma.com/100
Port centennial launch: Maritime Fest July 28-29, 2018
MEASUREMENTS:

1. Maritime Fest and Port boat tours
The birth of Pierce County's port

1910

1920

1918
On November 5, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma.

Banker Chester Thorne, Edward Kloss a longshore official and C.W. Orton, a Sumner fruit and dairy farmer were elected as the first three port commissioners.

Flip open for more information.

Also in the news

1910
Emma Smith DeVoe, from Parkland, led a successful campaign for a state constitutional amendment giving women the right to vote.

1911
Tacoma's Union Station is built.

1914
Almond Roca is developed in Tacoma by Harry Brown and J.C. Haley.

1918
World War I ends (Nov. 11)

How tall is this straddle carrier?

Flip open for the answer

41 feet tall
MEASUREMENTS:

1. Maritime Fest and Port boat tours

- **Attendance:** About 5,000 people attended the two-day Maritime Fest
- **Boat tours:** 1,200 people (six tours)  
  *All tours were SOLD OUT (online reservations)*
- **Survey responses:** 117 via SurveyMonkey:  
  - 95% rated the Port boat tour *EXCELLENT*  
  - 72% read the Port’s rail signage  
  - 51% experienced the Centennial Container  
  - 54% viewed the timeline panels  
  - 55% picked up a copy of the magazine
MEASUREMENTS:

2. Centennial Container
MEASUREMENTS:

2. Centennial Container

• **Cost:** About $13,000

• **Engagement:** 25,000 citizens (estimate)

• **Events:** 8 major community events:
  1. Port retiree event
  2. Maritime Fest
  3. Downtown Scavenger Hunt
  4. Washington Fair (*five days*)
  5. Port’s Touch-a-Truck event
  6. Consular Corps reception
  7. City of Lakewood community event
  8. Destiny Dinner

THANKS RICARDO!
TOUCH A TRUCK

Saturday, October 6, 2018
10am-2pm

Port of Tacoma
Administration Building
1 Sitcum Way, Tacoma

Lakewood’s 12th Annual Truck & Tractor Day

Fort Steilacoom Park
Saturday, Oct. 13th
12:00 - 3:00PM

Free admission • Climb on giant trucks & tractors • Free hayrides, pumpkin & hardhats • Giant slingshot • Food trucks

www.cityoflakewood.us
smartinez@cityoflakewood.us • 253.983.7758
Avoid lines; fill out your waiver in advance

Presented by WSECU
NAME THAT DECADE TRIVIA CARDS

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The first Maersk ship, the Charlotte Maersk, calls at the Port of Tacoma.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The Endurance is the first ship to call at Sea-Land's new container terminal at the Port of Tacoma.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The Port of Tacoma demolishes United Grain Terminal.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

The luxurious Tacoma Hotel opens.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

Union Station opens in downtown Tacoma.

The Port of Tacoma Centennial Challenge
NAME THAT DECADE

Babe Ruth plays baseball at Stadium Bowl in Tacoma.
The Beatles release their iconic album *Sergeant Pepper’s Lonely Hearts Club Band.*

The Port of Tacoma Centennial Challenge

**NAME THAT DECADE**

**1960s**

June 2, 1967 (U.S.)

May 26, 1967 (U.K.)

The Beatles release their iconic album *Sergeant Pepper’s Lonely Hearts Club Band.*
MEASUREMENTS:

3. Timeline panels
Port of Tacoma: Our ties run deep

The year 2018 marks the Port of Tacoma’s centennial. The Port’s centennial theme is “Our ties run deep.”

The Port’s ties run deep to the railroads, to land in the Tidelands, to the citizens of Pierce County and to the thousands of people, companies and industries that have contributed to our region’s growth and success over the last century.

This timeline display highlights more than 100 years of key milestones for the Port of Tacoma and our region.

One of the first milestones was on July 14, 1873 when the Northern Pacific Railroad chose Tacoma as the western terminus of its transcontinental line.

Also in the news
1884: The Tacoma Hotel opens (Aug. 8).
1890: The ASARCO smelter starts operating.
1900: The first Puyallup Fair is held (Oct. 4-6).

1911 to 1920: Citizens vote to create the port

1911: The Washington State Legislature passes a law allowing citizens in counties to establish public port districts.

1918: On Nov. 5, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma and elect the first three Port commissioners, Edward Kloss, a longshoreman, Charles Orton, a Sumner fruit and dairy farmer, and Chester Thorne, a banker.

Also in the news
1911: Tacoma’s Union Station opens (May 1).
1914: Almond Roca is developed in Tacoma by Harry Brown and J.C. Haley.
1918: World War I ends (Nov. 11).

1921 to 1930: A young port expands

1921: The first ship, the Edmore, calls at the Port and picks up lumber bound for Japan (March 25).

1923: The Port builds Pier 2 and a huge bulk transit facility.

Pier 2 is equipped with a monorail crane system that speeds the flow of cargo between the ship and the dockside warehouse.

1930: The Port builds United Grain Terminal. The project is backed by a $500,000 voter-approved bond with a 4.5 percent interest rate.

Also in the news
1924: Babe Ruth visits Tacoma and plays baseball at Stadium Bowl (Oct. 18).
1923: Hooker Chemical builds a plant in the Tacoma Tidelands.
29,000 jobs in Pierce County are connected to the Port’s activities.

$3 billion of economic activity is created by the Port each year.

$223 million in state and local taxes are generated each year by the Port’s real estate and maritime activities.
MEASUREMENTS:

3. Timeline panels

• **Cost:** $4,000

• **Total reach:** About 5,500 people (estimate)

• **Event locations:**
  - Foss Waterway Seaport (4 months)
  - Destiny Dinner (1 night)
  - Port Administration Building (2 months)
  - World Affairs Council event (1 night)
MEASUREMENTS:

4. Centennial magazine
MEASUREMENTS:

4. Centennial magazine

- Print run: 10,000 copies (28 pages)
- Cost: $25,000
- Major uses:
  - Maritime Fest (debut)
  - Speakers bureau
  - Bus tours
  - Farmers markets
  - Port retirees (300)
  - Local schools and libraries (2,500)
MEASUREMENTS:

5. Speakers bureau

A program 100 years in the making
5. Speakers bureau

- **Total reach:** About 1,700 people *(up 56%)*

- **Number of presentations:** 40 *(up 60%)*
  (including these key targeted groups):
  - Tacoma Propeller Club
  - Rotary 8 *(largest Rotary club in the area)*
  - Tacoma Yacht Club
  - Transportation Club of Tacoma
  - Tacoma Propeller Club *(encore presentation)*
  - Tacoma Sunrise Rotary Club
MEASUREMENTS:

6. Story map

Port of Tacoma's Centennial - 100 years. A million stories.

1. Citizens vote to create the Port of Tacoma

On Nov. 5, 1918, Pierce County citizens vote by a 5 to 1 margin to establish the Port of Tacoma.

Charles W. Orton, a Sumner fruit and dairy farmer, Chester Thorne, a civic leader and bank president, and Edward Kloss, a longshore official, are elected to be the first three port commissioners.

2. Port of Tacoma's innovative spirit

In 1919, Pierce County citizens pass a $2.5 million bond issue to help the Port of Tacoma plan and build needed facilities.

A 240-acre tract of land becomes the first developed port facility.

In 1921, the first vessel, Edmore, calls at Pier One, the Port of Tacoma's first

3. Also in the news

Link to the Port’s centennial story map
MEASUREMENTS:

6. Story map

- **Cost:** Staff time only (produced in-house)
- **Views:**
  
  About 1,000 views since its official launch September 4, 2018.
MEASUREMENTS:

7. Destiny Dinner
MEASUREMENTS:

7. Destiny Dinner

• **Attendance:** 400 people

• **Port sponsorship cost:** $15,000

• **Key Port components:**
  • Port centennial video (debut)
  • Centennial Container
  • Timeline display
  • Port centennial magazine
  • Port centennial pins and coasters
MEASUREMENTS:

8. Centennial video
Port centennial video clip: Looking back
MEASUREMENTS:

8. Centennial video

- **Production costs:** Produced in-house $400—narration and music/broadcast rights

- **Various measurements:**
  - 73% rated video *Outstanding*…23% *Good*
  - 10,000 people reached via Facebook
  - 4,7000 views
  - 1,700 engagements
  - Replayed on TV Tacoma 180 times during a three-month period
  - 8,400 Twitter impressions
  - 3,000 LinkedIn impressions
Facebook—
Key group shares:
• Port of Olympia
• Puget Sound Pilots
• ILWU Local #23
Jeannie Beckett Thanks to you Rod and the Port Staff and Commissioners that took time to spend their Saturday with us. It was great to see old friends and catch up. Thanks to the Propeller Club for the great BBQ

Like Reply 3d

Kathy Purdy replied · 1 Reply

Judy Gowen-Hartman Thanks for all you did for us. I had a wonderful time and I look forward to the next time we get together. The food was wonderful too.

Like Reply 3d

Michelle Espinoza Meyer Thank you for everything! It was a wonderful time!

Like Reply 3d
Not everything that can be measured matters.
Not everything that can be measured matters.

Not everything that matters can be measured.
CONNECTING:
Commissioners to employees
RE-CONNECTING:
Retirees to each other...and the Port
CONNECTING:
Citizens of all ages to the Port
CONNECTING:
Employees to each other
Port centennial video clip
Do you want a centennial “sample pack”? Write a comment about my presentation on the back of your business card and give it to me.

rkoon@portoftacoma.com
Measuring Marketing Communications Effectiveness

Monday, Oct. 28, 2019

AAPA Communications and Marketing Seminar
Montreal, QB, Canada

QUESTIONS?
6 to 7:30 p.m.

Reception –
Port of Montréal Cruise Ship Terminal and Grand Quai

For the evening reception, buses will transport seminar participants to the Port of Montréal’s stunning Grand Quay, the location of its brand-new cruise ship terminal, at the heart of the Old Port of Montreal.
And most importantly the phone is ringing
Everyone is happy