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**Marketing Committee  
1 October 2014  
09.00 – 12.30 hrs.  
Hotel Dubrovnik Palace  
*Mare Section 2***

# MEMBERS COMPLYING WITH COMPETITION LAW

In order to protect the interests of individuals and member companies, while active within Afera (in the broadest sense), the Competition Law policy should always strictly be followed.

- 1) Do not agree on nor discuss prices, (including price increases and pricing methods), discounts, terms of sale, the refusal to deal with another company, or profit margins with any representative of any Afera member company;
- 2) Do not make announcements about your prices or those of competitors;
- 3) Do not talk about the plans of individual companies (yours or competitors') regarding specific geographic or product markets or regarding particular customers;
- 4) If in doubt consult the Associations' staff or legal counsel.

A

F

E

R

A

M

K

C

# AGENDA

- 1. Competition Law/Opening/Agenda**
- 2. Minutes & Actions 5 February 2014  
incl report from the Website WG**
- 3. Update Initiative Creative Concept  
for 'Ideas that Stick'**
- 4. Afera Marketing Committee as  
Review Board**
- 5. Afera Media Tools**
- 6. Preparation GA slides activities/  
results MKC – report 2014, outlook  
2015**
- 7. Other matters**
- 8. Closure and date next Meeting**

**A**

**F**

**E**

**R**

**A**

**M**

**K**

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**2. Minutes and actions meeting 5 February 2014**

- |     |  |    |
|-----|--|----|
| 2.1 | Converter input (update on any issues raised by converters)  | MP |
| 2.2 | Progress MKC topic driven WG's developed according to Afera's mission to 'grow the pie' for all companies in the European SA tape value chain:   |    |
|     | - Social Media Programme ( <i>status report under Agenda item 3</i> )  | MP |
|     | - Website Management   | SB |
|     | - Education Awareness – <i>no activity yet</i>   |    |
|     | - Membership Recruitment – <i>besides some targetted recruit in Eastern Europe with Mete Konuralp no further general activities have started</i> |    |
|     | - General Communications – <i>ongoing</i>  |    |
|     | - Annual Conference - <i>ongoing</i>   |    |
| 2.3 | Results student (engineering field) attendance initiative in the Tape College  | AL |

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**Update Report  
October 2014**

**Website Management  
working group**

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C**

**A**

**F**

**E**

**R**

**A**

**M**

**K**

**C**

## **Contents**

- Working group members
- Aims of the working group
- Approach taken
- Actions completed so far
- Action plan to complete
- Questions for the Marketing Committee

## Working group members

- Astrid Lejeune AFERA
- Bathsheba Fulton AFERA
- Sharon Boyle Advance Tapes
- Louise Vincent Parafix
- Anurag Yadav Scapa

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E

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M

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C

## **Aims of the working group**

- To confirm the objectives of the website
- To review the layout and structure of the website to ensure it meets the objectives
- To set KPIs to measure the website effectiveness
- To place content prepared by both the Social Media Virtual Taskforce and the Technical Committee on the website
- To ensure that the website navigation is easy and logical for users



## Approach taken

- 2 telephone meetings and 2 face to face meetings held since the last Marketing Committee meeting
- Each WG member completed an audit of the website and identified strengths and areas for improvement
- All findings have been collated and a consensus agreed in terms of the objectives, KPIs, action plan and order of priority
- The next few slides set out the actions taken and the actions planned and we would welcome feedback from the Marketing Committee. Specific questions are listed at the end of the presentation

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F

E

R

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M

K

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# **Actions completed so far**

- The objectives were reviewed and we propose 3 objectives with the following % weighting and KPI

## **Objective 1**

To attract and trigger product designers and architects to proceed with their investigation at [afera.com](http://afera.com) and to contact a Member through the Member Directory or request to stay informed

## **% weighting of this objective**

50%

## **KPI**

Referrals to the member directory

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# Actions completed so far

## Objective 2

To provide information to Members re the industry network, events, technical standards, market trends and environmental regulations

## % weighting of this objective

40%

## KPI

Number of Member logins which we will aim to separate into return visits versus non-return visits

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E

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A

M

K

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# Actions completed so far

## Objective 3

To attract new Members

## % weighting of this objective

10%

## KPI

Number of visits to “Become a Member” page where an email address will be requested in order to receive a download or information pack.

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F  
E  
R  
A  
  
M  
K  
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## Actions completed so far

- As well as tracking the KPIs against the 3 specific objectives we are also tracking the following monthly:

	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13
Visits	2,515	2,345	2,519	2,622	2,250	2,674	3,052	2,744
New visitors %	81.91%	80.90%	83.21%	83.33%	86.31%	84.60%	81.98%	82.58%
Page views	5,956	6,390	5,901	6,404	5,246	6,169	6,743	6,104
Pages / visit	2.37	2.72	2.34	2.44	2.33	2.31	2.21	2.22
Avg time on page	00:01:28	00:01:27	00:01:19	00:01:23	00:01:19	00:01:19	00:01:32	00:01:28
Avg session duration	00:02:00	00:02:30	00:01:46	00:02:01	00:01:46	00:01:43	00:01:52	00:01:47
Bounce Rate %	72.41%	70.53%	74.47%	70.67%	75.29%	75.73%	74.51%	75.69%
Visits to member directory	1,797	2,276	1,757	2,148	2,157	2,141	2,233	2,162
Banner clicks	63	65	75	56	25	58	54	50

## Actions completed so far

- The monthly tracker highlights the following:
  - The bounce rate is too high and we need to aim for nearer 40%
  - The bounce rate reflects the quality of the visitors to the site and this needs work through Search Engine Optimisation (SEO)
  - We have prepared a brief to obtain quotes from external SEO providers.
  - The brief covers work on title tags, page descriptions, best key words, Google goals, site audit, common sense SEO text, monthly reports and quality of inbound links

A

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E

R

A

M

K

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## Actions completed so far

- We have reviewed the site layout and content and agreed several changes of which the key changes are:
  - Member directory to be broken down into 3 search options (Business > Market, Product, or Application). The new categories and content will be distributed to Marketing Committee Members for feedback
  - Introduction of a new 'mini site' targeting product designers and architects (content from SMVT)
  - Creation of a new top-level site map which will make it easier for users to find the relevant information including a technical resource centre

A

F

E

R

A

M

K

C

## Actions completed so far

- Make changes to the Homepage:
  - Replacement of the keyboard image of the homepage slider with an image of tape
  - “Tape it or Screw It” will link to more relevant text
- Create section on “understanding adhesives”
- Create section which explains the members of the association and their core competencies (producers, die cutters, suppliers, etc.)

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E

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K

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## Action plan to complete

- We still have a lot of work to do to re-organise the site under the new site map structure
- In addition we intend to:
  - Create a specific “Become a member” section so that membership benefits are clear
  - Create more clarity over the additional resources available when logging in as a member as opposed to general public
  - Bullet point some of the text heavy pages
  - Create logical links and more “calls to action” throughout the site
  - Measure banner clicks and separate data between paid for banners and AFERA banners
  - Create links to other appropriate websites
  - Consider an FAQ page
  - Consider more detailed KPIs once the SEO service is established

## Action plan to complete

- We aim to complete the layout change by the end of this year and build on that structure thereafter
- The next working group meeting is scheduled to take place in November 2014
- Therefore we would be grateful if all Marketing Committee members could provide feedback to the questions on the next page at the Marketing meeting on 1st October 2014

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# Questions for the Marketing Committee

- Do you agree with the initial 3 objectives? If not what would you change?
- Do you agree with the % weighting? If not what would you change?
- Do you agree with the initial KPIs? If not what would you change?
- Do you have any recommended SEO providers as it would be ideal to use a company experienced in the tape industry?
- What do you think of the actions completed and planned? Are there more important items that you think we should focus on?
- What other improvements would you make to the website?
- On the last question please feel free to send your comments and suggestions at any time to the members of this working group

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**Thank you for your time**

**AFERA Website Management Working Group**

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**3. Update Initiative Creative Concept for “Ideas that Stick”**

BvL

3.1 Content design for buyer journey stage “consideration & action”

3.2 Content design for buyer journey stage “awareness”

3.3 Next action, way forward

## 4. Afera Marketing Committee as Review Board

- Captains of industry debate – The future of the European adhesive tape industry: Technology, trends and markets moderated by Bert van Loon

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R

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## 4. Afera Marketing Committee as Review Board

- Market trends and statistics based on the Freedonia 'World Pressure Sensitive Tapes' study issued May 2014

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## 4. Afera Marketing Committee as Review Board

- Surviving the contraction of adhesive raw material supply – share different experiences, views and possible consequences amongst MKC members

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K

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## **5. Afera Media Tools**

- Afera's digital newsletters – feedback from MKC members
- Afera's website (discussed under item 2.2)
- Advertising and sponsoring opportunities



**Register for Afera's Annual Conference 1 - 4 October in Dubrovnik, Croatia >>**



**IN THIS EDITION**

- In this issue:**
- **A word from the President**
  - **B2B content marketing strategy for tape businesses by Bert van Loon, Mostly Media**
  - **Afera's new content marketing programme: Ideas that stick**
  - **Trends in adhesive tape: R&D, design and marketing**

**AUGUST 2014**

**A word from the President**



Dear Afera Members,

Afera is gearing up for its Annual Conference, this year organised in Dubrovnik, Croatia, at the beginning of October. Secretary General Astrid Lejeune, along with the help of the Committees, has put together an engaging Working Programme for tape industry executives focussing on "The Future of the European Adhesive Tape Industry: Technology, Trends and Markets." Enrolment to date tells us that this is going to be an impressive event for all those working in organisations within the adhesive tape value chain, including tape manufacturers (and SMEs), OEMs, raw material suppliers, and converters.

I am happy to report that by popular demand, media consultant

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6. Preparation GA slides activities/results  
MKC – report 2014, outlook 2015

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**A**

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## **7. Other Matters**

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