



“Going forward” **Together**

*An integrated and results-driven
communication strategy*

(October 2013)

Past months

Current Status

Next!





Afera
Social Media Initiative

But first again..., why?

*Threat + Opportunity in
a rapidly changing world*

Digital Media Use in the Industrial Sector

IHS GlobalSpec
Digital Media

- Survey conducted in April 2013 by IHS GlobalSpec
- 1,800 + North American respondents
- 93 percent are involved in the purchase of components and services

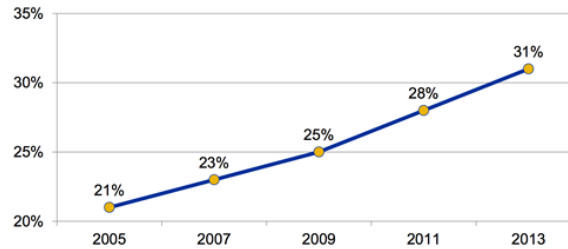


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Time Spent on the Internet

IHS GlobalSpec
Digital Media

% of Engineers (All Age Groups) who Spend 8+ Hours/Week on Internet for Work



Source: IHS GlobalSpec surveys, 2005-2013

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Internet Use

IHS GlobalSpec
Digital Media

- 84%** Find components, equipment, services, suppliers
- 74%** Compare products across suppliers
- 73%** Obtain product specs
- 72%** Conduct research
- 71%** Find pricing information

Source: IHS GlobalSpec survey, Digital Media Use in the Industrial Sector, April 2013

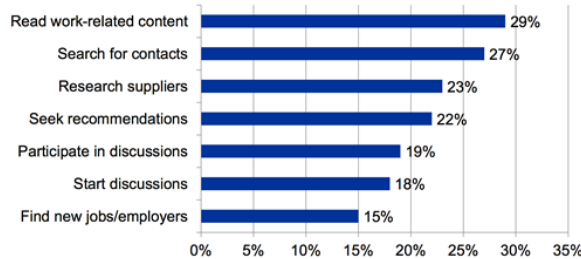
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Social Media Activities

IHS GlobalSpec
Digital Media

Social Media Activities of Industrial Professionals



Source: IHS GlobalSpec survey, Digital Media Use in the Industrial Sector, April 2013

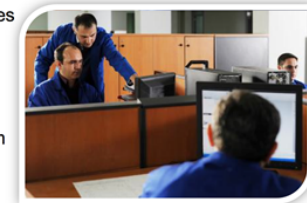
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Information Sources

IHS GlobalSpec
Digital Media

- 86%** General search engines
- 75%** Supplier websites
- 75%** Online catalogs
- 61%** GlobalSpec.com
- 50%** Print catalogs



Source: IHS GlobalSpec survey, Digital Media Use in the Industrial Sector, April 2013

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Social Media Use

IHS GlobalSpec
Digital Media

	18-34	35-49	Over 49
	63%	59%	56%
	71%	61%	46%
	45%	35%	32%
	29%	19%	12%

Source: IHS GlobalSpec survey, Digital Media Use in the Industrial Sector, April 2013

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In-person Tradeshows

IHS GlobalSpec
Digital Media

49% of industrial professionals **did not attend a tradeshow** in 2012.

4% of industrial professionals **attended four or more tradeshows** in 2012.

Source: IHS GlobalSpec survey, Digital Media Use in the Industrial Sector, April 2013

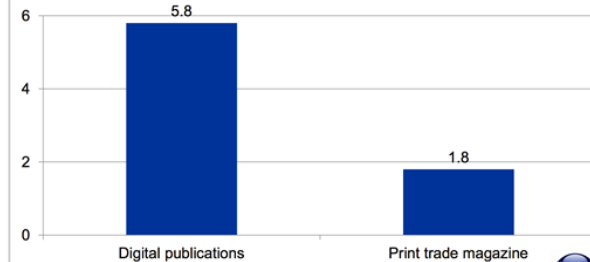
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Digital and Print Publications

IHS GlobalSpec
Digital Media

Average Number of Subscriptions among Industrial Professionals




Source: IHS GlobalSpec survey, Digital Media Use in the Industrial Sector, April 2013

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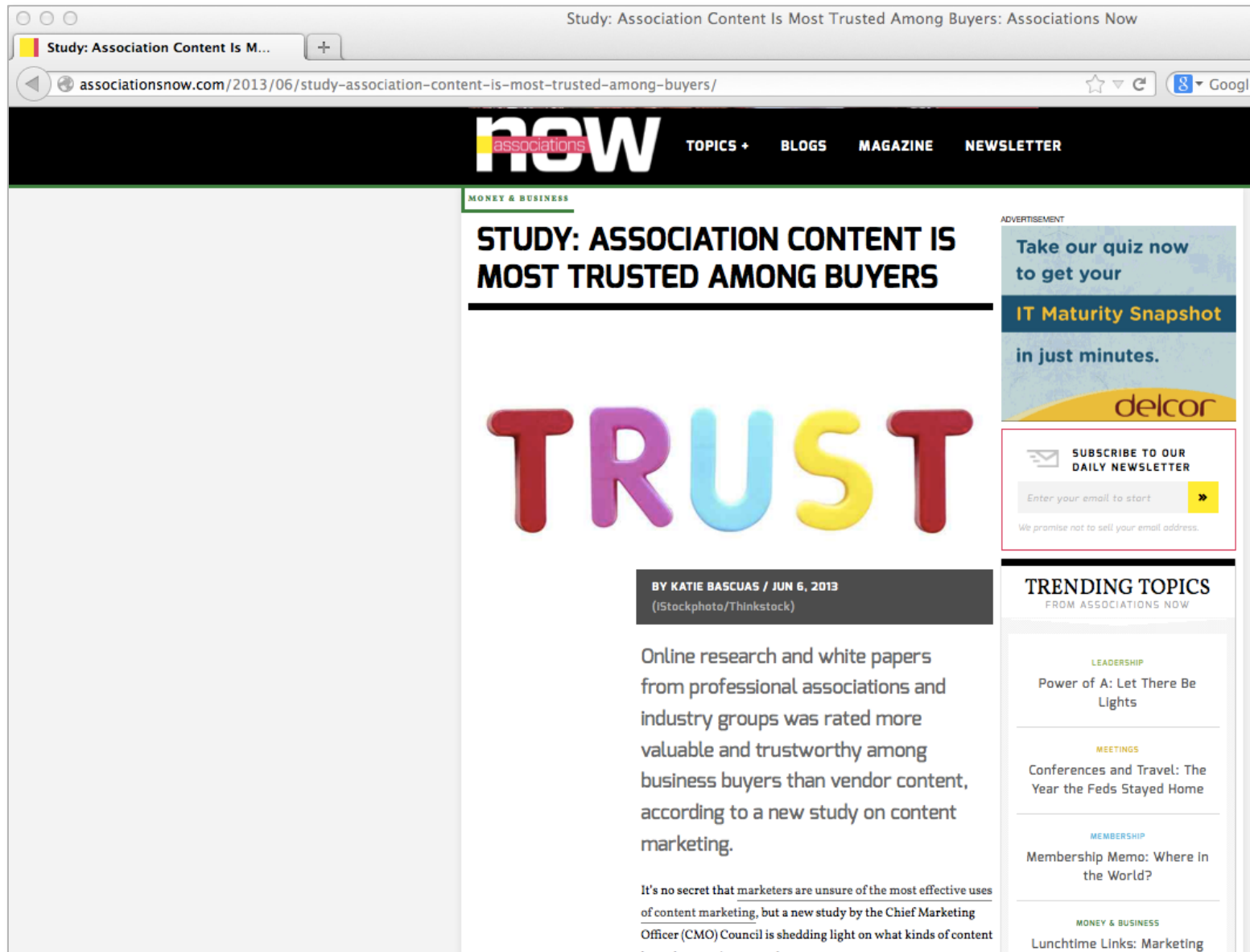
HB.R.ORG
**Harvard
Business
Review**

 JULY-AUGUST 2012
REPRINT R1207C

SPOTLIGHT ON SMARTER SALES

The End of Solution Sales

“A recent Corporate Executive Board study of more than 1,400 B2B customers found that those customers completed, on average, nearly 60% of a typical purchasing decision —researching solutions, ranking options, setting requirements, benchmarking pricing, and so on— before even having a conversation with a supplier”



The screenshot shows a web browser window with the URL `associationsnow.com/2013/06/study-association-content-is-most-trusted-among-buyers/`. The page features a navigation bar with the word "now" in large letters and "associations" in a smaller font. Below the navigation bar, the article title "STUDY: ASSOCIATION CONTENT IS MOST TRUSTED AMONG BUYERS" is displayed in bold. The word "TRUST" is prominently featured in large, colorful, 3D-style letters. The author information reads "BY KATIE BASCUAS / JUN 6, 2013 (iStockphoto/Thinkstock)". The main text begins with "Online research and white papers from professional associations and industry groups was rated more valuable and trustworthy among business buyers than vendor content, according to a new study on content marketing." A sidebar on the right contains an advertisement for "delcor" with the text "Take our quiz now to get your IT Maturity Snapshot in just minutes." and a "SUBSCRIBE TO OUR DAILY NEWSLETTER" form. Below the advertisement, there is a "TRENDING TOPICS" section with categories like LEADERSHIP, MEETINGS, MEMBERSHIP, and MONEY & BUSINESS.





“Going forward”

*An integrated and results-driven
communication strategy*

(February 2012)



Background & Setting of the challenge

An Association
Not a company

Scale & Expectations

Previous
related activities

From the minutes:

"However closely Afera Members may socialise and collaborate on projects, at the end of the day, all Afera Members are competitors."



- Authority of the association
- Knowledge gold mine (tech, market)
- Joint forces
- Homogeneous interests



- Level playing field
- Heterogeneous interests
- Different positions
 - ~ SME, Corporate
 - ~ National, international
 - ~ Commodity, Tape, Converting

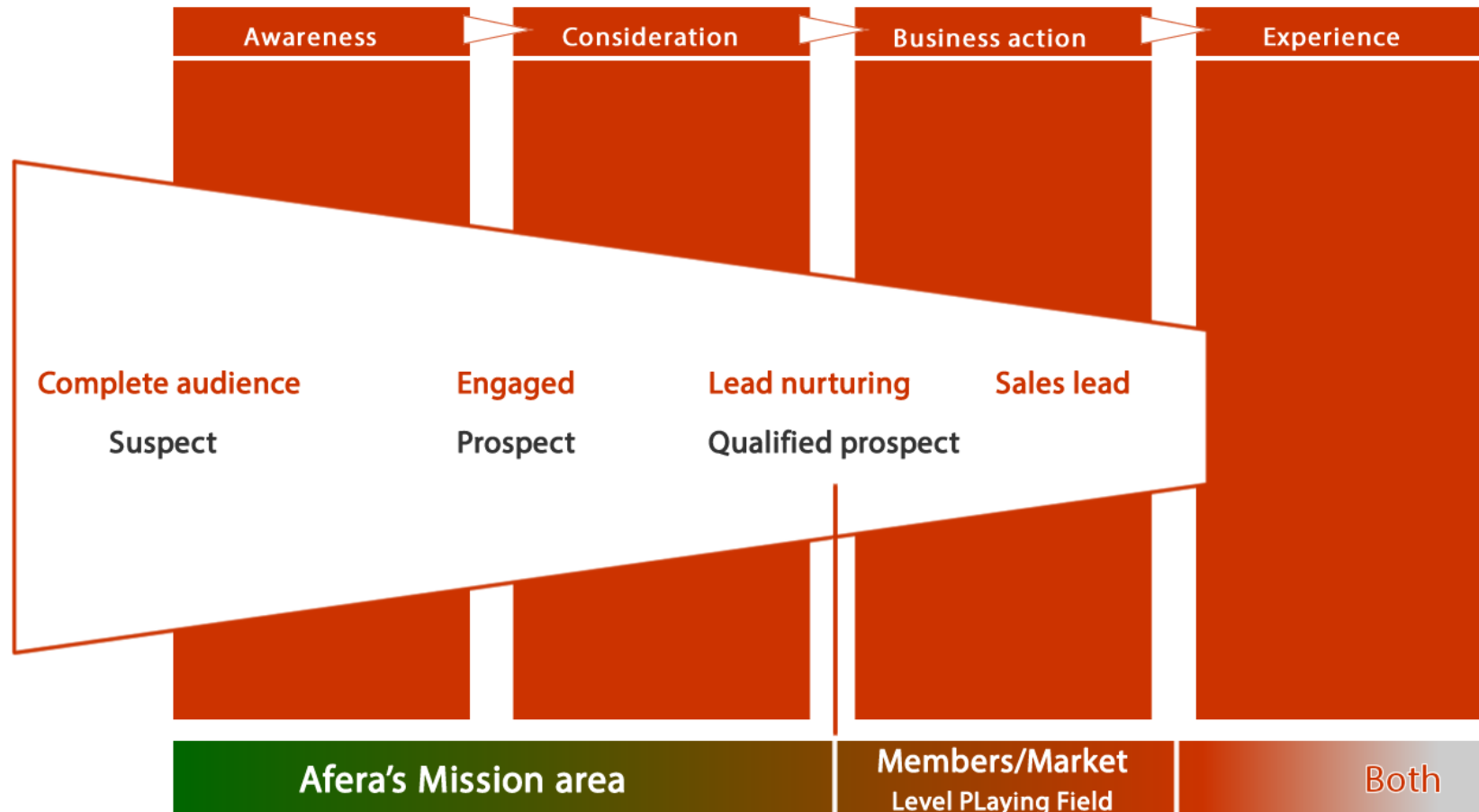


- Commitment to contribute in operational phase
 - ~ content
 - ~ time
 - ~ network visibility
 - ~ etc.

The fine line between collective promotion and individual business

Content Marketing: Association & Members

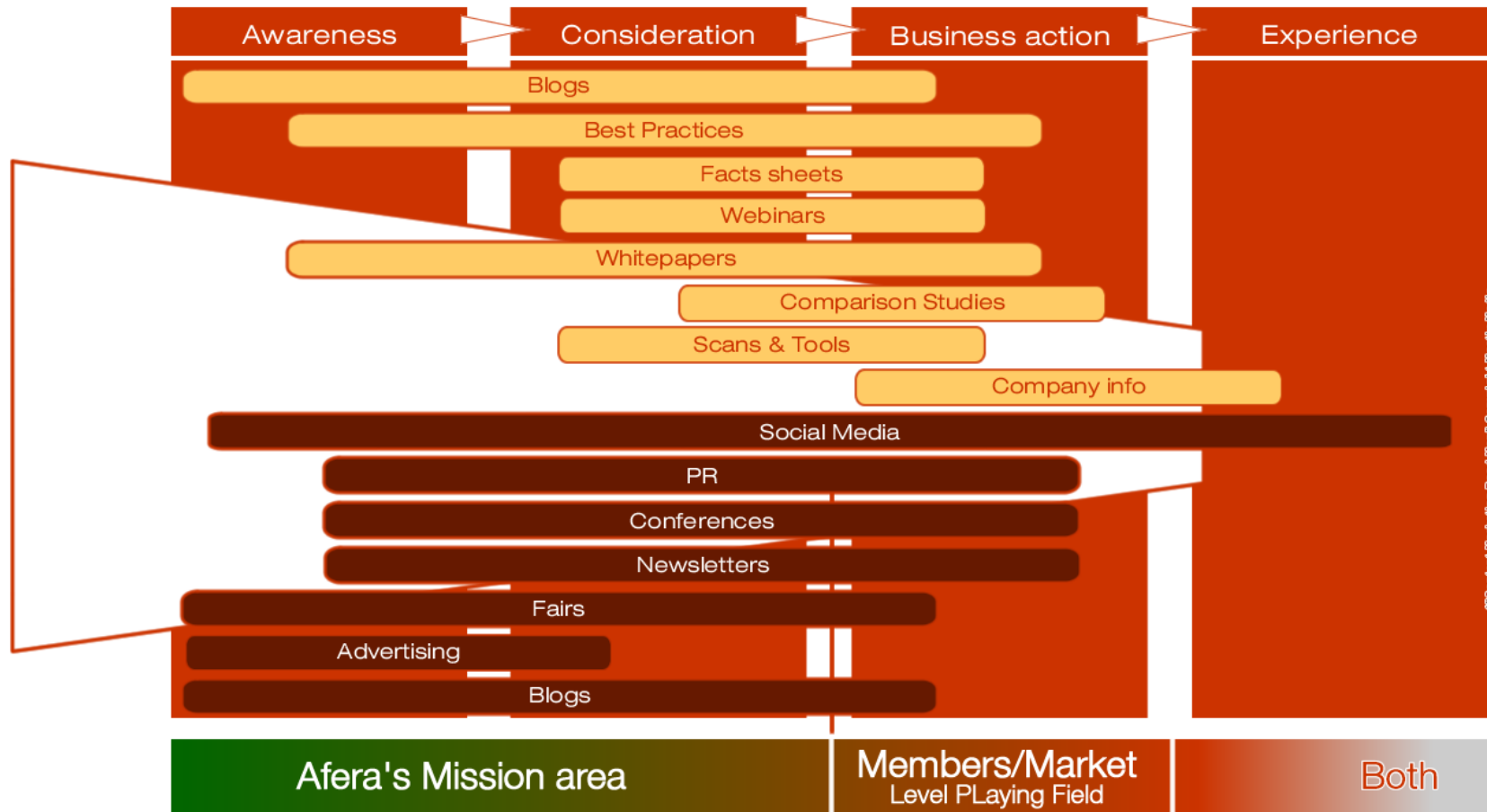
In each phase of the buying cycle different content is required (information, format, channel etc.)



A clear definition of the dividing line between collective and individual playing fields

Content Marketing: Conversion

Conversion path ▶ Conversion path ▶ Conversion path ▶ Re-Conversion Path ▶
In each phase of the buying cycle different content is required (information, format, channel etc.)



A clear definition of the dividing line between collective and individual playing fields

Strategy roadmap: Step 3 Strategy

Strategy

- Framework
 - Maximise **online** outreach through **relevant content** and integrate where possible with traditional media
 - Concentrate **all traffic to single hub** of expertise *and* experts: Afera.com
 - **Focus** content and social activity on **increasing metrics** that indicate **interest** and **engagement**
 - **Maximise** possibilities to **convert** interest **into business leads** for individual members with a level playing field
- Three focus lines
 - Focus on creating **awareness** (For first timers)
 - Focus on increase **dialogue** (For beginning and experienced adopters)
 - Consolidate and grow **industry backing** (# members, engagement, opportunities, results)

Audience	Message	Branding	Channels / X-media	Metrics & ROI	Budget & Funding	Phasing / Stages
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Strategy roadmap: Step 3 Strategy

Audience	Message	Branding	Channels / X-media	Metrics & ROI	Budget & Funding	Phasing / Stages
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Planning

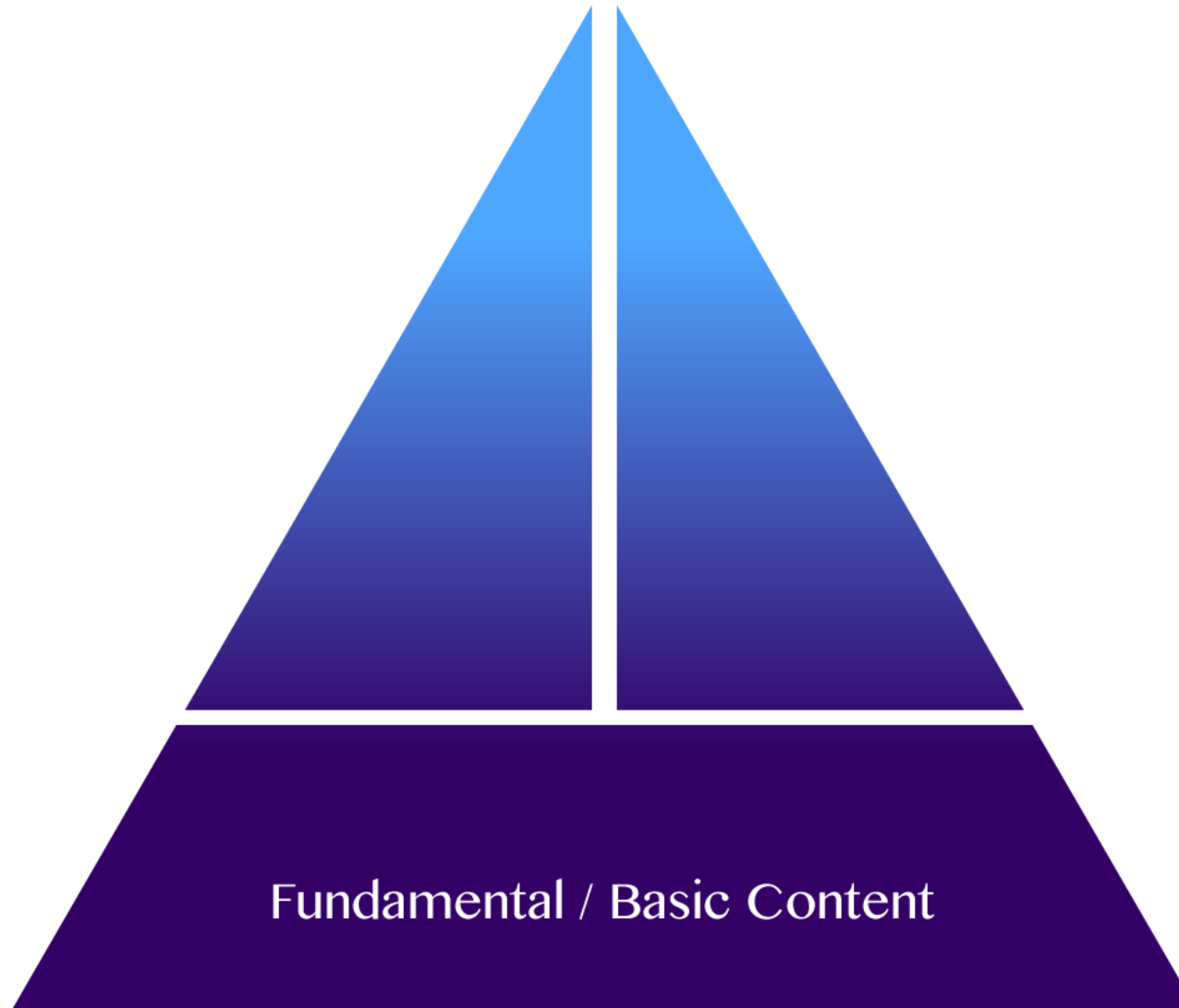
- **Phase 2: Set up (8 weeks / 1 May)**
 - Organisational
 - **Set up (member) content team (that is you and other members.....)**
 - Set up internal communication to members
 - Set up reporting module
 - Tech/Tools
 - Re-design website Afera.com + building/implementing CM tools
 - Selecting support tools (Twitter, monitor, collaboration tools [Trello] etc.)
 - Content/design
 - Develop in depth keyword strategy, detailed key messages **(with content team)**
 - Rework existing content; build content base 1.0.
 - Set up content guidelines en governance
 - Start listening/following channels/opinion leaders
 - (Logo)
 - Channels
 - Build mediabase 1.0., identify opinion leaders
 - Register channel identities

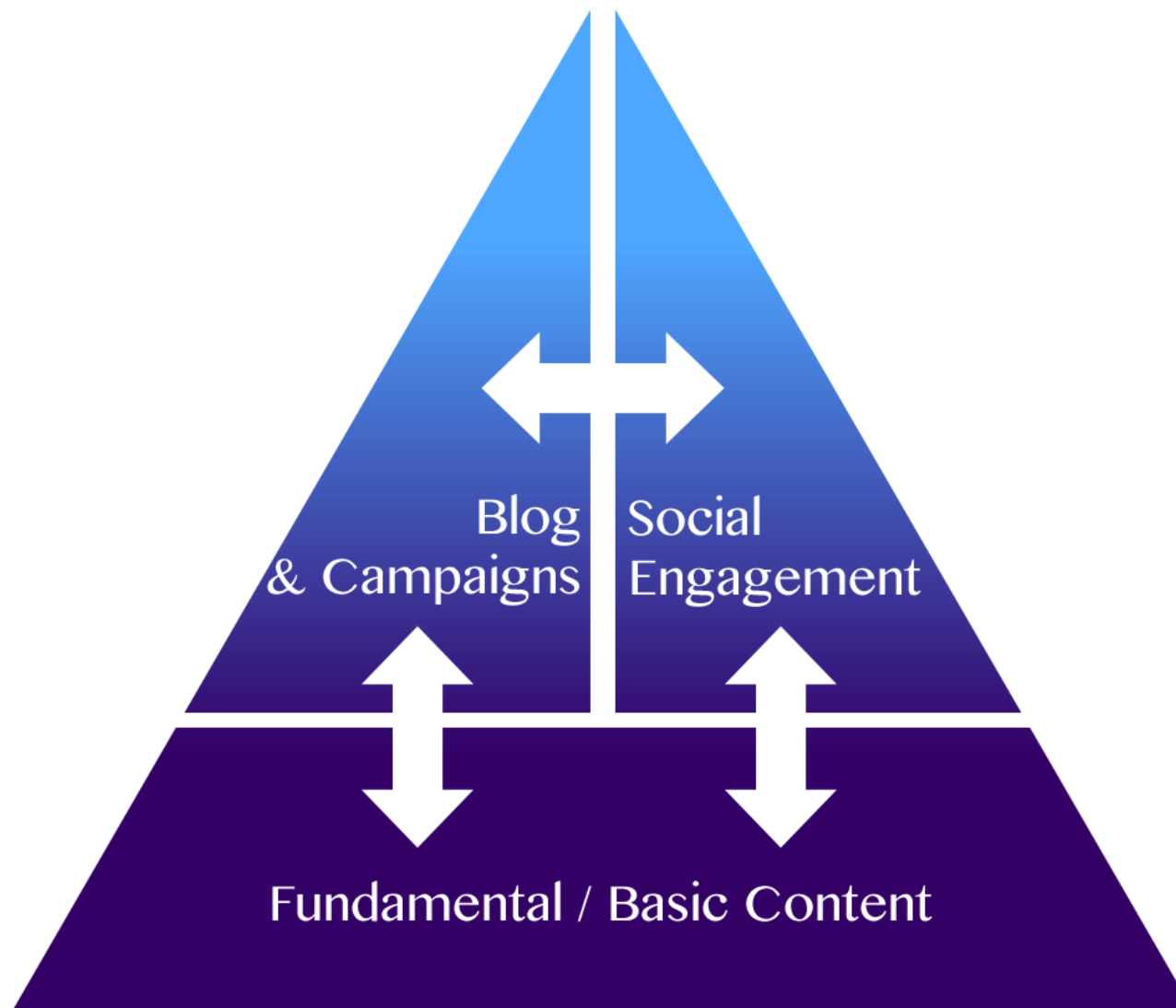
1. New website (*launched*)

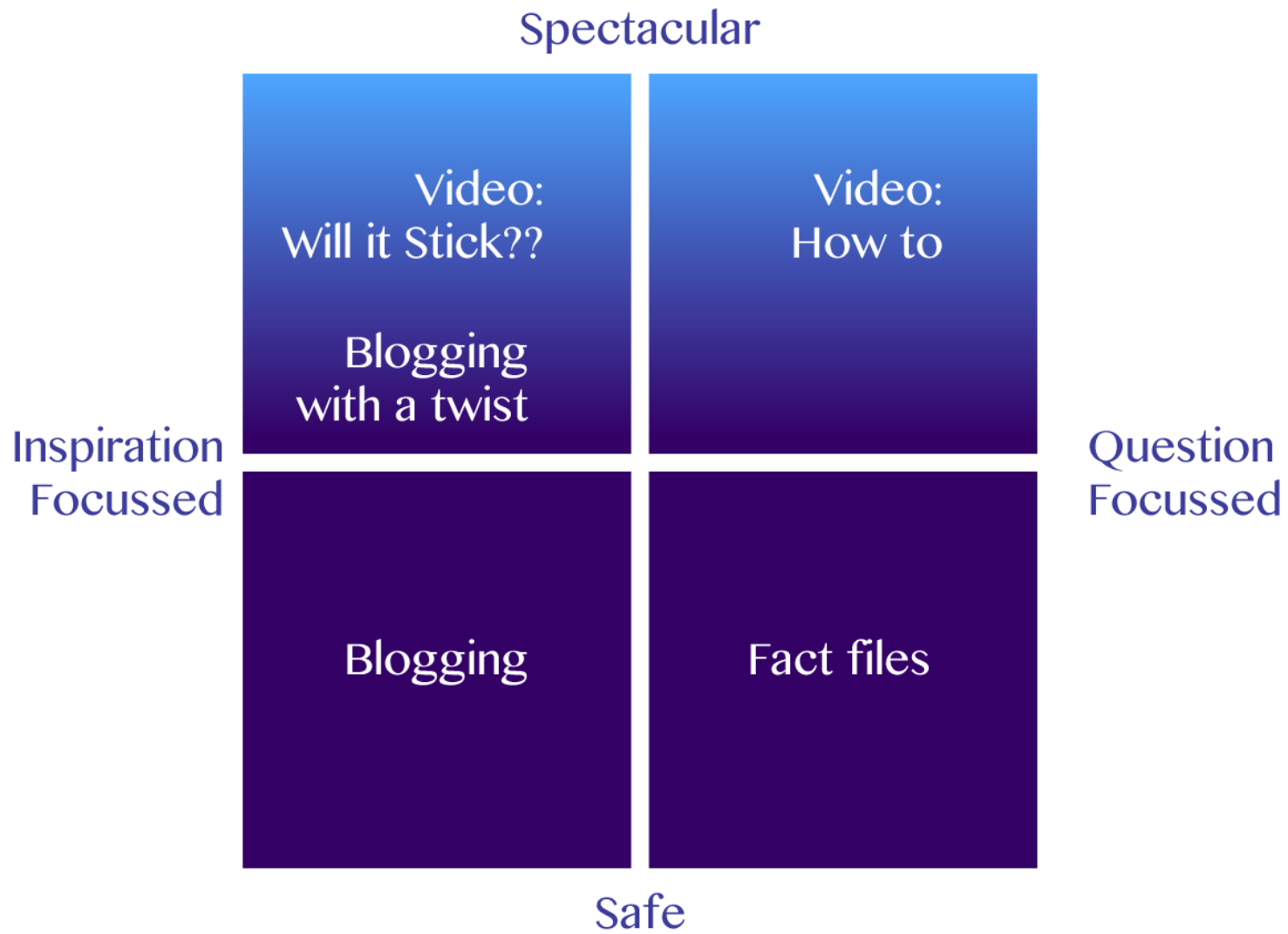
- update from '90s CMS > precondition

2. First stage content development

- organisational
 - Sympathy call by e-mail for content input and lists of bloggers, magazines, tweeters etc.
 - Project concept presentation during TS Brussels
 - Building team & support
Bathsheba, Jacques - help from Mike Punter, Eric Pass,...
- Basic content
 - Library pages for number of tape categories
 - First blog post
 - First White Paper







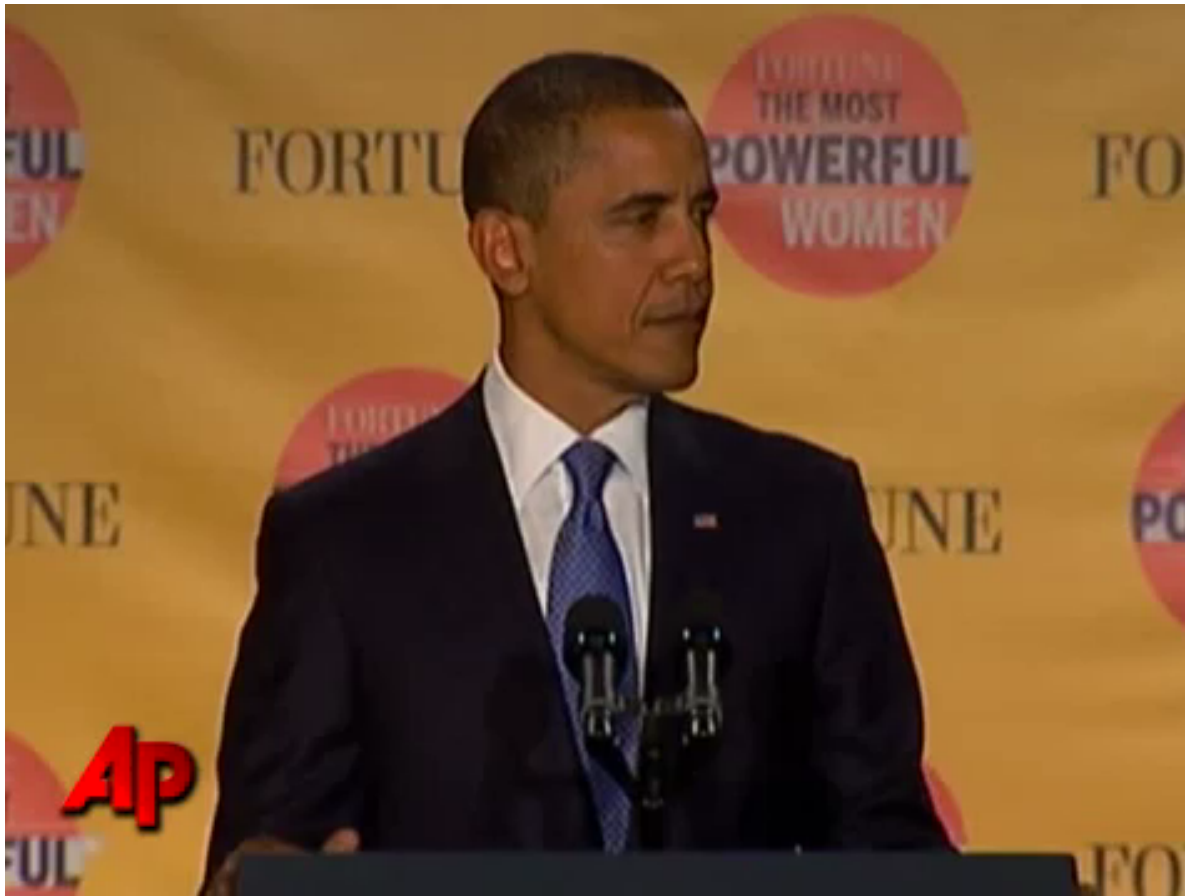
Structure + commitment content **input**

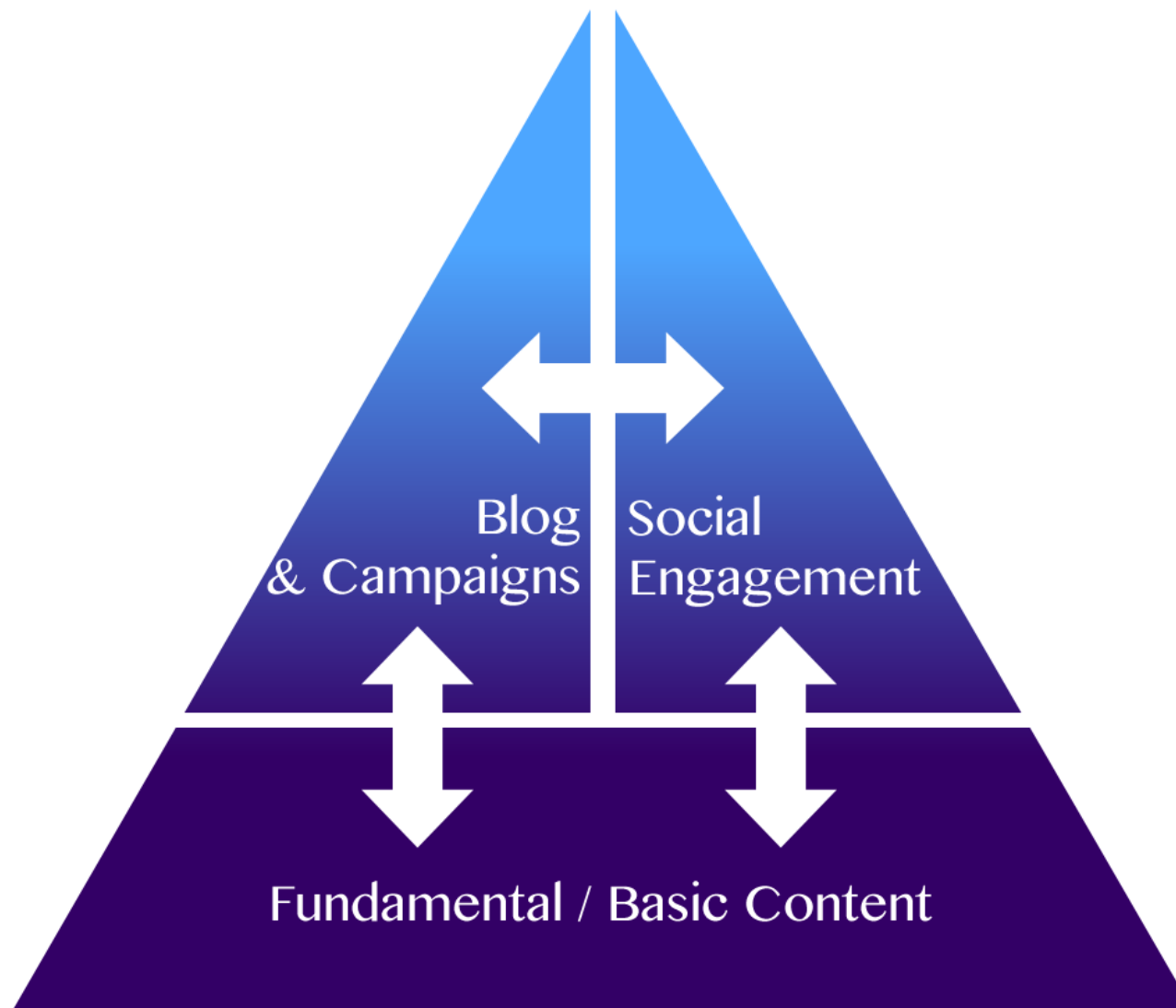
Blog options for example...

- **Lighter, thinner, sexier; Tape does the trick in modern product design**
- Everybody wants to design like Apple but how do they do it?
- **3D printing and 4 other engineering opportunities in 2014.**
- Google Glass and 6 other engineering opportunities in 2014.
- **Electric cars, what holds them together?**
- Do you know all the advantages of tape for a designer? Do the test?
- **Do you know all the advantages of tape for a Manufacturer? Do the test?**
- The many sides of double sided tape
- **Inspiration for design: 4 miracles of product design with tape.**
- What Santaclaus will bring you this year. Innovations from the tape industry
- **6 tips how tape could help President Obama**

[6 tips how tape could help President Obama](#)

<http://www.youtube.com/watch?v=a6zu8D05ECY>





What we need to do next

- 1) Structure + commitment for content **input**
 - Afera team processes input to ready-to-publish content
- 2) Structure + commitment for content **feedback & validation**
- 3) Sharing new voices (bloggers, websites, tweeters,...) and old voices (conferences, trade magazines,...)
 - Afera team publish and promotes content

Structure + commitment content **input**

- **Solution:**
 - Several MKTcie members will designate 1-2 staff to participate in Afera virtual taskforce
- **Objective:**
 - create content (**input**) for Afera
- **Deliverables:**
 - Participate in online brainstorm (Google hangout)
 - Contribute to idea generation
 - Cooperate with team members
- **Workload:**
 - 2 brainstorms October + November 2013
 - 2014: 1 brainstorm per Quarter
- **Recompense**
 - Learnings, (insight in new approach?)
 - Helping yourself by helping Afera

Structure + commitment content feedback

- **Solution:**
 - Team of X proof readers
- **Objective:**
 - check quality (**from target audience perspective!!**)
 - Avoid interference with Level Playing Field
- **Deliverables:**
 - Feedback on pieces of content within agreed time scope
- **Workload:**
 - Q4 '13 + Q1 + Q2 '14
 - 10 pieces for library
 - 2 white papers
 - 20 blogs
- **Recompense**
 - Learnings, (insight in new approach?)
 - Helping yourself by helping Afera

Old & New 'voices' and 'media-outlets'

- **Solution:**
 - Afera creates template/form to collect names of old and new media amongst members
 - Members mobilise their staff to come up with suggestions for compiling the (new) media-list
- **Objective:**
 - Build an old & new media outlet base
- **Deliverables:**
 - Input into media outlet base
- **Workload:**
 - 30 minutes(max!) for each staff member
- **Recompense**
 - Helping yourself by helping Afera

Outcome October MKTcie meeting

- **Now:**
 - from nodding to committment
- **Next**
 - Implementation
 - KPI's