The Afera
Social Media Initiative

Going forward

External branding

and

lead generation

Document and version	**Online Strategy Afera.docx**
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Introduction

Following the draft strategy as presented and discussed during the three committee meetings in Amsterdam (February 6 + 7, 2013) Afera has decided to set up a content marketing plan to leverage its power as a collective authority, reach out to the end users of tape (designers, engineers, manufacturers) and ultimately increase awareness about the possibilities of tape and create new business leads through the online member directory for its members.

This document serves an update of activities for this project until now, and an introduction of the project to delegates of member organisations that will participate in this project. (You will find links to external sources in the document.)

1. **Afera Online Strategy**

Why do we address this topic?

- To harvest the potential of social media to reach out to potential new clients for Afera members (The growing role of online communication in the first half of the sales funnel.)
- To harvest from the authority of the Association (wide expertise, independent authority, broad representation, forefront of development)
- Bring value to all the members

What is the scope of the project?

IN scope:

- Profile of the audience
  - Engineers/ designers / manufacturing management "not aware about tape at all" / "aware but needs more information to decide to contact a member and explore possibilities"
- Key messages
  - Benefits of tape
    - Applications nearly endless
    - Constantly evolving > leading to new possibilities
  - Cooperation with industry experts
    - Co-creation creates new possibilities
    - Challenge the industry to find your best solution
- Buying phases:
  - Greatest focus on *awareness*
  - Servicing basic *consideration* issues
  - Focus on contacting members though the member directory

OUT OF scope

- Anything interfering with the level playing field
- Branded information of proprietary information

2. **Current status (October 2013)**

	Status
Tools & Tech	New website (sep 2013) • Fresher / today look and feel • Switch to a budget friendly and up to date CMS (the 'old' CMS publishing system dated from the late '90s) • Adding social media possibilities (sharing etc.) • Better search engine optimisation • Primary Focus on end user audience and not on members

Content	• General static content (Who we are, etc.)
	• Conversion (curated) of content old website (mostly internal focus)
	• *First few items* of content towards *end user audience*
	    o [Library- section](#)
	    o [Blog-section](#)
	    o [White Paper section](#)

Channels	• (online) Afera website only
	• (online) Other channels (LinkedIn, Twitter, Google+, Pinterest, Slideshare, Youtube) in next step
	    o *Timing*: once we have our install base (library, white papers sufficiently covered)
	    o *Priority*: based on experience of virtual task force and other member input. Current expectation LinkedIn+Twitter+SLideshare as main online traffic drivers
	• (offline) cross media traffic from print and in-person events TBD
	• contacts base old & new media: TBD with support of members

Organisational	• Afera staff + external for support project development and kick off • Development of virtual content task force with members' staff (October 2013) • Documentation of coordination, governance and content execution TBD

Metrics	• Will be defined for 2014.
	• Main metrics categories:
	    • Traffic
	    • Content consumption
	    • Content sharing
	    • Member directory leads

3. **Organisation**

In order to take this project further Afera needs to set up a working method where experts within member organisation will participate in order to create the best, most valuable and most effective (unbranded) content possible to reach out to potential end users of PST (especially potential clients unaware of the possibilities) .

During the committee meetings at the annual conference the decision has been taken that a number of companies will allocate expert resources (profile: knowledgeable in end user communication and needs with a focus on new communication tactics) within their organisation to participate in a *virtual contentmarketing taskforce*.

The taskforce consists of

- Industry/marketing experts within member organisations
- Afera Staff (Lejeune Associaiton Management)
- External support
    - Editorial tasks (mainly focussed on member communication) : Bathsheba Fulton
    - Technical journalism (Blogs, white papers, etc. focussed on edn suers comms) – Jacques Geluk
    - Online strategy – Bert van Loon

The key roles of the virtual taskforce are:

- To deliver input with which we can create content to interest the audience (engineers, designers, manufacturers) during the awareness stage of the buying cycle, to help them during the consideration phase of the buying cycle and to invite them to contact members through the member directory. The Afera internal and external team will be responsible to produce the actual content (blogs, library pages, white papers, slideshares etc.) from the input.
Examples of input could be
    - Blog subjects that attract high interest form designer and engineers
    - Content concepts that deliver the content better for the audience
    - Current high traffic topics within the audience's interest
    - Ideas how we can relate non-tape-topics with high interest to the benefits and strengths of tape as an industrial solution/enabler
- To spot old and new media that can serve as content outlets of content-partners for Afera's content e.g.:
    - Trade magazines and online platforms
    - Leading voices (bloggers, Twitter)
    - LinkedIn groups (not necessarily dealing with tape as a topic but those where the audience prefers to go to collect and share knowledge)

The taskforce will organise two online meetings (using Google Hangout) before the end of 2013 and one every quarter in 2014.

3.1. Participants

- The following companies have committed to have their company staff participate in the *virtual contentmarketing taskforce*.

Category	Company name	Committee contact(s)	Taskforce members
Tape producer	3M	Aric Getty Henning Mohme	TBD
Tape producer	Nitto Europe	Eric Pass	TBD
Tape producer	Parafix	Mike Punter	TBD
Tape producer	tesa	Matthias von Schwerdtner Fritz Stock	TBD
Converter	Chargeurs / Novacel	Laurent Derolez	TBD

4. Planning

Action	Due date
Committee contacts provide Afera team with Taskforce contacts (name, job title, e-mail and Phone)	17 October2013
Afera team contacts members' representatives in taskforce individually to set up Google Hangout details and give further information about the project where necessary.	24 October 2013
Afera team contacts all members' delegates in Taskforce to define two dates for online meetings before end 2013	18 October 2013
Afera team coordinates agenda and documents/information pre virtual meeting	24 October2013

For any further information please contact

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