

AFERA

Integrated Marketing Approach

5. Content marketing/social media programme (Web MGMT WG)

5.1 Afera marketing integration report

Bert

Which came first?



A quick look in the rear view mirror

- Afera MKTG committee has developed various activities to develop and improve its MarCom activities, especially around social media and content
- Afera has three main MKTG scopes (audiences/goals etc.)
 - **Member** growth and engagement (*'internal' industry scope*)
 - **Industry** (and member) **promotion** to end users (*'external' end user scope*)
 - Presence of tape in engineering **educational** curricula (*'external' education scope*)
- The annual conference and other events are mktg projects with special focus, but are part of the *'Member growth and engagement'* goal
- During our MKTG committee meeting in Feb 2107 we outlined a more integrated approach



Social media is the top of the sales funnel, where “THEY” first discover you exist!

INTRIGUED!
Twitter DtS

4,388
Feb 18

VISIT AFERA DTS CONTENT
DtS content with 'a Touch of Tape'

SUBSCRIBE
to DtS content
with 'a Touch of Tape'

EXPLORE
AferaTape content'

CONTACT
Member Directory

- Audience building -> “on track”
- Traffic building -> “next challenge”

AFERA 2017-2020	'internal' industry scope	'external' end user scope	'external' education scope
Objectives	<ul style="list-style-type: none"> Inform and engage current members Recruit members and potential members to events, especially the Annual Conference Build audience of prospective members Facilitate dialogue and knowledge exchange about tape development and tape application/usage 	<ul style="list-style-type: none"> Build audience of designers and engineers on earned media and owned media Convert traffic of audience to content on afera.com about tape solutions Convert traffic of audience towards member directory on afera.com 	<ul style="list-style-type: none"> Reach out to professors to include tape as bonding/binding method in curriculum Create visibility of Afera educational material to students Include students in Afera educational activities
Audience	<ul style="list-style-type: none"> Management / Experts of member companies and potential member companies in the entire industry (focus speciality/commodity derived from strategic scope steering committee) 	<ul style="list-style-type: none"> End users of dedicated SAT solutions Product designers & engineers 	<ul style="list-style-type: none"> Educators at universities (e.g. professors) Students (profile to be detailed) Educational industry bodies
Metrics	<ul style="list-style-type: none"> Click through rate (CTR) from email campaigns / newsletters (members) Participation at member events Member logins Newsletter subscriber evolution Contact form / info request (Afera membership) Generic Google Analytics metrics <ul style="list-style-type: none"> Visits / % new visits Bounce rate Time on site 		<ul style="list-style-type: none"> Goals achieved through clicks on CTAs on educational landing page Personal relationships with educators Level of student participation
Do we know what the audience is searching for and that meets our goal?	<ul style="list-style-type: none"> Current members can be reached more effectively through email > no effective SEO possibilities/needs If potential members search for associations Afera is ranked correctly > no effective SEO possibilities/needs We are unable to define other search profiles for potential members that would help us increase visibility with that audience > no effective SEO possibilities/needs 	<ul style="list-style-type: none"> The why tape section should "automatically" (by nature) score successfully for searches about tape. If we convert the why tape section on the Afera website to various small SlideShare decks (published externally on SlideShare), we can increase our search rankings and visibility with a one-off, low cost exercise that is consistent in its content. On page optimisation on each of our (existing and future) why tape pages (determine a keyword per page and follow the content guidelines to ensure the page is optimised for that keyword e.g. Problem solving keywords. To be done internally.) CTR on every why tape page to the member directory 	<ul style="list-style-type: none"> It would be advisable to launch a test period for 2017 with a limited budget, to develop <ul style="list-style-type: none"> one landing page with Afera educational resources focusing specifically on search behaviour of teachers and students. The page should lead to <ul style="list-style-type: none"> the why tape section and have an additional CTA to contact us for tailor made educational support.
Do we know which social media the audience is using actively and that meets our goal?	<ul style="list-style-type: none"> From our own experiences (events, member companies), LinkedIn is the only potential social channel We should continue to develop our internal Afera Twitter channel but with a limited investment as expectations, for the time being, are low 	<ul style="list-style-type: none"> Twitter has proven to be a successful channel for building our design-engineering audience 	<ul style="list-style-type: none"> LinkedIn and Twitter are expected to be the most effective channels

AFERA 2017-2020	'internal' industry scope	'external' end user scope	'external' education scope
Additional Channels	<ul style="list-style-type: none"> Email newsletter Member database Prospect database? Afera Website 		<ul style="list-style-type: none"> Personal contacts with educators Direct outreach to students/groups Afera Website Trade media, reaching educators
Which Content can (feasibility) we create/produce and is expected to be effective? For all content:	<ul style="list-style-type: none"> News <ul style="list-style-type: none"> Afera news Member news News derived from Afera events Industry News – (partially manual, partial automated e.g. paper.)) Published on afera.com, primarily promoted through Afera newsletter and LinkedIn 	<p>Options:</p> <ul style="list-style-type: none"> Curated weekly 'Design that Sticks' 	<ul style="list-style-type: none"> TBD suggestions: <ul style="list-style-type: none"> Highlights of Tape College Re-share member content that inspires young students (e.g. VIB demonstrations where the tape is pulling a car.) Are you an SAT engineer expert quiz Test: student webinar
Organisation	TBD	<ul style="list-style-type: none"> Louise: developing Twitter audience, managing the (curated) Twitter timeline, seeding Design that Sticks content 	TBD
Resources	<p>Within approved budget range</p> <ul style="list-style-type: none"> Allocation of resources towards activities after (conditional) approval (Amsterdam 2017) 		
Organisation	TBD	<ul style="list-style-type: none"> Louise: developing Twitter audience, managing the (curated) Twitter timeline, seeding Design that Sticks content 	TBD
Tools	<ul style="list-style-type: none"> Cloud based content calendar Paper.li or similar (content curation) Desktop tool (reporting) 		
Governance	<ul style="list-style-type: none"> Finance/resources: As specified in annual budget. All work is done, after approval of work/budget descriptions. Content: Style manual 3.2, page max 		
Reporting	<ul style="list-style-type: none"> Activity progress KPI's Budget 		

5. New Strategy Working Group

- Branding of Afera
- Marketing of Afera 1st Global Adhesive Tape Summit event/programme

4. Membership Recruitment Working Group (Mem-WG)

- 4.1 Converter pilot member recruitment initiative
- Progress w/tape manufacturers driving this initiative
 - Converter fee
 - Exploration of forming a subgroup or WG for converters
- 4.2 Afera potential members master list going forward
- Breaking it down into tape manufacturer and supplier groupings

4. Annual Conference Programme WG (ACP-WG) on Athens 2018 Conference

- 4.1 Review [Turin Conference feedback](#)
- 4.2 Set theme, identify topics and leads
- Raw materials (#1), market data (#2), end user applications, requirements, future needs (#3), economics/trends (#4)

5. Content marketing/social media programme (Web MGMT WG)

- 5.1 Afera marketing integration report
- 5.2 Website Management WG activities
- Performance stats, SEO, best practice/functionality, Twitter accts, etc.
- 5.3 Development of member case studies for website ("Member benefits") and for Twitter accts and Afera News

3. Education awareness initiative

- 3.1 Pilot project in the U.K. with Pearson BTEC
- 3.2 New educational system co-designed by employers in 2020 for vocational engineering students, incorporating bonding technologies (content provision, activities in 2018, synergies w/FEICA)
- 3.3 Contact w/additional European institutions, providing technical educational materials on adhesive tape bonding technology

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<i>Objectives</i>			
<i>Audience</i>			
<i>Metrics</i>			
<i>Do we know what the audience is searching for and that meets our goal?</i>			
<i>Do we know which social media the audience is using actively and that meets our goal?</i>			

6. Afera media tools, general communications

- 6.1 Afera's digital newsletters
- Sent reminders, updating distribution list, member- and industry news
- 6.2 Afera's website – see agenda item 3.1
- 6.3 "Member of Afera" logo link, member company press and social media communications list

Strat-WG (6)

Mem-WG (4)

Promo-WG (5)

Edu-WG (3)

Conf-WG (4)

MKTG-support structure incl tools etc. (x)

AFERA 2017-2020	'internal' industry scope	'external' end user scope	'external' education scope
Objectives			
Audience			
Metrics			
Do we know what the audience is searching for and that meets our goal?			
Do we know which social media the audience is using actively and that meets our goal?			

Main Barriers / Challenges YTD

Organisational

- Accelerating the **organisational process** in an association environment (member support, approval/governance, outsourcing of partial tasks, etc.)
- **Integrating** all MarCom activities (member-focus, end-user focus, educational
- Align tasks, roles, governance and reporting to enable everyone to work autonomously and effectively while maintaining centralised coordination from the secretariat



Instrumental

- Increased insight about audience motivation / behavior
- Increased insight about what we can create (in terms of content) and what works (feasibility, effectiveness)
- Creating (original) content for audiences