

CB845 CBSmallPorts

Energetic small ports in Central Baltic region

Workshop on **communication**
and digital marketing

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Today:

1. Digital communication and marketing: Trends 2022
2. Connection between a port and a sailor: In life and on-line
3. Communicate effectively: Digital tools to reach out



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Introduction:

- Communication and marketing
- Network of small ports in Latvia and Estonia
- Brand developing (since 2016)
- Local and international marketing activities
- www.eastbaltic.eu



EAST
BALTIC
COAST



LATVIA
ESTONIA

100% of employees are people.
100% of customers are people.
100% of investors are people.
If you don't understand people, you don't
understand business.

Simon Sinek

Let's talk marketing!



Who?

Defining your
target group



What?

Aim of
communication
Your **message** /
design / brand



How?

Communication
channels
Feedback and
interaction

Digital communication 2022

The world in your pocket



JAN
2021

SOCIAL MEDIA USE AROUND THE WORLD

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE

 SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

SOCIAL MEDIA USERS AS
A PERCENTAGE OF THE
GLOBAL POPULATION



53.6%

ANNUAL CHANGE IN
THE NUMBER OF GLOBAL
SOCIAL MEDIA USERS



+13.2%
+490 MILLION

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES




4.15
BILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



98.8%

SOURCES: KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE.
***ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS IN SOME COUNTRIES.  **COMPARABILITY ADVISORY:** BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2021

PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF GLOBAL INTERNET USERS WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

16 TO 24
YEARS OLD

SEARCH ENGINES

51.3%

SOCIAL NETWORKS

53.2%

25 TO 34
YEARS OLD

SEARCH ENGINES

51.3%

SOCIAL NETWORKS

48.2%

35 TO 44
YEARS OLD

SEARCH ENGINES

52.6%

SOCIAL NETWORKS

42.4%

45 TO 54
YEARS OLD

SEARCH ENGINES

56.4%

SOCIAL NETWORKS

35.7%

55 TO 64
YEARS OLD

SEARCH ENGINES

60.7%

SOCIAL NETWORKS

28.1%

Our digital habits

Influenced a lot by the Covid-19 Pandemic

- Increase of usage by 11% between 2019 and 2021
- Increase of time spent online – world average 145 min/day
- Increase of social media usage
 - We use social media for everything - 64% would check social media first!

Quarantine impact

- Media uploads increased by a staggering 80%
- Minutes spent on video increased by 85%
- Live streaming – new and here to stay!



The pandemic impacted the best times to post on social

Instagram



Monday, Tuesday, Friday
@ 11 am

Tuesday @ 2 pm

Facebook



Monday, Wednesday,
Friday @ 10-11 am

LinkedIn



Wednesday @ 3

Thursday 9-10 a

Friday 11 am - no

- Not work related
- Work from home schedule
- Know your client

The pandemic impacted the most popular types of content.

- As boredom as a result of quarantining ensued, social media consumers wanted bright, playful, light-hearted content to cheer them up.
- 34% want content to cheer up
- People want real content



Quarantine sped up influencer marketing's popularity



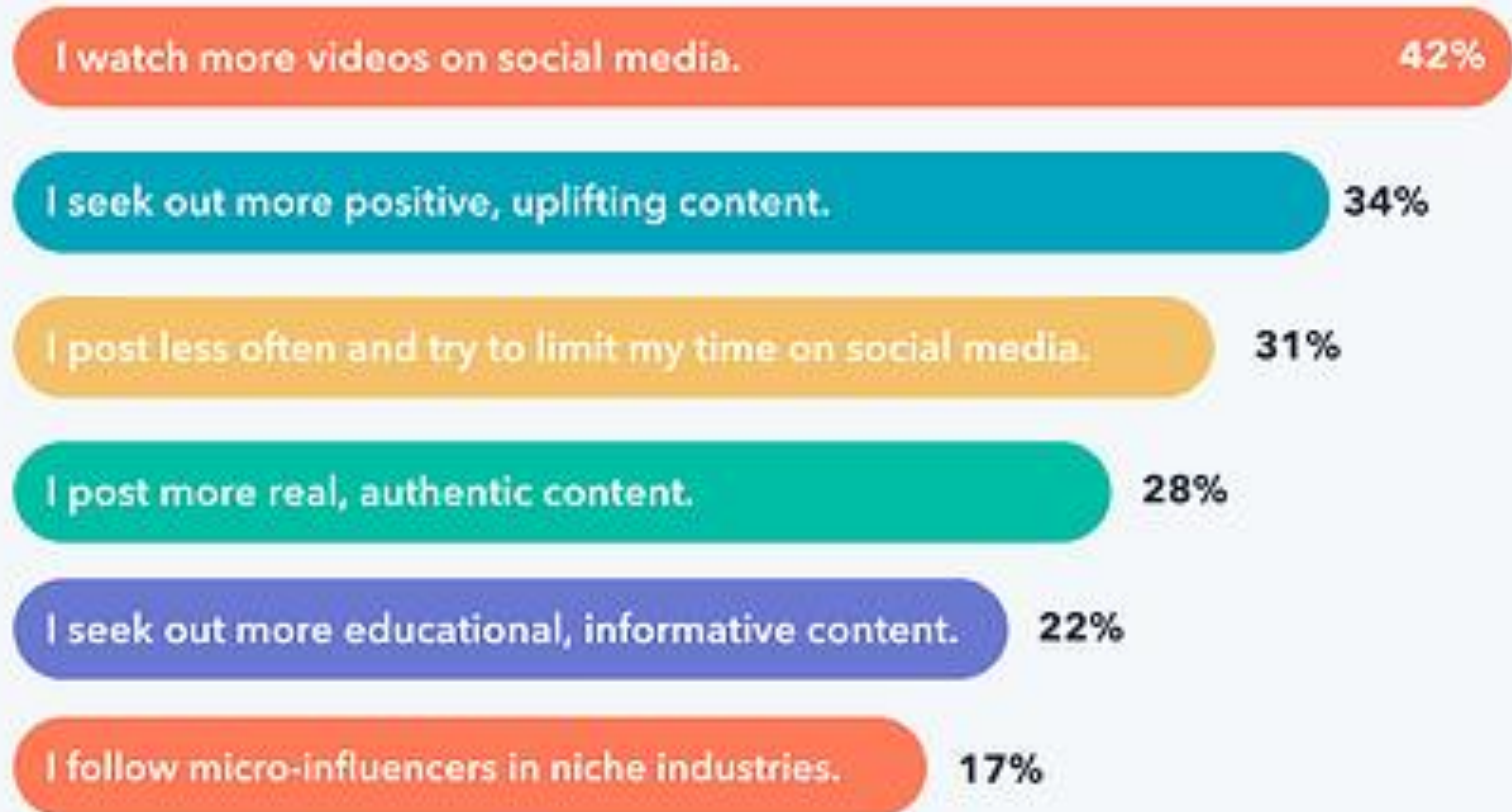
"Brands are starting to realize they don't need to spend millions of dollars producing content and ads that otherwise feel disingenuous at times. There is a network of individuals telling amazing stories about their favorite brands or products just because they love them."

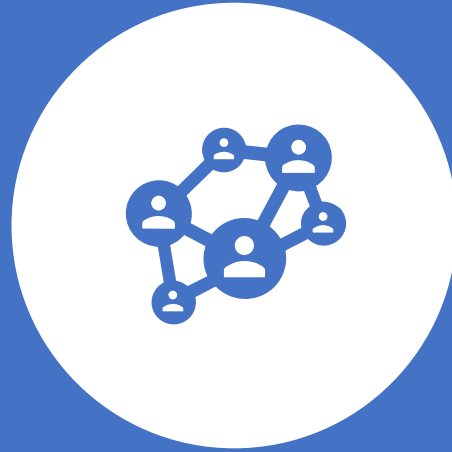
LALA FEVRIER
Senior Associate - Influencer Marketing at Wayfair




- The influencer marketing industry went from \$1.7 billion in 2016 to \$9.7 billion in 2020 — a staggering 470% increase — and is expected to jump to \$13.8 billion in 2021.
- **The power of mini-influencer**

How do you use social media differently now as a result of the pandemic?





Social media users are craving **authenticity** now more than ever. So, the more your brand can lean into its own uniqueness, the better.

A large group of people, mostly men, are gathered on a paved area near a marina. They are wearing various outdoor jackets and hats, suggesting a cool day. In the background, several sailboats are docked at a wooden pier. A woman in a bright yellow jacket stands in the foreground, facing the group and speaking into a microphone. The scene is set outdoors with trees and hills visible in the distance. The image is overlaid with a white semi-transparent box containing text, and a yellow triangular graphic element is in the bottom right corner.

The pandemic
increased the
need for
community



Connection between a port and a sailor

In life and on-line

Ports - Sailors

- Who is my client?
- Who is my potential client?
- What he needs to know?
- Why would he become my client?
- How I can reach him?



A man in a dark suit is shown from the chest up, with his hand resting on his chin in a thoughtful pose. The background is dark with several glowing blue and white icons of people in business attire. Some of these icons have red circles on the floor beneath them. The overall scene suggests a business or professional context.

Who is my client?

Shift from “selling ice to a penguin” towards
“making the life of a client **better**”

Know your client:

- Collect data on visitors
- Observe
- Speak and interact
- Share values
- Ask questions
- Both online and face-to-face



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Interreg
Central Baltic



A high-angle, close-up shot of a sailboat's deck and hull. The boat is white with a prominent red stripe along the gunwale. It is sailing on a dark blue sea with white-capped waves. The mast and various ropes (red and black) are visible, along with a portion of a white sail. The background shows a hazy horizon under a grey sky.

Establish **relationship:**

Know your network of small ports:

- Destination
- Neighbors
- Home port

Make friends with sailing clubs
and communities: they are your first
ambassadors

Participate at events

Part of Local Sailing Community



Build your brand:

- **Identity**
- - what do you offer and the others don't?
- **Image and social media presence**
- - visual identity
- - trust
- - recommendations
- **Your culture**
- - values
 - Employees
- **Your story**

What makes you different from others?





Communicate
effectively

If you don't exist
online, do you
exist?



Digital navigation success rules:

- Regularity
- Interact – involve clients
- Short and clear message
- Call-to-Action – be straight in what to do!
- Send positive vibes - entertain
- Use links, don't copy-paste
- One picture – a thousand words



Port's Information on Search

Homepage

Contact

Depths

Services

Map of
the port

Tourism
offer

Social Media

- Contacts
 - Activities
 - References
 - Feedback and interaction
-
- **Mainstream: all the info of www is available on social media**

Post your information:

What? For whom? How? – The more it is targeted the more useful it becomes.

The viewer is impatient. Can't find what is needed in seconds, will google for new results.

Think of your client' **needs!**

Local and foreigners might be searching for different information!

Social Media profile

- Short and key-word description
- Contacts
- Natural visualisation
- Unique content, pleasant, correct language
- Support to your brand





The goal of marketing is to start conversation and to build a relationship.

Tips for better online presence:

- Tell your story
- Post regularly
- Follow and comment
- Post pictures, real pictures
- Ask your clients to post and check-in
- Share your values
- Ask how you can help?

Let us keep in touch!



WEB-BASED
CBSMALLPORTS **PLATFORM**



IMAGE MAP OF THE CB
SAILING AREA



BROCHURE “**SAILING**
ROUTES IN THE CB AREA”

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Energetic small ports in Central Baltic region

Thank you!

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