

SUNDAY SPOTLIGHT

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SEAINTEL MARITIME ANALYSIS

SOCIAL MEDIA IN CONTAINER SHIPPING

150 carriers and NVOCCs analyzed – we see missed opportunities and loss of brand control

Before delving into the matter at hand, let us look at just one example amongst many ongoing currently:

Chase Freedom Credit Card Company has just held a “Get Your Cash Back Million Dollar” Sweepstakes that allowed registrants to enter, once per day, for a chance to win a grand prize of \$1 million. In addition, they also give away \$500 gift cards - every hour - during each of the 20 days of the sweepstakes period.

The “official rules” state that in order to enter the sweepstakes you must first “like” their ‘Chase Freedom – Enter Sweepstakes’ page on Facebook where, of course, they are also advertising their products/services. As of the time of writing this article, their number of “likes” was over 449,000.

rather extreme. Apparently, Chase Freedom must have seen a tangible benefit to using social media to market their products/services.

However, does this have any relevance for the container shipping industry?

Six months ago we would have argued against the usefulness of it – more based on gut feeling than hard facts. Our own gut feeling told us that social media marketing was a tool for the business-to-consumer market, not a hard-core business-to-business market such as container shipping. However, at that point we decided to put it to the test by actively using social media as part of SeaIntel Maritime Analysis’ marketing strategy. What we’ve come to realize is that, for us, social media has proven to be an invaluable marketing tool that

COMPANIES EMPLOY PEOPLE

We have often heard the statement that container shipping is a business-to-business industry, and thus marketing and communication tools

known from the consumer market do not apply.

Perhaps this is why most companies in this industry do not take social media seriously. However, companies are made up of individual persons. These individuals are increasingly using social media as a prime form of communication, as well as for information gathering.

By neglecting the social networks, carriers and NVOCCs are depriving themselves of opportunities to address customers directly – and leaving their branding in the hands of

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