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Marketing Committee

3 October 2017

13.00 – 17.30 hrs.

Starhotels Majestic, Turin

Sala Eleonora

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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.

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- | | |
|--|-------|
| 1. Opening, agenda, competition law compliance | MP |
| 1.1 Succession of MKC Chairman | MP/JG |
| 1.2 Should the MKC be renamed "The Tape Industry Marketing Taskforce"? | JG |
| 2. Minutes and actions of 14 February 2017 meeting | |
| Status of MKC topics and working groups (WGs) which add to Afera's mission to "grow the pie" for all companies in the European adhesive tape value chain: | |
| 2.1 Social media programme – see agenda item 3 | |
| 2.2 Website management WG – see agenda item 3 | |
| 2.3 Education awareness initiative WG | MP |
| - Educational curricula programme pilot project in the U.K. | |
| - Contact with additional European institutions, providing technical educational material on adhesive tape bonding technology | FH/AV |
| 2.4 Membership recruitment WG | |
| - Converter pilot member recruitment initiative | MP/SM |
| - Afera potential members master list | SM/BF |
| 2.5 General communications | |
| - Member company press and social media communications list | AL/BF |
| - Individual member email contact initiative in August-September 2017 | AL/BF |
| 2.6 Annual conference – see agenda item 4 | |
| 3. Content marketing initiative | |
| 3.1 Website Management WG activities | LV |
| - Launch of Why tape? section of afera.com, website best practice/functionality, SEO, social linking, website content style guide, performance stats | |
| 3.2 FEICA's sustainability programme | ES |
| 4. Afera MKC as review board: Annual Conference programme WG | All |
| 4.1 Moderation, theme, content | JG |
| 4.2 Freedonia market study presentation "An update of the PSA industry" | MvS |
| 4.3 Follow-up w/PSTC on decision drivers for adhesive tape usage report (2 nd phase) | MP |
| 5. Afera media tools | |
| 5.1 Afera's digital newsletters | AL/BF |
| - Do recipients forward <i>Afera News</i> ? | |
| 5.2 Afera's website – see agenda item 3.1 | |
| 5.3 "Member of Afera" logo link | AL/BF |
| 6. Preparation of GA slides on activities, results of MKC | |
| 7. Other matters (please submit prior to the meeting) | All |
| 8. Next meeting, closing | JG |

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2.5 General communications

- Member company press and social media communications list AL/BF
- Individual member email contact initiative in August-September 2017 AL/BF

1. Member company press and social media communications list
 - a. Straight line in to member companies re: press submissions, website matters (publishing links to news items, events, images, logos, etc.), and social media initiatives (Twitter and LinkedIn) and future projects (e.g. collecting industry news).
 - b. Contact information will not be listed publically.
 - c. ~50% of members have responded.
2. Individual member email contact initiative in Aug-Sept 2017
 - a. All members contacted re:
 - i. Publishing "Member of Afera" logo link
 - ii. Supplying comms contacts
 - iii. Following [Afera member tape network Twitter page](#) and [Design that sticks Twitter](#)
 - iv. Reviewing *Why tape?*
 - v. Attending Conference.
 - b. ~40% responded.

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3. **Content marketing initiative**

3.1 Website Management WG activities

LV

- Launch of [Why tape?](#) section of afera.com, website best practice/functionality, SEO, social linking, website content style guide, performance stats

3.2 FEICA's sustainability programme

ES

4.4 [FEICA's sustainability programme:](#)

- FEICA has launched a new section of their website, in which they list “examples of good practice in the use of adhesives and sealants and how companies run their business to improve sustainable operations.” Afera could tackle this issue again, as FEICA has managed to get businesses to share their policies without giving away trade secrets. **Mr. Smit** plans to submit this for discussion in the next MKC meeting.

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Update Report October 2017

Website Management Working Group

Contents

- Actions completed since the last meeting
- Statistics
- Further marketing integration – presented in February
- What next?
- What do we need from you?



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Actions completed since the last meeting

Website content:

- The “Why Tape?” section has been re-structured and all new content added, launching on 30 March 2017.
- There has been an increase in sharing of “Why Tape” content on the ‘design’ Twitter account.
- Bathsheba has completed the second draft of the style guide.



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Actions completed since the last meeting

Website best practice: functionality and usability

- Reviewed filters for member directory and news pages. Options will be tidied up.
- Plan on creating a clearly visible and inviting CTA (Call to Action) on every page within “Why Tape?” in place of text links e.g. “Ask us anything”.



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Actions completed since the last meeting

Website best practice: SEO

- Created new site audit. Will begin to work through a long list of recommendations, based on prioritised pages.
- The site requires a site map. We are looking into creating this through the CMS instead of manually. Will then submit to Google for crawling.
- We are looking into the automated creation of meta data, for quicker creation of meta titles and descriptions.



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Actions completed since the last meeting

Website best practice: KPIs

- Review of how we measure performance
- Requires addition of 'conversions' (goals and events) in GA to measure:
 - Contact form completions
 - Subscribes
 - Clicks on member email address and website link (in member directory)
 - Downloads
 - Clicks on advertisements
- Will look at conversion rate optimisation in 2018
- To measure contact form completions, we have removed the email address.
- We will replace all instances of address with link to form.



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Actions completed since the last meeting

Website best practice: subscribes and emails

- Identified the need for a CAPTCHA on the contact form to reduce spam emails.
- Identified the need to generate auto-response from CMS when user has subscribed or sent an email.



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Actions completed since the last meeting

Social media activities

- Work has progressed on the @_ProductDesign and @Afera_Tape Twitter accounts. Since last meeting followers have increased by 23% and 43% respectively.
- We now link more to the updated “Why Tape?” section of the website.
- Creation of a library of Twitter posts for ‘Why Tape?’ and other relevant pages.
- Potential members have been followed by the @Afera_Tape account.
- The professional version of Buffer was deemed too expensive for the addition of analytics data, which is the only benefit (\$120 vs. \$1188 per year).

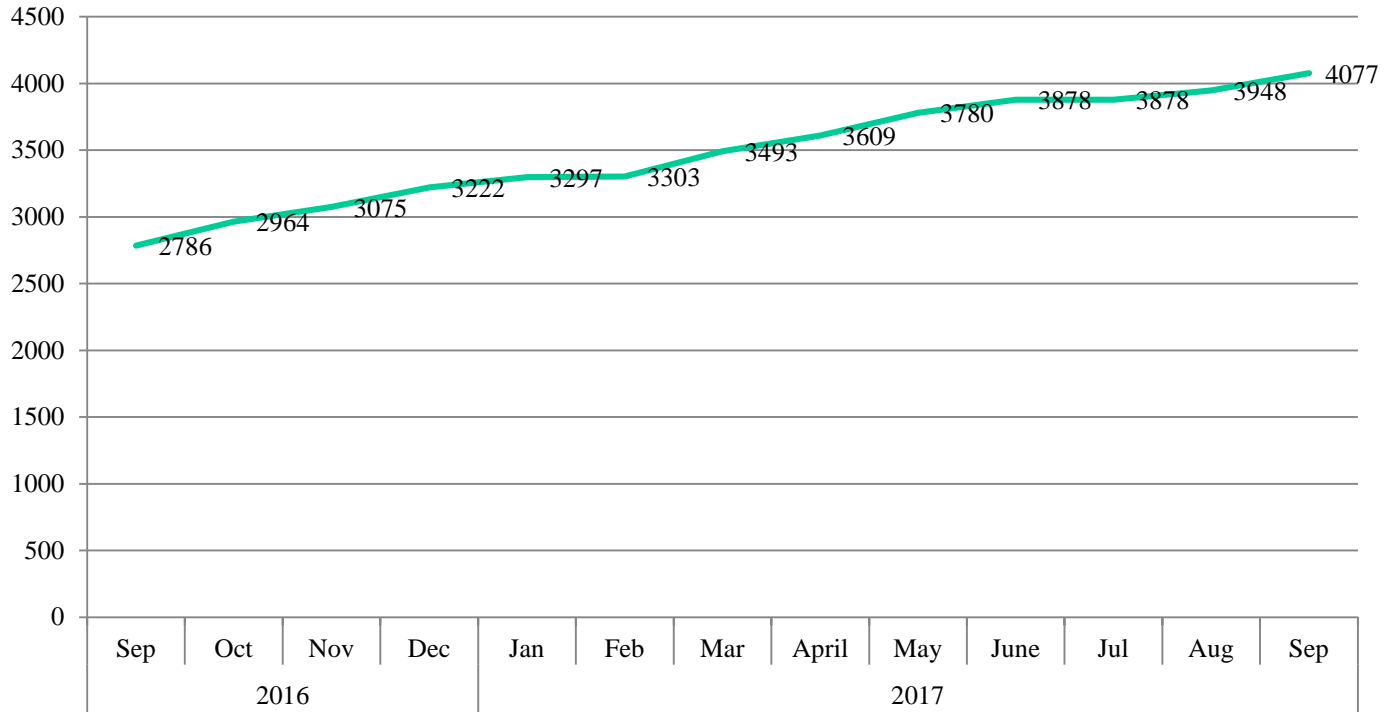


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Social media statistics

Design account followers

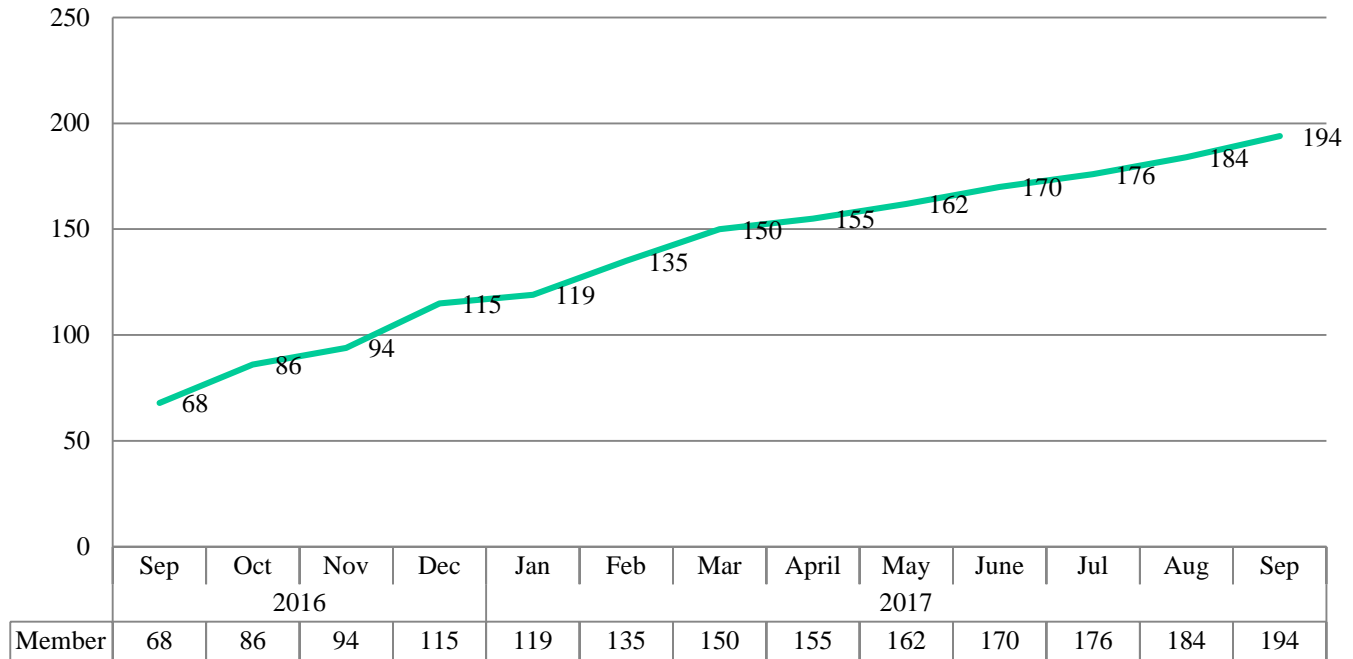


Design that Sticks
Scanning the web for Next Product Design

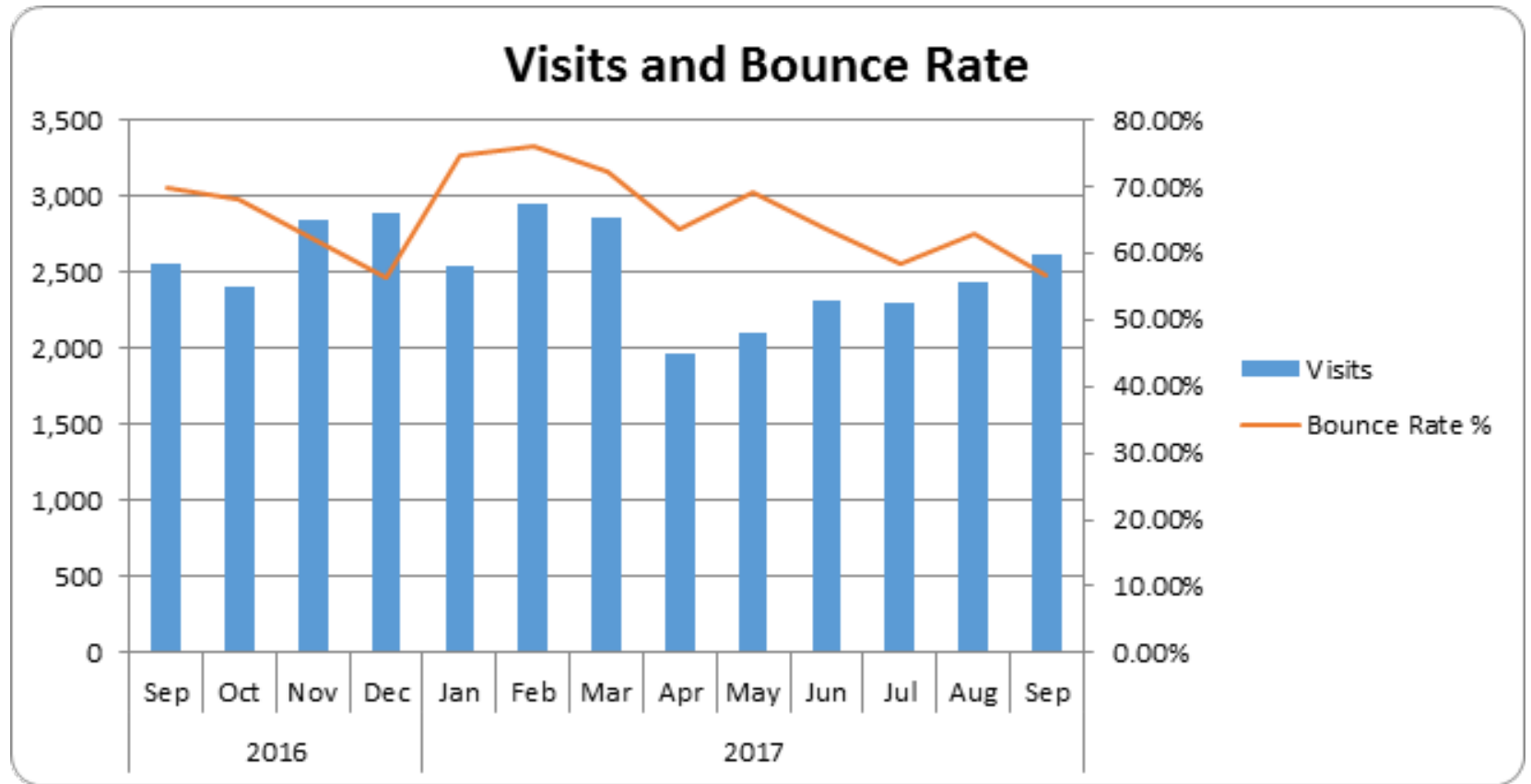


Social media statistics

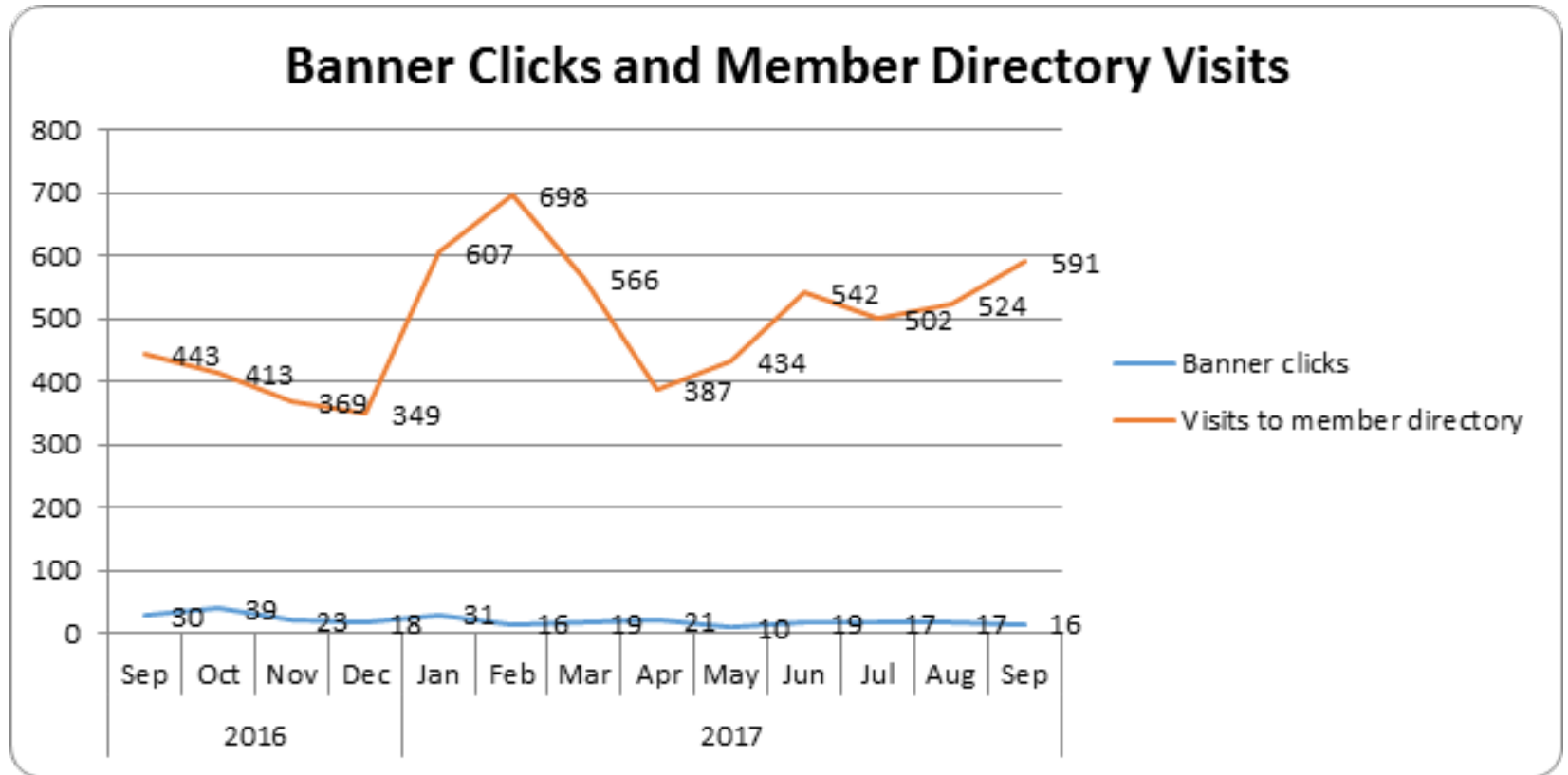
Member account followers



Website Statistics

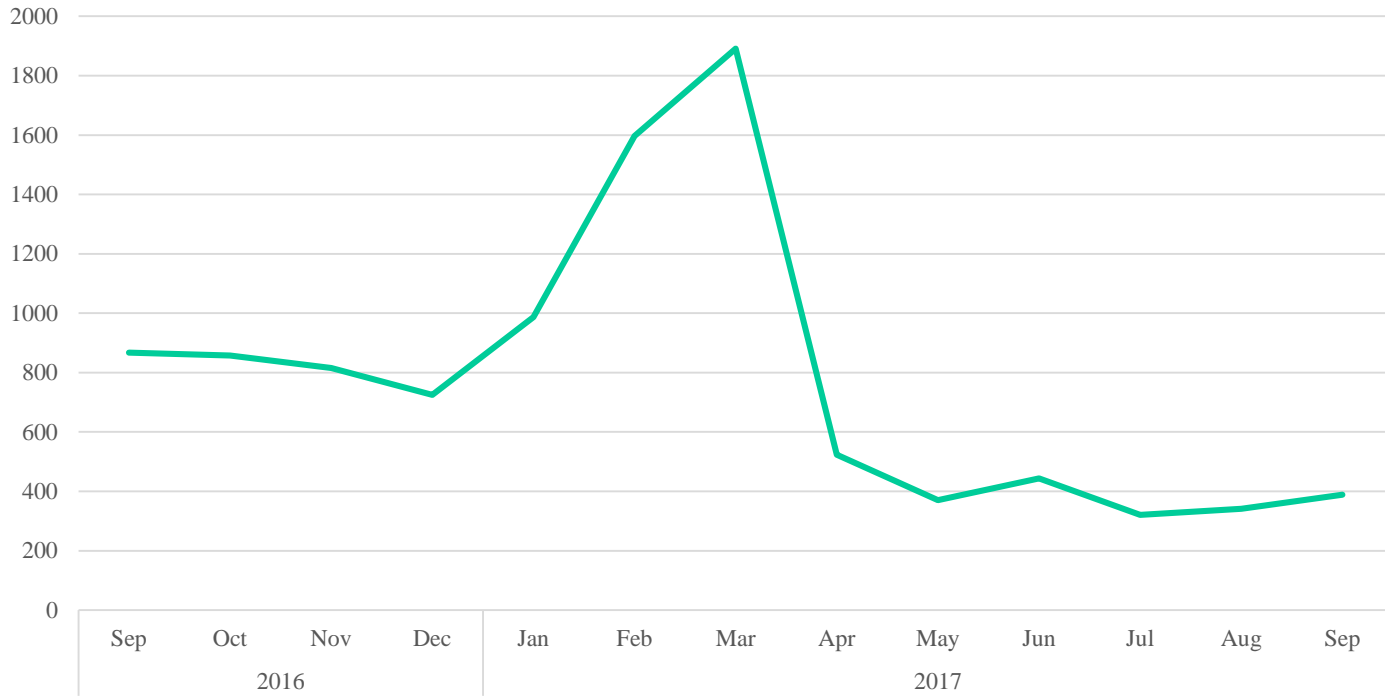


Website Statistics



Website Statistics

Why tape visits



What do we need from you?

- Feedback.
- Social media/comms contacts within your organisations. Currently have 54.
- Latest company news to share on Twitter.
- Additional group member.



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Thank you for your time

Afera Website Management Working Group

Further marketing integration

Actions/Topics TBD

1. Reduce further SEO efforts (as long as main technical structure is right) to the why tape section and educational scope (executed internally) as a 2017 test
2. Create a cloud based content calendar (newsletter, social content etc.) in order to work from/with one single document (free dedicated solutions available, or xls in Google)
3. Review tasks, roles, governance and reporting to enable everyone to work autonomously and effectively while maintaining centralised control by Astrid
4. Cooperation between tech and mkt committee
5. Request (conditional) approval for this integrated approach
6. Resource/budget allocation TBD (in progress), but within budget range.

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What next?

- Fix website SEO errors based on audit recommendations.
- Cloud based content calendar?
- Review content plan (inc social plan?)
- Continue to target social media contacts within existing member companies.
- Continue to target new members.
- Find a dashboard tool which aggregates analytics, email results etc. for clearer reporting. Bert?



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4. Afera MKC as review board: Annual Conference programme WG

All

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MP

<https://www.pstc.org/i4a/pages/index.cfm?pageID=5072>

5. Afera media tools

- 5.1 Afera’s digital newsletters AL/BF
 - Do recipients forward *Afera News*?
- 5.2 Afera’s website – see agenda item 3.1
- 5.3 “Member of Afera” logo link AL/BF

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- 6. **Preparation of GA slides on activities, results of MKC**
- 7. **Other matters** (please submit prior to the meeting) All
- 8. **Next meeting, closing** JG

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Why am I here?

60 minutes

- Journey & Observations
- We are marketing what?
- Marketing research 101 : What is the expected and perceived value
- Steering Committee – Marketing Committee – Members aligned?
- Once mapped out and aligned – clear objectives and direction
- Prioritize and to work group

Expected outcome today :
one pager with prioritized mo
define and assign workgroup
questionnaire for Afera mem

Journey and observations

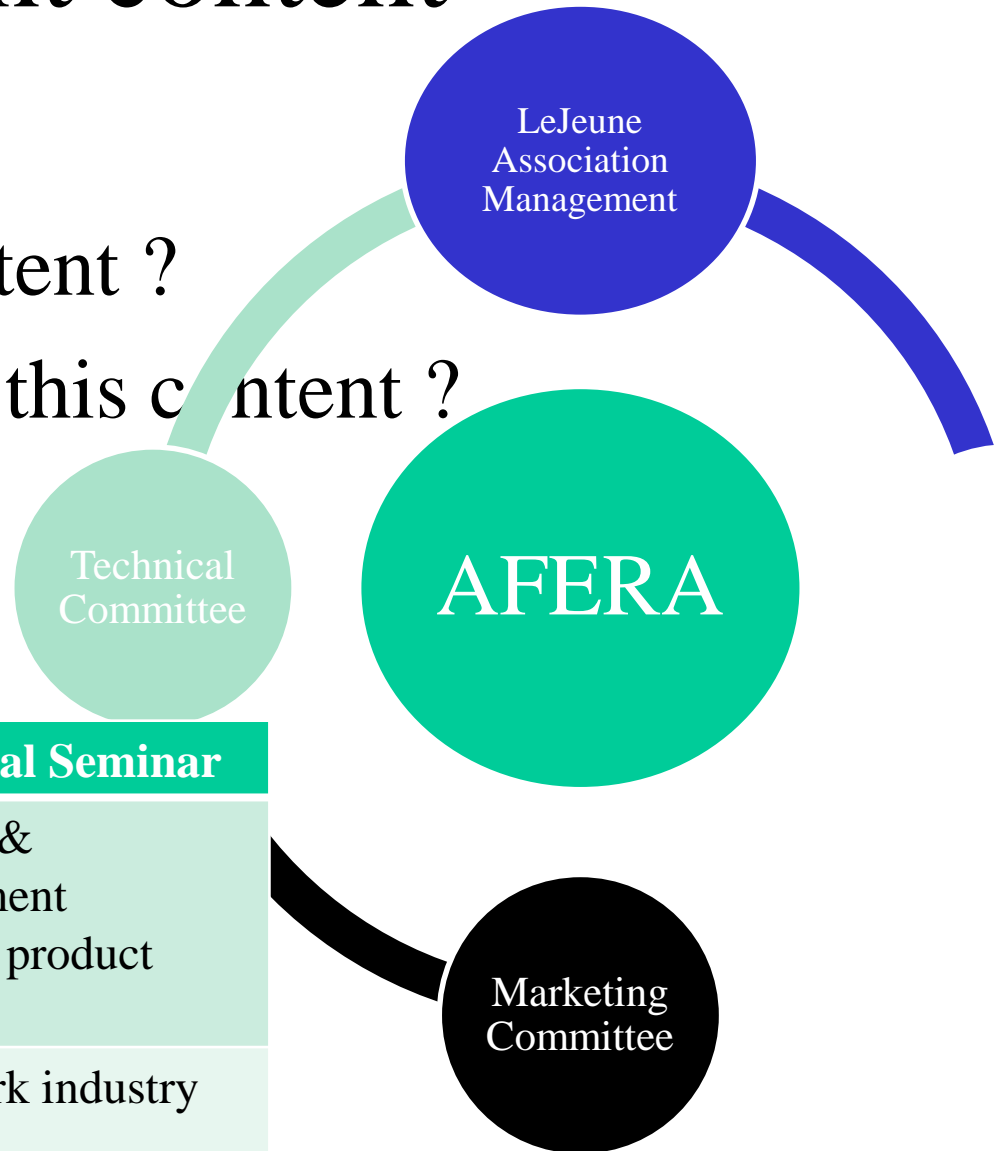
- Journey
 - 3 annual conferences
 - Joined the Marketing Committee → objective #1: content annual conference
 - 1 technical college
 - 1 PSTC
- Observations
 - 3 critical mistakes:
 - A. assumption what is the #1 objective *Successful Annual Conference*
 - B. assumption what do participants want
Expand PSA horizon through sharing and receiving relevant PSA info
 - C. underutilized the marketing committee
 - Challenge to finding capable speakers to share PSA relevant info
 - Lejeune group is capable and willing

We are marketing what?

- What value has AFERA brought to you thusfar ?
- What value do you expect AFERA to provide ?
- Through what channels / venues do you (wish to) share / receive this value ?
- What are your top 3 reasons for attending this conference ?
- Why did you join the marketing committee ?

If Value = relevant content

- What is relevant content ?
- Who should provide this content ?
- The AFERA picture



| | Annual Conference | Technical Seminar |
|----------|---|--|
| Audience | General Management Marketing & Sales Product Managers | Research & Development Technical product managers |
| Content | Commercial applications Industry trends | Benchmark industry standards Technical |

Why do you attend the AFERA Annual Conference ?

| Value | have you found thus far | do you expect to find / still looking for? |
|---|-------------------------|--|
| 1. be inspired by speakers outside the PSA industry | | |
| 2. understand the PSA industry better | | |
| 3. understand the PSA applications better | | |
| 4. understand the PSA supply chain better | | |
| 5. improve my technical knowledge | | |
| 6. promote my company / my sales | | |
| 7. explore partnerships | | |
| 8. get to know new people in the PSA industry | | |
| 9. keep up with my formal PSA network | | |
| 10. keep up with my informal PSA network | | |
| 11. a welcome break from my work | | |

Questionnaire

Why do you attend the AFERA Annual Conference ?

| Value | have you found thus far | do you expect to find |
|--|-------------------------|-----------------------|
| promote my company / my sales | | |
| explore partnerships | | |
| get to know new people in the PSA industry | | |
| keep up with my formal PSA network | | |
| keep up with my informal PSA network | | |
| a welcome break from my work | | |
| be an active committee member | | |
| industry intelligence (speakers) | | |
| Other namely: | | |

Questionnaire

What type of content do you expect @ conference?

| Content | do you expect ? |
|--|-----------------|
| be inspired by speakers outside the PSA industry | |
| understand the PSA industry better | |
| understand the PSA end user applications better | |
| understand the PSA supply chain better | |
| Improve my technical knowledge | |
| Other namely: | |