

The Social Media in the Shipping Industry

NICCOLO' BRAIBANTI – GRUPPO GIOVANI ASSAGENTI

Why Social Media?



Consolidation

Customer orientation

Creation of value

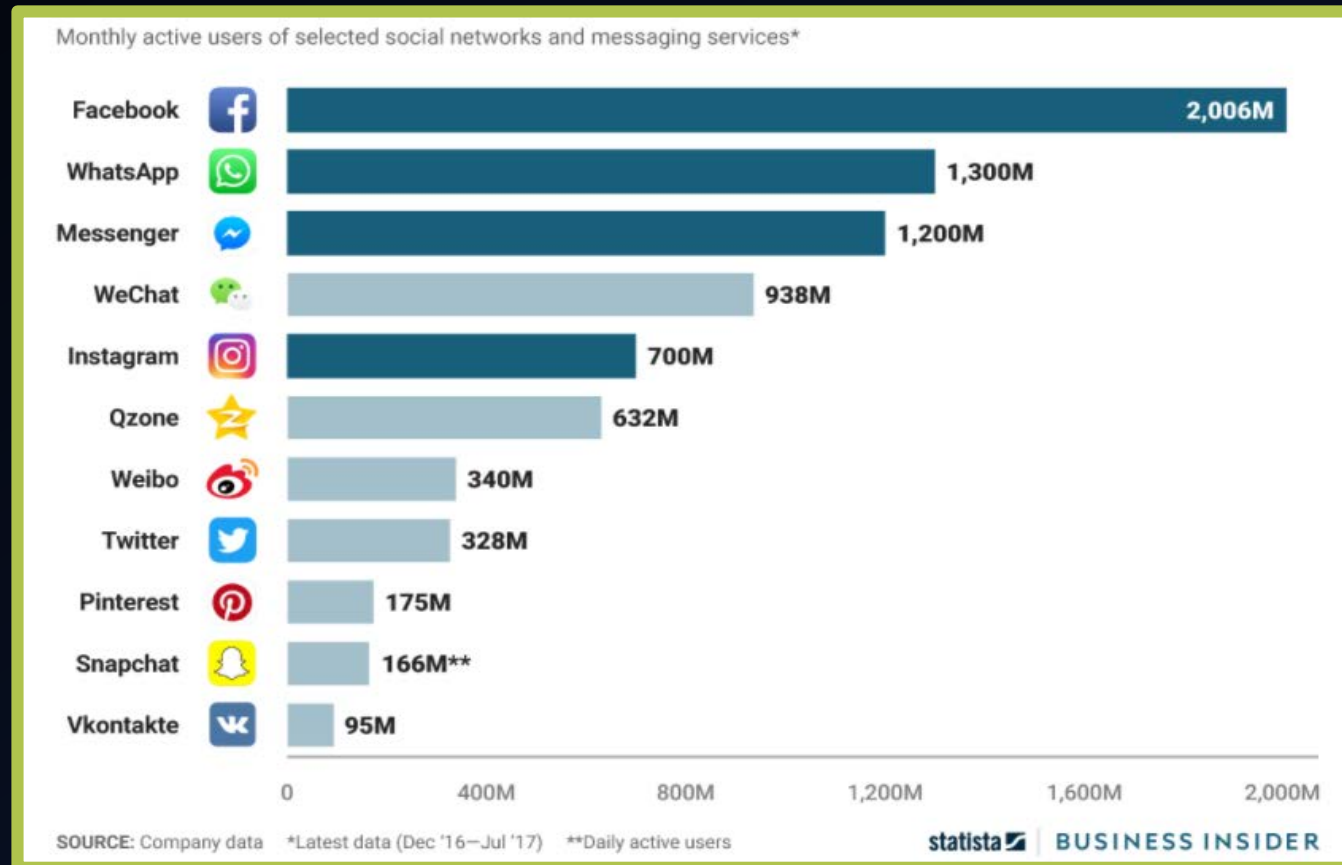
Why Social Media?

“Reducing the distance from the customers!!”

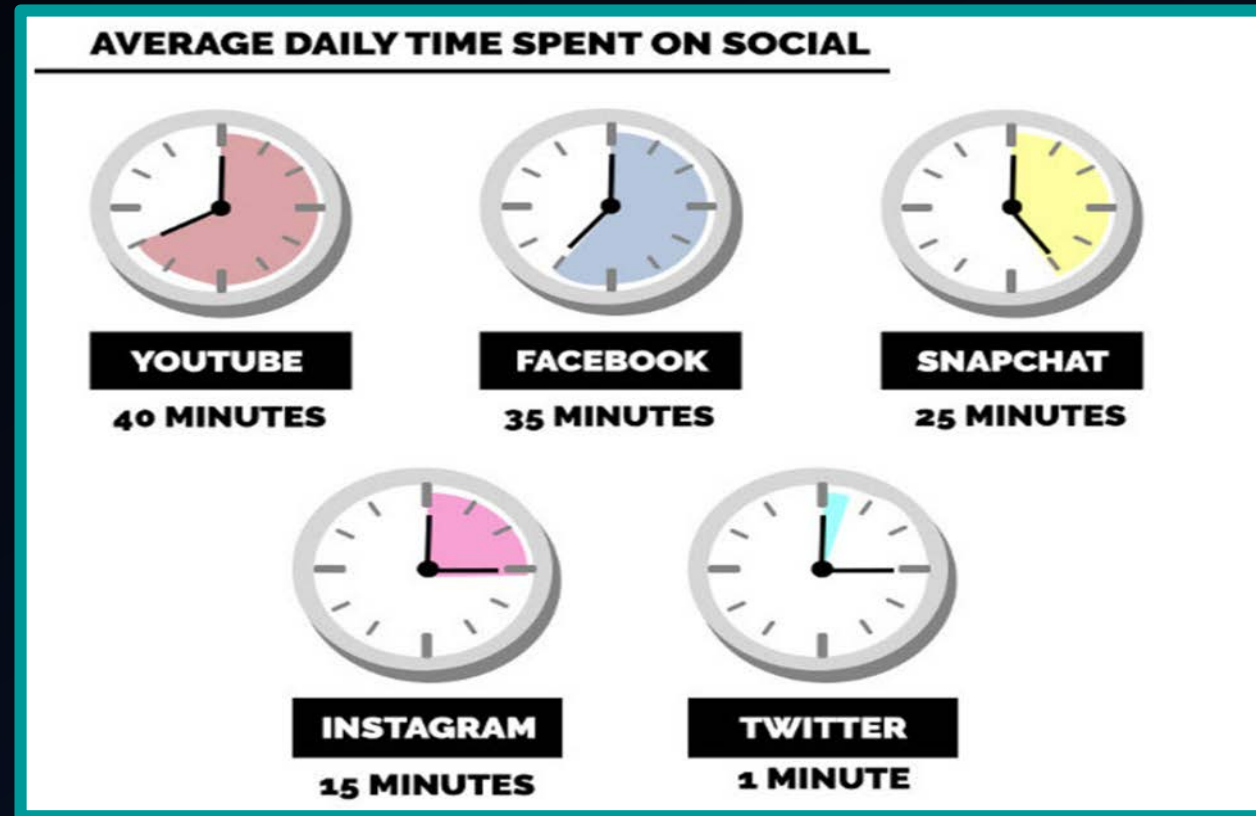


The most used Social Media

- *According to a study of The Global Web Index, The 37% of the World population has at least an active profile on the Social Media*



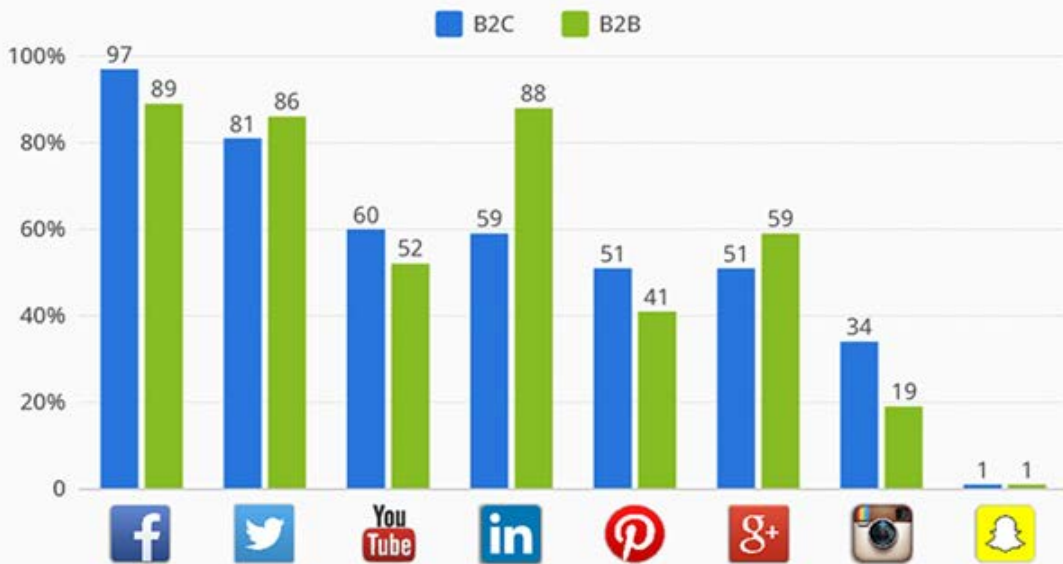
How many time do we spend on the Social Media?



The Social Media Marketing (SMM)

How Marketers Use Social Media

% of B2C and B2B marketers who use the following social platforms



* based on a 2014 survey among more than 2,800 marketers
 @StatistaCharts Source: Social Media Examiner

statista

Costa
 2 novembre alle ore 12:00 - €

Quando il momento della partenza si avvicina, non riesci a pensare ad altro. Quanto manca alla tua prossima crociera?

La tua prossima crociera è ormai a portata di mano.

Lucia Imma
 20 novembre alle ore 11:21

Buongiorno.... vorrei sapere di più sulle crociere da Savona a Stoccolmami interessa il mese di aprile 2018...grazie

1 commento

Mi piace - Commenta

Ordine cronologico

Costa Ciao Lucia, Costa Magica è la protagonista di questo meraviglioso itinerario in partenza da Savona il 28 aprile per 12 fantastici giorni alla scoperta delle città più affascinanti del Nord 😊 Per ogni dettaglio e informazione, non esitare a scriverci tr... Altro...

Crociere Capitali...
 NewCruiseList...

LinkedIn interface showing job search results for 'Coordinator Sales Steering' at Hapag-Lloyd AG. The search criteria include location 'Nel mondo' and experience level 'Livello di esperienza'. The results list the job title, company, location, and a brief description of the role.

Rimorchiatori Riuniti Group ha aggiunto 7 nuove foto — con Michela Canalis.
 15 novembre alle ore 11:53 - €

Check it out our last brand new ASD Tug Boat Columbia operating in Ponte Parodi - Port of Genoa. ASD tugs normally have a towing winch forward and, when commercially required, a towing winch and/or towing hook aft. To discover more about Columbia: <http://www.rimorchiatori.com/columbia/> #unitedwotw #rigrup

109

SMM Benefits

☐ Increase brand awareness

☐ Strengthen relationship with customers

☐ Realtime feedback

☐ Transparency

☐ Developing customer insights



☐ Humanize the company

☐ Increase staff engagement

☐ Control the news flow

☐ Make clearer company's mission and vision

☐ Costs saving



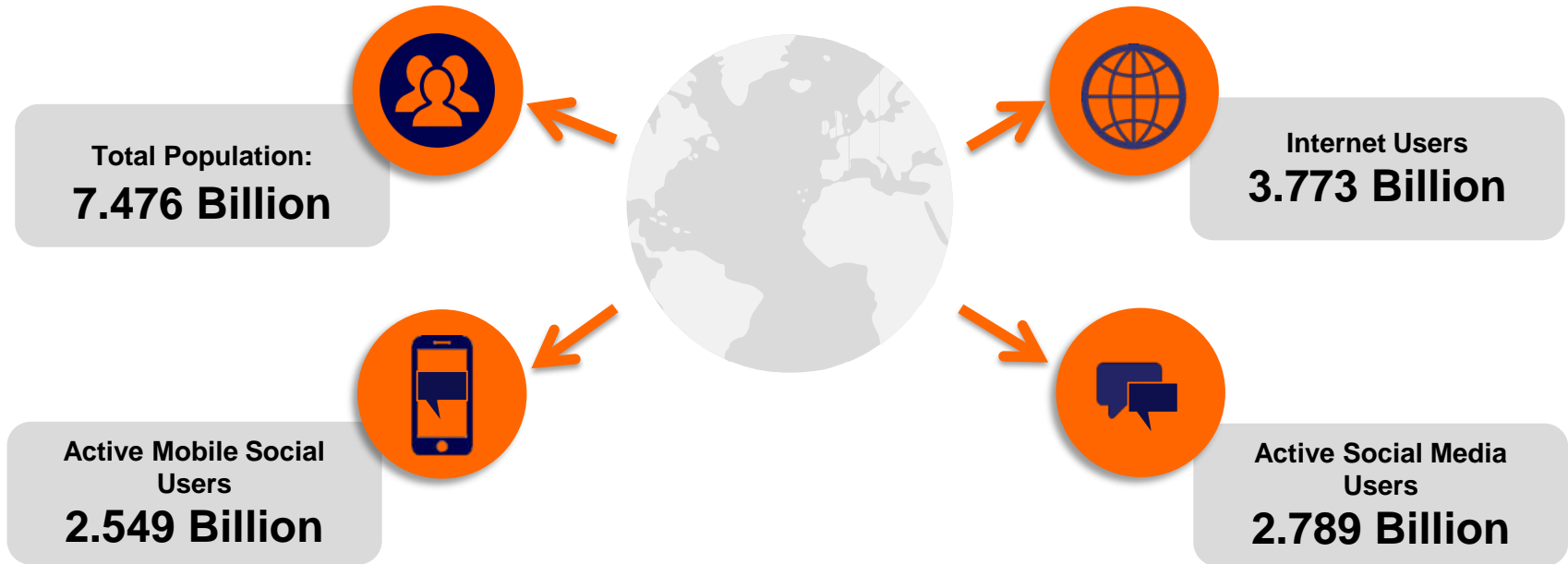
Success Social Media

How Hapag-Lloyd dives into the digital world

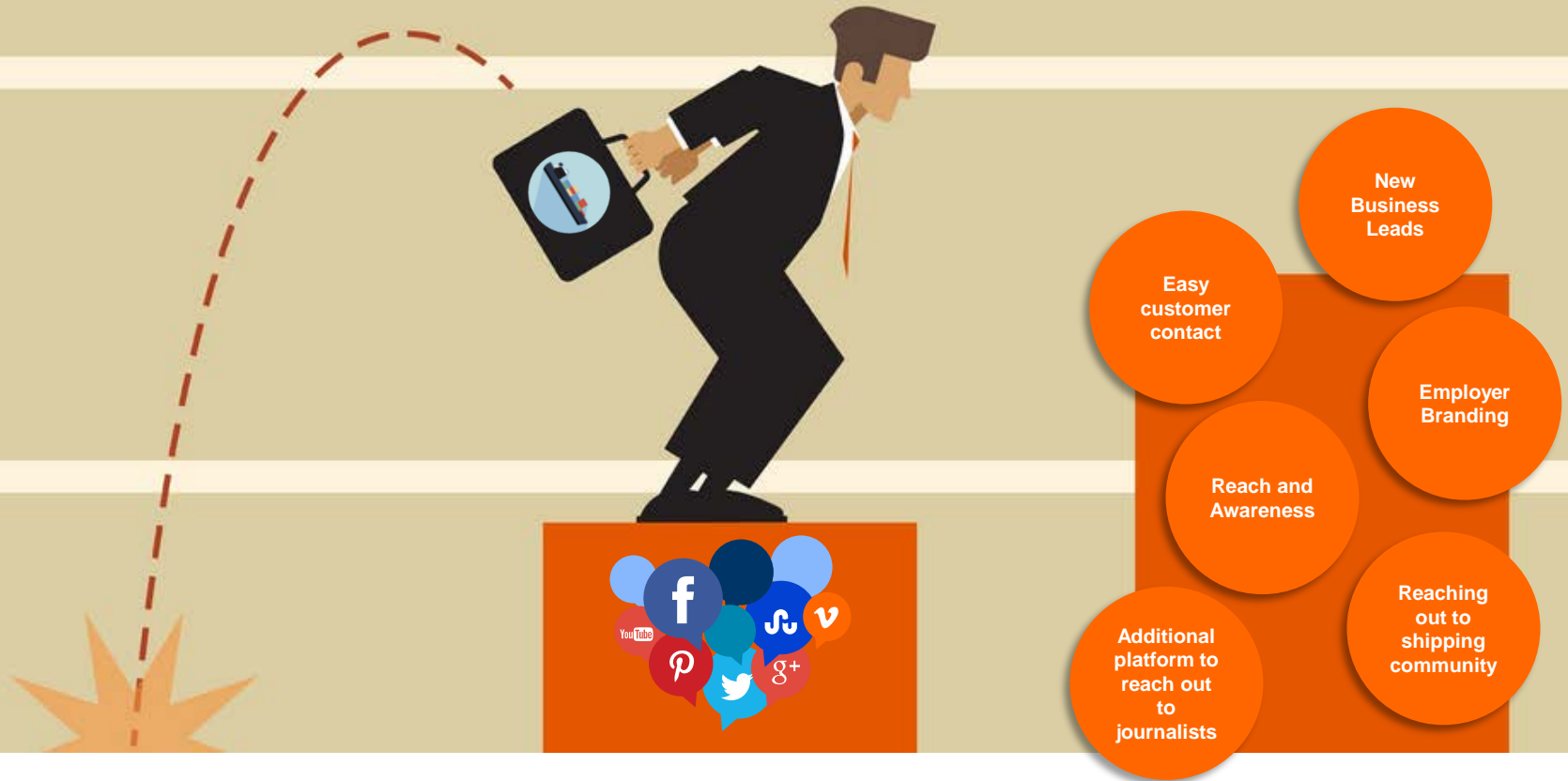


Hapag-Lloyd

The world is DIGITAL and so are WE!



Social Media offers so many opportunities for us to take



Let's dive a little bit deeper...

Globality

- Reach potential customers around the world and at different time zones
- First contact between client and Hapag-Lloyd made easy via Social Media

Reputation

- Contributions to other industry and media platforms increase credibility
- A buyer gives more more trust to third party sources

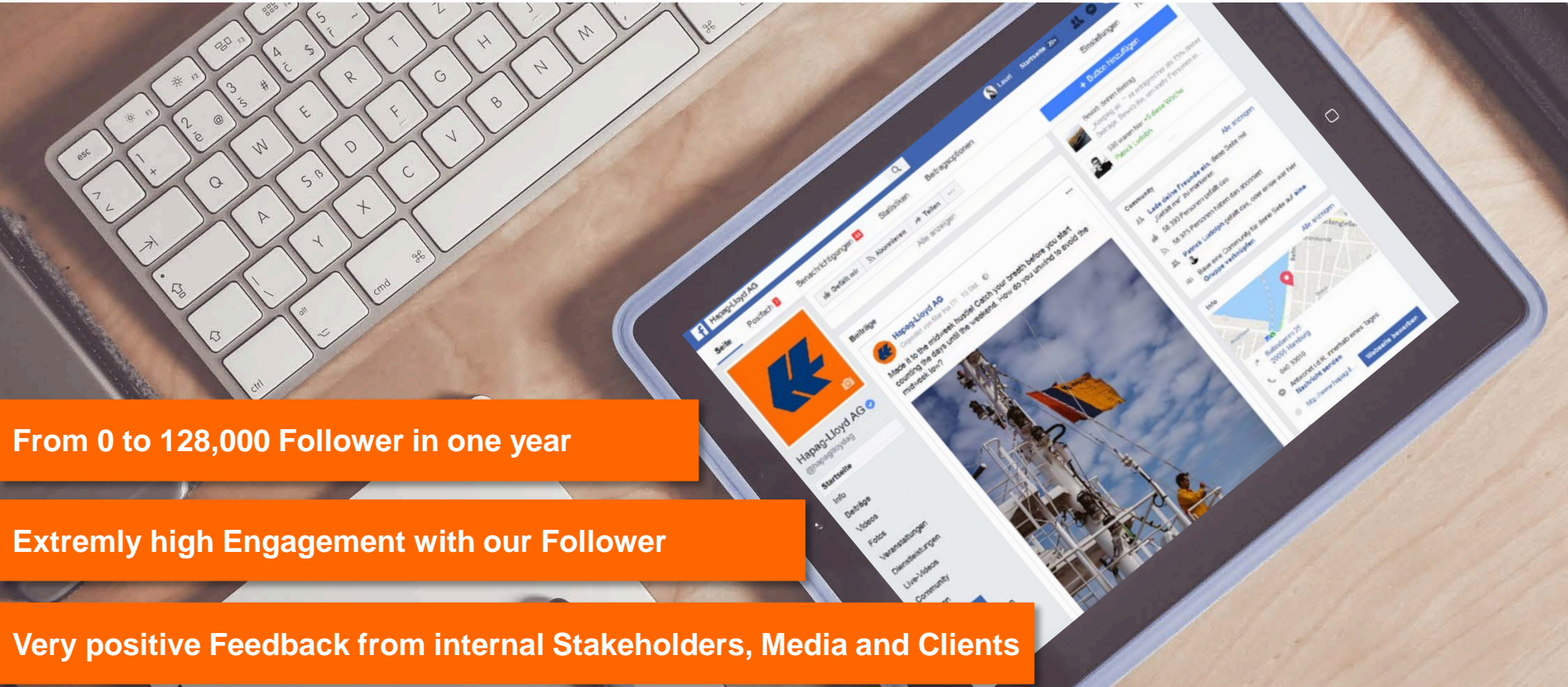
Expert Status

- Being an expert on relevant business topics (influencer) creates reach and trust
- Visibility for relevant media partners

Leads

- Social Media as a traffic driver to increase traffic to the website
- Making technical topics easier to access for our customers

It's not the question whether we do Social Media but rather how good!



From 0 to 128,000 Follower in one year

Extremely high Engagement with our Follower

Very positive Feedback from internal Stakeholders, Media and Clients

First Step: Make Social Media Part of the Communication Strategy



Second Step: Define relevant Target Groups

- B2B customers
- Suppliers
- Industry experts

- Investors
- Banks
- Shareholders

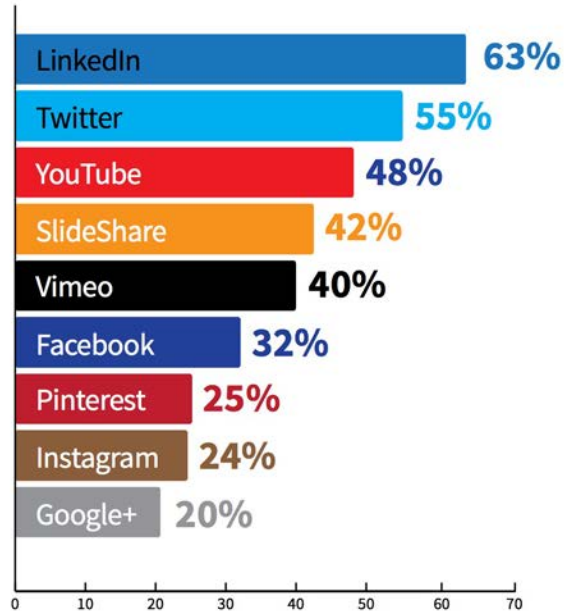
- Journalists
- Opinion leaders
- Interest groups and NGO's
- Political decision-makers

- Employees
- Potential employees
- Workers council



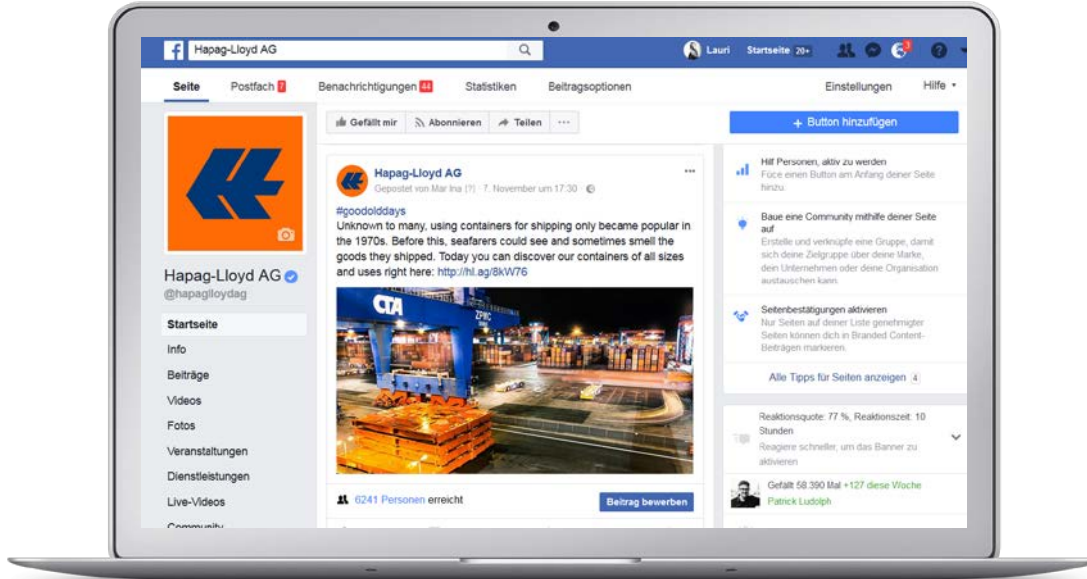
Third Step: Choose the right Social Media channel!

Effectiveness Ratings for B2B Social Media Platforms



We are present on almost all **EFFECTIVE** Social Networks to reach our target groups.

FACEBOOK



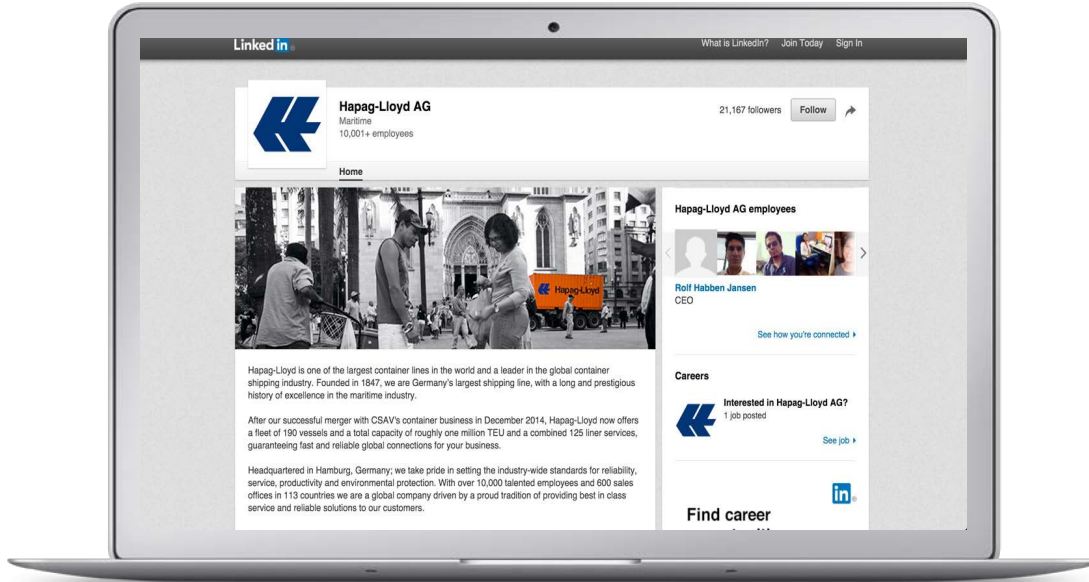
TARGET
General Audience



CONTENT
/ Current events
/ Interesting HL stories
/ Lots of Imagery



METRICS
/ Page Likes
/ Engagement



TARGET
/ Customers
/ Employees



CONTENT
/ Professional
/ Interaction with customers
/ HL News + Events



METRICS
/ Page Likes
/ Engagement

TWITTER



TARGET
/ Media + Press

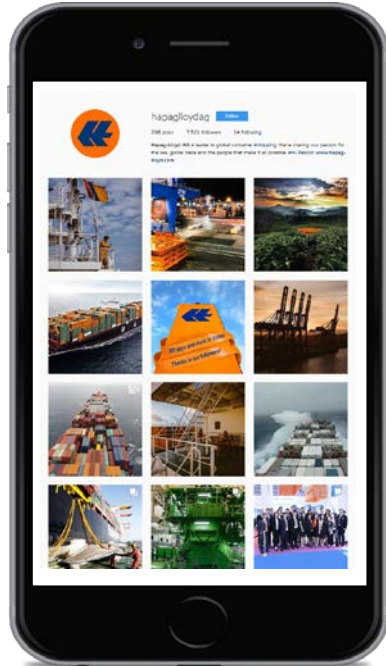


CONTENT
/ Media Relations
/ Breaking News
/ Current Events



METRICS
/ Mentions
/ Re-Tweets
/ Favorites

INSTAGRAM



TARGET
/ Generation Y/Z

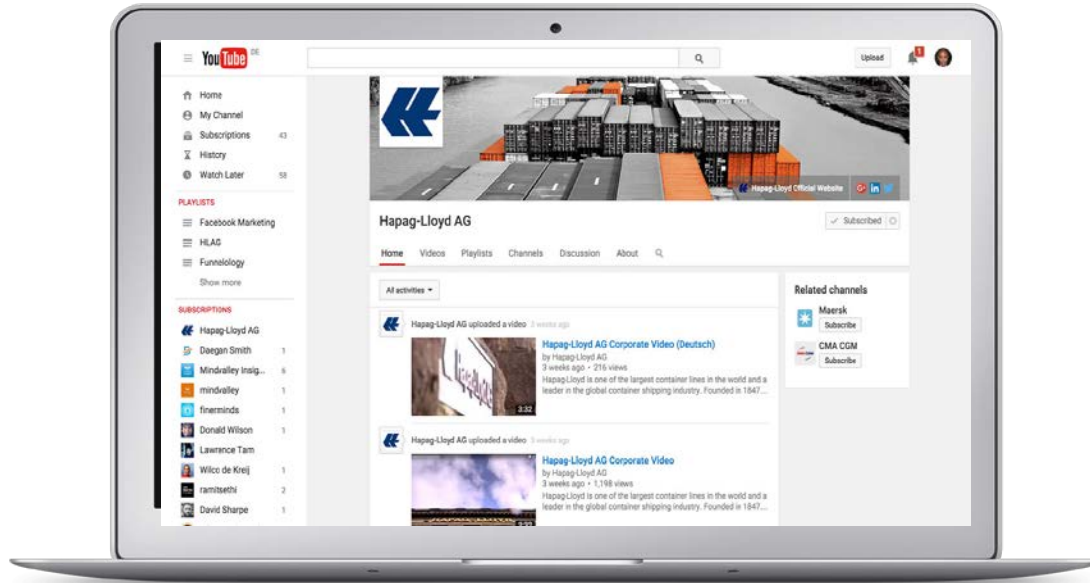


CONTENT
/ User generated content
/ Visual story telling
/ Influencer Marketing



METRICS
/ Likes
/ Comments

YOUTUBE



TARGET
/ General Audience



CONTENT
/ Seafarer Footage
/ Employee Interviews
/ Customer Testimonials



METRICS
/ Video Views
/ Engagement

From 0 to 128,000 Follower in one year



68,500
Follower



5,100
Follower



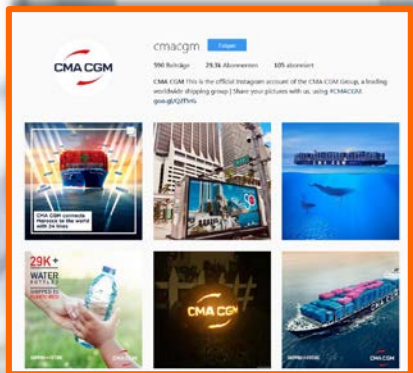
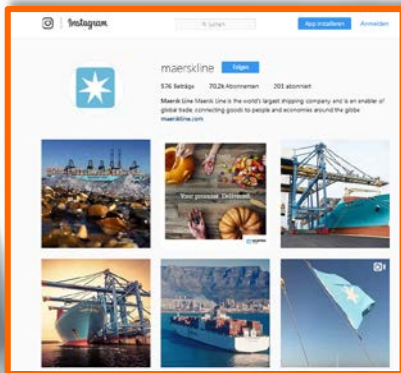
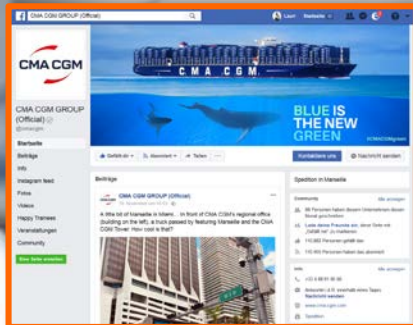
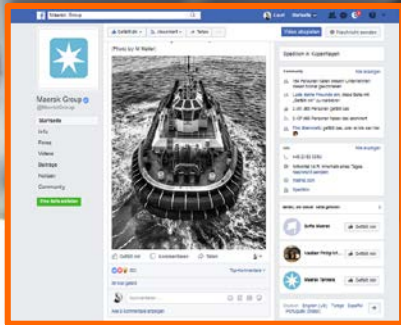
7,600
Follower



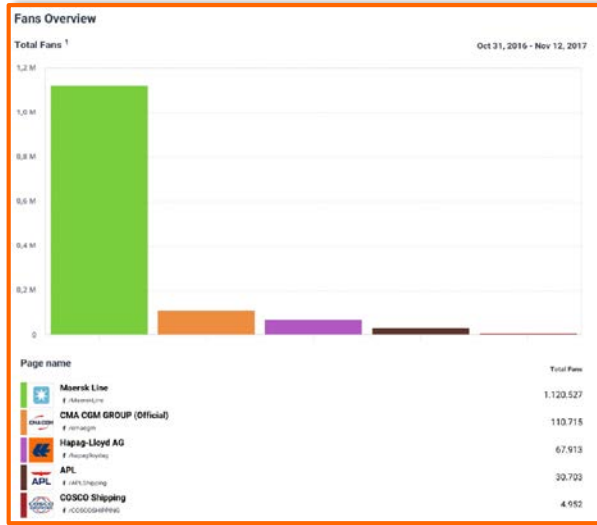
47,100
Follower



COMPETITION – MAERSK & CMA CGM

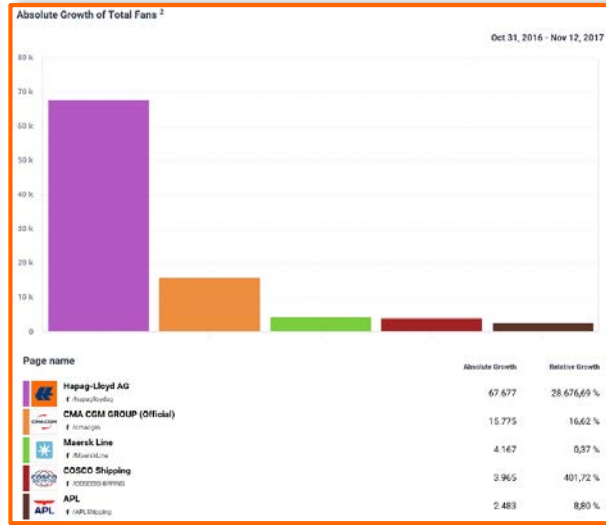


The number of Fans is not everything



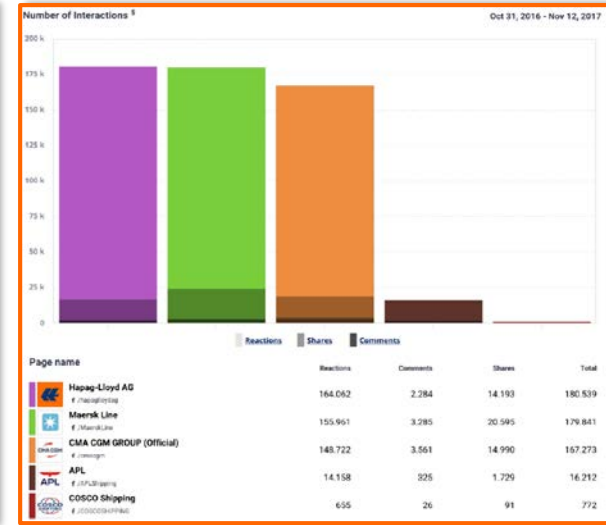
Fan Overview:

- Competitor Maersk Line has still the most Fans with over 1 Mio Fans on FB



Absolute Growth of Fans:

- In comparison to our competitors our Fan Growth was the biggest over the last year



Number of Interactions:

- Our Facebook page has the highest interaction rate compared to our competitors

Teamwork makes the dream work

Inhouse

- Regular editorial meetings
- Key Accounts to internal stakeholders
- Monitoring of competitors
- Input from press and media

Expert

- We have a fulltime employee responsible for Social Media plus a regular intern to support.







Agency

- We have an agency supporting us with post creation, community management and post promotion.



Editorial Plan

Up to **16** postings per week:

	2-3
	3-5
	2-3
	3-5

Our content is...



Innovative



Transparent



Regular



**Focused on
people**



Relevant



Helpful

Here are just some examples

Hapag-Lloyd AG hat 5 neue Fotos hochgeladelt.

Album inside the Green Power Plant

At almost 20 meters high and 1.500 tonnes in weight, the main engine of our "Alparazoo Express" is something of a monster. But did you know that it is significantly smaller in comparison to older vessels?
 Chief Engineer Artur Nowicki and his team give you an exclusive overview of the engine room and explain how a smaller engine helps to increase efficiency and decrease emissions. <http://hl.ag/arczt#HLPassion>

130.735 Einreichungen

1.212	0	0
48	0	0
1	0	0
1	0	0
43	0	0
1	0	0
31	0	0
151	0	0

18.073 Klicks auf Beiträge

13.326	167	4.630
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NEGATIVES FEEDBACK

2	0	0
0	0	0

hapagloydag

hapagloydag It's easy to catch the spirit that makes us stand apart especially at the sight of our solid orange shade containers! A Big Hello or Merhaba from our customer service team in Turkey! #HLPassion #containershipping #shipping #containers #team #teamwork #orew #ashore #onland #customerservice #qualityservice #Merhab #Turkey #istanbul #Bursa #zmir #Mersin #maritimtransportation #transportation #logistics #funatwork #hapagloyd sannan.rana Hoş geldiniz zatchavirginia I wanna being captured there marconnecticut UASC! luis.arnandol I love logistic

712 Likes

AUGUST 22

Log in to like or comment.

Hapag-Lloyd AG hat 3 neue Fotos hochgeladelt.

Over the decades, Captain Robin Espinosa has seen countless ports. Her favourite one? Charleston, South Carolina. That's why it's extra special for her to sail as captain of the "Charleston Express." Read more of her astonishing story and what it's like to be a woman in a floating men's club here: <http://hl.ag/MLViz3>

9.491 Einreichungen

280	13
20	0
5	0
4	0
19	1

1.059 Klicks auf Beiträge

708 Fotokontakte

NEGATIVES FEEDBACK

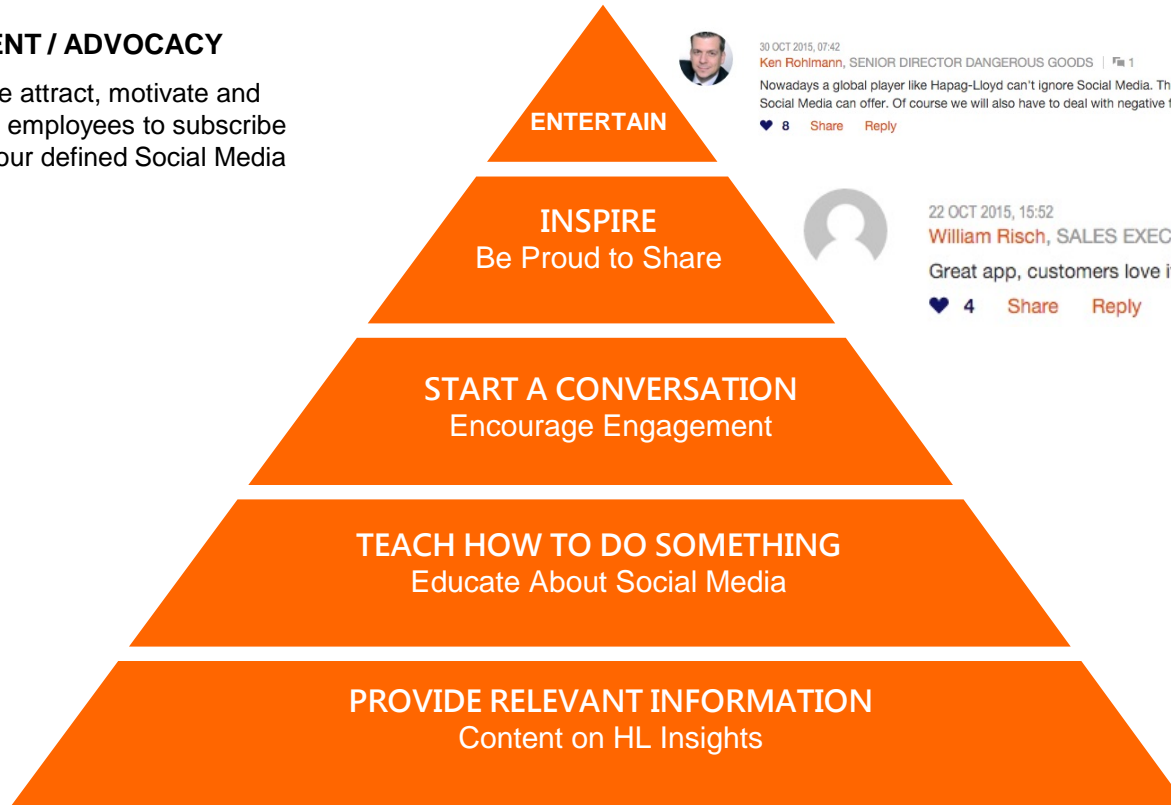
1	0
0	0

Gemildere Statistiken sind möglicherweise publiziert und entsprechen sich der negativen in den Beiträgen

EMPLOYEE ENGAGEMENT

ENGAGEMENT / ADVOCACY

- How can we attract, motivate and engage the employees to subscribe and follow our defined Social Media platforms?



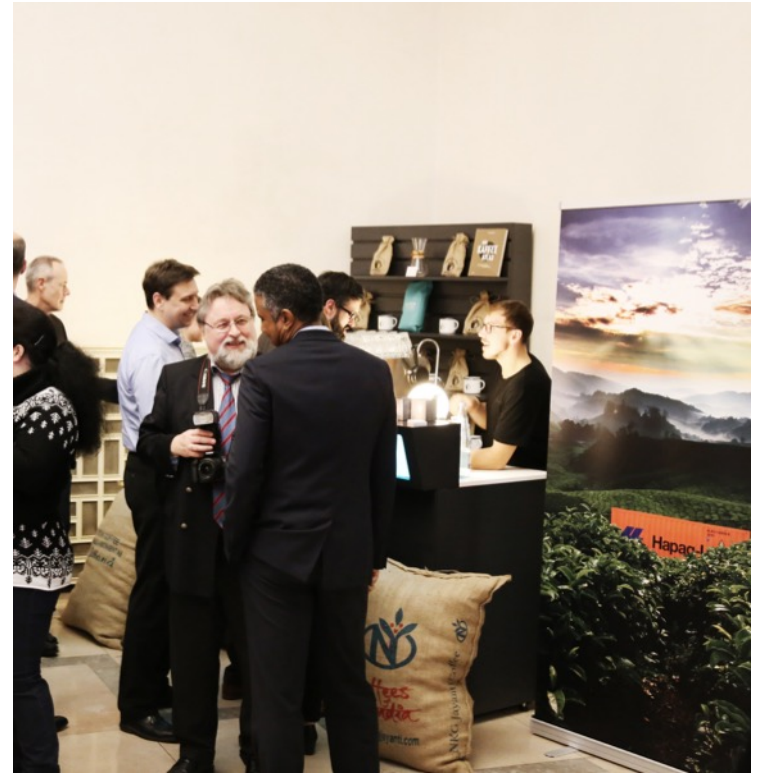
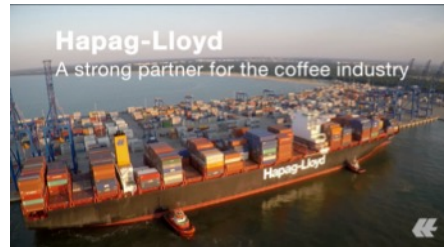
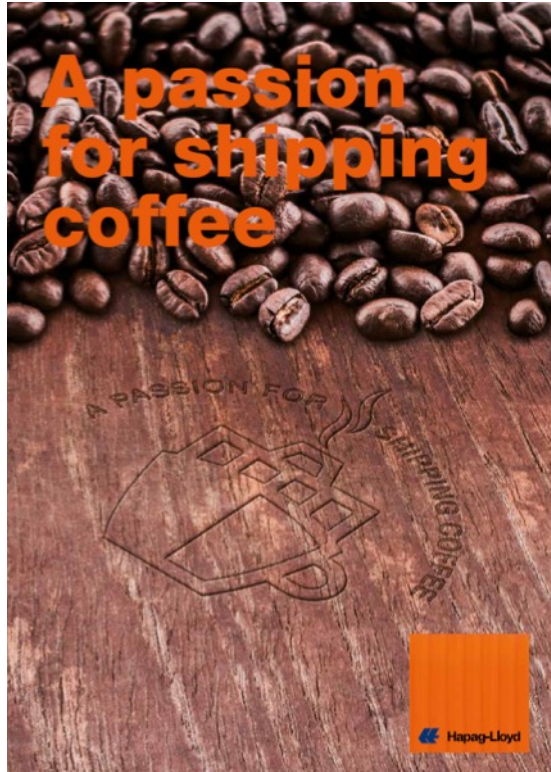
SealIntel* says about our Social Media communication...

A photograph of two men in white uniforms, likely crew members, looking at a tablet. The man on the left is wearing a captain's uniform with a gold epaulet. The man on the right is wearing a white t-shirt with a logo. The background is blurred.

“...the incredible jump that Hapag-Lloyd has undertaken, from having no Facebook page a year ago, to having now jumped to a third place across the carriers...”

“The German carrier has quite obviously put a lot of focus on social media over the past year and is now one of the most active carriers on Facebook...” SealIntel, 11.09.2017

Campaigns: Making our business visible and appetizing such as our “Coffee Campaign”



Our next Steps



- **MORE business** related content by involving business sections (Areas, Trades, etc.)
- **MORE ad-hoc** communication for customers on LinkedIn and Twitter
For example in case natural disasters such as hurricane Irma
- **MORE influencer communication** on LinkedIn and Twitter. Managers publishing articles about high level topics to reach executive stakeholders
- **MORE campaigns** to boost business by specifically targeting user groups (customers / potential customers)
- **MORE targeted growth** where we need it (example: Turkey, Atlantic Trade)
- **MORE exploration of other channels** – currently checking WeChat and Messenger Services

Any Questions?



Thank you
for your attention!



Social Media & Shipping Industry



RIMORCHIATORI RIUNITI

#unitedwetow



RIMORCHIATORI RIUNITI

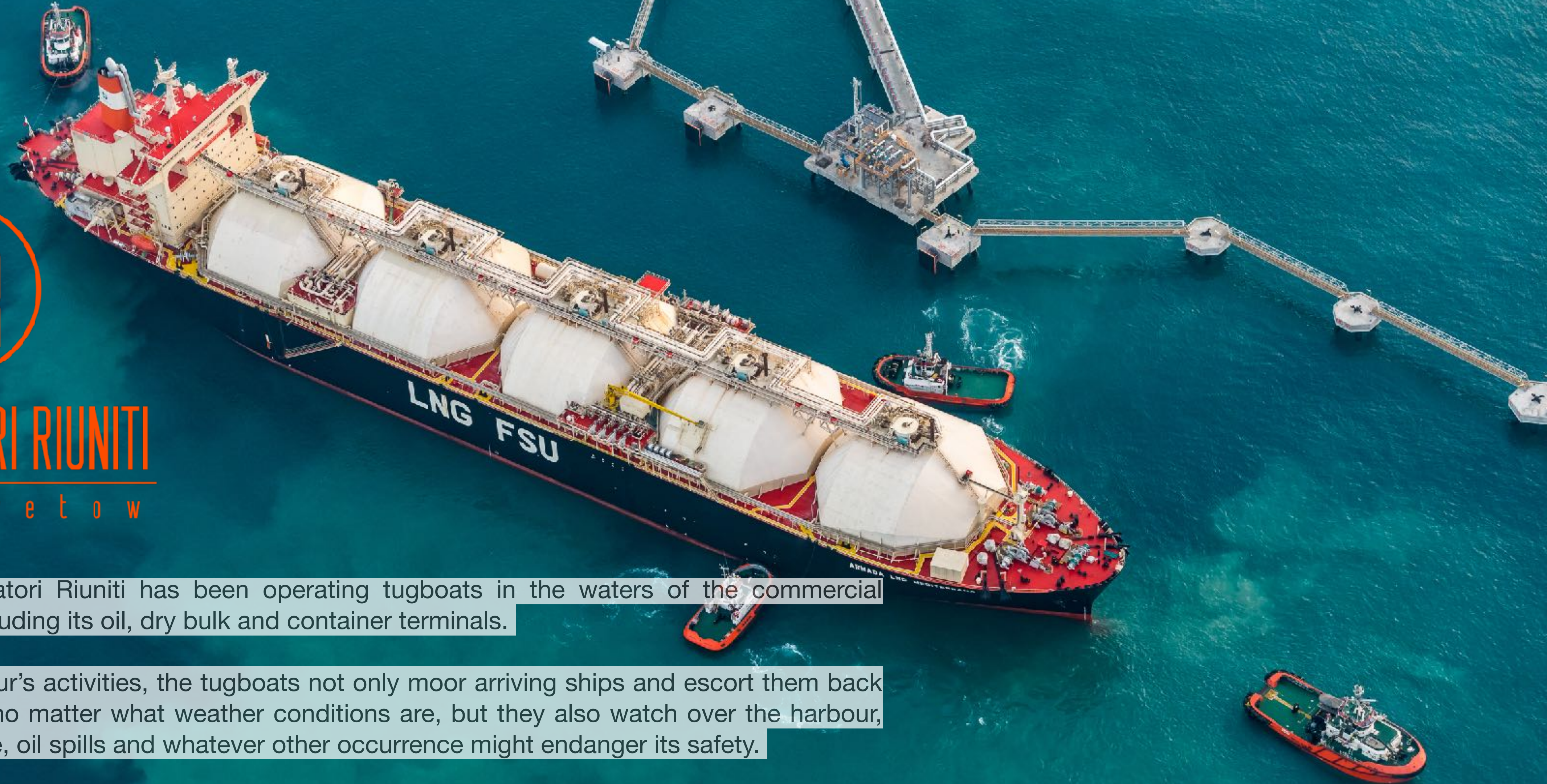
#u n i t e d w e t o w

Since 1922 Rimorchiatori Riuniti has been operating tugboats in the waters of the commercial harbour of Genoa, including its oil, dry bulk and container terminals.

Essential to the harbour's activities, the tugboats not only moor arriving ships and escort them back out to the open sea, no matter what weather conditions are, but they also watch over the harbour, assisting in case of fire, oil spills and whatever other occurrence might endanger its safety.

From its headquarter in Genoa where it has been operating since 1922, Rimorchiatori Riuniti has progressively spread its fleet to other ports, both in Italy and abroad, expanding the scope of its activities to also include oil platform assistance, pollution control and deep sea towage services.

In its almost 100 years of history, the Rimorchiatori Riuniti group has always risen up to the challenge.





THE MEDITERRANEAN HARBOUR TOWAGE OPERATOR



40242

TOWING LINE



210

CARGO HANDLED



17

PORTS COVERED



697

PEOPLE



100

VESSELS

riuniti [Segui](#) **2.017 follower** **2.428 profili seguiti**
 330 post
 Rimorchiatori Riuniti Group is a shipping company located in Genoa and engaged in the maritime shipping business for almost 100 years.
bit.ly/riuniti_instagram

Clarksons Platou

2000 Thank u

egogava

#unitedwetow

RIMORCHIATORI RIUNITI

#unitedwetow

Rimorchiatori Riuniti Spa

Rimorchiatori Riuniti Group
 @riuniti

Home
 Informazioni
 Foto
 Recensioni

#UNITEDWETOW

Guarda il video

Mi piace Segui Consiglia

Stato
 Scrivi qualcosa su questa Pagina...

Sede centrale a Genova
 5.0 ★★★★★

Comunità
 Invita i tuoi amici a mettere "Mi piace" a questa Pagina
 Piace a 1426 persone
 Seguito da 1438 persone
 Persone che sono state qui: 22
 Mi piace o visite: Emanuele Cova e altri 2 amici

Informazioni
 Porto Antico/Nav...

2000 Thank u

riuniti 2000 thank you from the bottom of RR Group ❤️👏👏 We love our followers, keep following us! More to come, stay tuned 🙌 #unitedwetow #rrgroup #finarge #rimorchiatoririuniti

uboot_

lunar jayboy se vi porti altri 2000 follower mi fate fare un giro sul varazze nei mari del nord??

Piace a 178 persone

4 SETTEMBRE

Accedi per mettere "Mi piace" o commentare.

riuniti [Segui](#)

riuniti AH Varazze becomes a film set with @scottheastwood for #Overdrive!!! To discover more: http://genova.repubblica.it/cronaca/2017/04/18/news/lu_rimorchiatore_diventa_il_set_del_film_c_on_il_figlio_di_sastwood-163232315/ More to come, stay tuned! #riuniti #finarge #rrgroup #since1922 #riuniti #unitedwetow #rimorchiatoririuniti #screw #ah #ahs #ahvarazze #towage #vessel #anchorhandling #offshore #tuglife #tugboat_lovers #opensea #istatug #istaship #istavessel #weloveour #italiansdoitbetter! #fourcrew

Piace a 124

19 APRILE



RIMORCHIATORI RIUNITI



#unitedwetow

Rimorchiatori Riuniti Spa
Via Ponte Reale, 2
16124 Genova
phone: +39.010.24981
segreteria@rimorchiatori.it
www.rimorchiatori.it

Adv

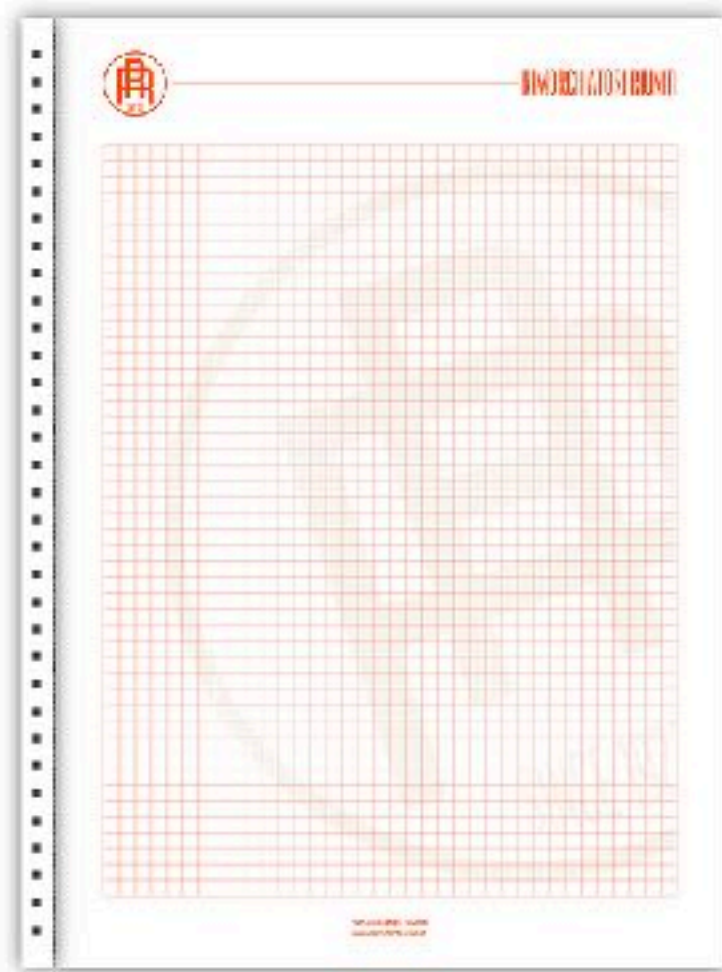


RIMORCHIATORI RIUNITI

#unitedwetow



Rimorchiatori Riuniti Spa
Via Ponte Reale, 2 - 16124 Genova - phone: +39.010.24981
segreteria@rimorchiatori.it - www.rimorchiatori.it



2015



NO

117 flw

142 flw
128+30

38 Iscritti
16.000 visualizzazioni

516 flw



FS Shipping: 2.911 flw
FS Offshore SC: 3.761 flw

179 flw

263

39 flw
2 video
last one 1 anno fa
m.vslz: 1.500

10.873 flw



Group: 2.284.911 flw
Supply: 8.971 flw

Group: 35.400 flw
Supply: 1.061 flw

Group: 13.100 flw
Supply: 2 flw
supply # 335

16.272 flw
408 video
last one 3 sett fa
[https://
www.youtube.co
m/watch?v=Y-
mpMwxXGXg](https://www.youtube.com/watch?v=Y-mpMwxXGXg)

Group: 75.093 flw
Supply: 3.041 flw



1.421 flw

NO

150

NO

38.353 flw



1.521 flw

NO

94

17 flw
2 video
last one 1 anno fa
m.vslz: 1.692

13.832 flw

2017



1630

+1630%

439 flw

+275%

2240 flw

+1800%

80 Iscritti
70.000 visualizzazioni

+440%

1602 flw

+310%



FS Shipping: 3.349 flw
FS Offshore SC: 4.328 flw

218 flw

NO

80 flw
3 video
last one 1 mese fa
m.vslz: 6.700

17.253 flw



Group: 2.460.758 flw
Supply: 10.663 flw

Group: 52.200 flw
Italy: 319 flw

Group: 63.400 flw

20.265 flw
475 video
last one 3 sett fa

Group: 109.301 flw
Supply: 7.314 flw



1.840 flw

NO

NO

NO

51.294 flw



5.229 flw

NO

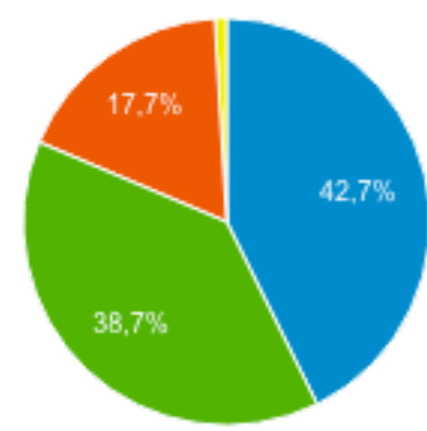
NO

NO

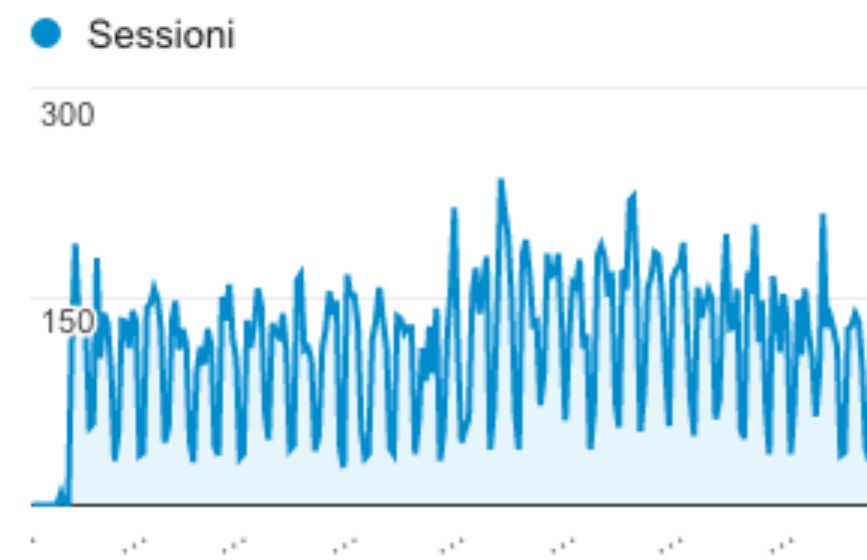
24.581 flw

flw: followers

social ANALYSIS 2015



- Organic Search
- Direct
- Referral
- Social



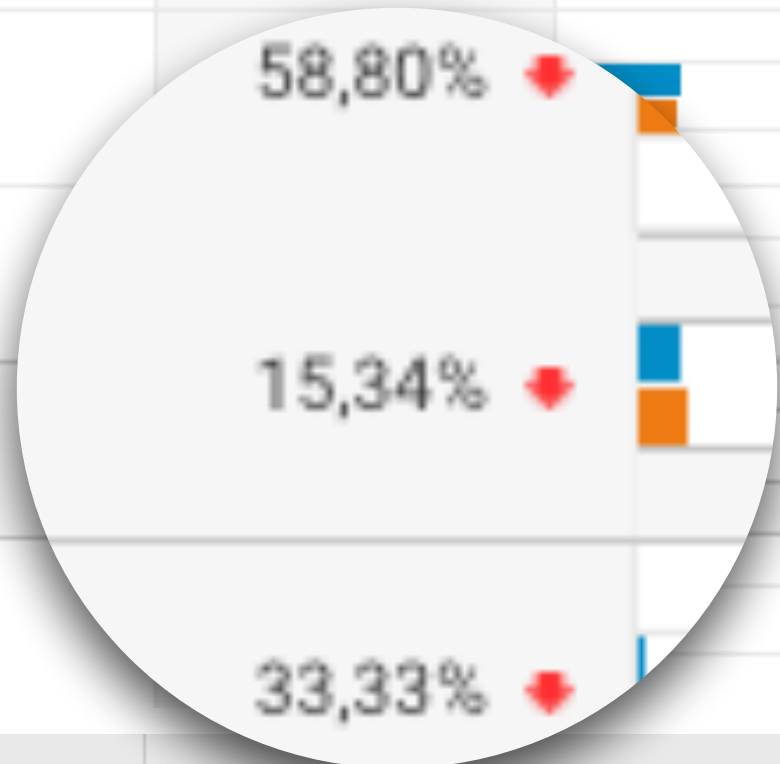
	Acquisizione			Comportamento			Conversioni		
	Sessioni ↓	% nuove sessioni ↓	Nuovi utenti ↓	Frequenza di rimbalzo ↓	Pagine/sess... ↓	Durata sessione media ↓	Tasso di conversione obiettivo 1 ↓	Completa... obiettivo 1 ↓	Valore obiettivo 1 ↓
	27.378	58,16%	15.922	52,84%	3,61	00:03:20	0,56%	152	0,00 €
1 Organic Search	11.681			34,86%			0,92%		
2 Direct	10.604			71,64%			0,12%		
3 Referral	4.837			56,05%			0,64%		
4 Social				33,59%			0,00%		

0.9%

	Social network ?	Acquisizione			Comportamento			Conversioni		
		Sessioni ? ↓	% nuove sessioni ?	Nuovi utenti ?	Frequenza di rimbalzo ?	Pagine/sessione ?	Durata sessione media ?	Contattaci (Tasso di conversione obiettivo 1) ?	Contattaci (Completamenti obiettivo 1) ?	Contattaci (Valore obiettivo 1) ?
		256 % del totale: 0,94% (27.378)	66,41% Media per vista: 58,16% (14,19%)	170 % del totale: 1,07% (15.922)	33,59% Media per vista: 52,84% (-36,42%)	3,67 Media per vista: 3,61 (1,58%)	00:03:07 Media per vista: 00:03:20 (-6,80%)	0,00% Media per vista: 0,56% (-100,00%)	0 % del totale: 0,00% (152)	0,00 € % del totale: 0,00% (0,00 €)
<input type="checkbox"/>	1. LinkedIn	128 (50,00%)	64,84%	83 (48,82%)	22,66%	3,45	00:02:25	0,00%	0 (0,00%)	0,00 € (0,00%)
<input type="checkbox"/>	2. Facebook	98 (38,28%)	72,45%	71 (41,76%)	45,92%	3,68	00:02:47	0,00%	0 (0,00%)	0,00 € (0,00%)
<input type="checkbox"/>	3. Twitter	19 (7,42%)	42,11%	8 (4,71%)	42,11%	3,95	00:07:43	0,00%	0 (0,00%)	0,00 € (0,00%)
<input type="checkbox"/>	4. Blogger	11 (4,30%)	72,73%	8 (4,71%)	36,36%	5,64	00:06:13	0,00%	0 (0,00%)	0,00 € (0,00%)



	Acquisizione			Comportamento			Conversioni	
	Utenti	Nuovi utenti	Sessioni	Frequenza di rimbalzo	Pagine/sessione	Durata sessione media	Tasso di conversione obiettivo 1	Completamento obiettivo 1
	8,58% ↑	7,22% ↑	2,97% ↓	10,37% ↓	10,54% ↑	7,39% ↓	21,11% ↓	23,4%
1 Organic Search	33,94% ↑			7,23% ↑			37,61% ↓	
2 Direct	58,80% ↓			8,79% ↓			73,10% ↑	
3 Referral				26,61%			16,95% ↓	
4 Social	15,34% ↓			5,22% ↑			10,55% ↓	
5 Email				24,75% ↓			43,80% ↑	



Tutti gli utenti
 ● 54,85% e ● 52,12%

2017

	Acquisizione			Comportamento			Conversioni		
	Utenti	Nuovi utenti	Sessioni	Frequenza di rimbalzo	Pagine/sessione	Durata sessione media	Contattati (Tasso di conversione obiettivo 1)	Contattati (Completamenti obiettivo 1)	Contattati (Valore obiettivo 1)
Social network	15,34% ↓ 1.126 vs 1.330	12,54% ↓ 1.018 vs 1.164	16,15% ↓ 1.599 vs 1.907	5,22% ↓ 54,85% vs 52,12%	0,10% ↓ 2,99 vs 3,00	25,01% ↓ 00:02:02 vs 00:02:43	10,55% ↓ 0,19% vs 0,21%	25,00% ↓ 3 vs 4	0,00% 0,00 € vs 0,00 €
1. Facebook									
1-set-2016 - 16-nov-2017	779 (68,51%)	709 (69,65%)	1.029 (64,35%)	63,75%	2,81	00:01:35	0,00%	0 (0,00%)	0,00 € (0,00%)
17-giu-2015 - 31-ago-2016	788 (58,72%)	681 (58,51%)	1.200 (62,93%)	59,92%	2,86	00:02:35	0,08%	1 (25,00%)	0,00 € (0,00%)
% modifica	-1,14%	4,11%	-14,25%	6,40%	-2,01%	-38,69%	-100,00%	-100,00%	0,00%
2. LinkedIn									
1-set-2016 - 16-nov-2017	152 (13,37%)	136 (13,36%)	184 (11,51%)	28,26%	3,42	00:02:57	1,09%	2 (66,67%)	0,00 € (0,00%)
17-giu-2015 - 31-ago-2016	398 (29,66%)	352 (30,24%)	442 (23,18%)	28,96%	3,24	00:02:49	0,68%	3 (75,00%)	0,00 € (0,00%)
% modifica	-61,81%	-61,36%	-58,37%	-2,41%	5,61%	4,81%	60,14%	-33,33%	0,00%
3. Instagram									
1-set-2016 - 16-nov-2017	90 (7,92%)	89 (8,74%)	95 (5,94%)	66,32%	2,65	00:01:51	1,05%	1 (33,33%)	0,00 € (0,00%)
17-giu-2015 - 31-ago-2016	16 (1,19%)	11 (0,95%)	30 (1,57%)	40,00%	3,43	00:03:40	0,00%	0 (0,00%)	0,00 € (0,00%)
% modifica	462,50%	709,09%	216,67%	65,79%	-22,74%	-49,70%	∞%	∞%	0,00%
4. Twitter									
1-set-2016 - 16-nov-2017	67 (5,89%)	43 (4,22%)	200 (12,51%)	38,00%	3,10	00:02:52	0,00%	0 (0,00%)	0,00 € (0,00%)
17-giu-2015 - 31-ago-2016	60 (4,47%)	43 (3,69%)	151 (7,92%)	49,01%	3,70	00:04:24	0,00%	0 (0,00%)	0,00 € (0,00%)
% modifica	11,67%	0,00%	32,45%	-22,46%	-15,98%	-34,78%	0,00%	0,00%	0,00%

THINK FAST.
DRIVE FASTER.



SCOTT EASTWOOD FREDDIE THORP ANA DE ARMAS

OVERDRIVE

VON DEN MACHERN VON '96 HOURS - TAKEN' UND DEN AUTOREN VON 'WANTED'

GAIA WEISS SIMON ARBAKIAN ... UNIVERSAL PICTURES ... THOMPSON MEDIA FINANCING ...

WWW.OVERDRIVE-FILM.DE

DEMNÄCHST IM KINO



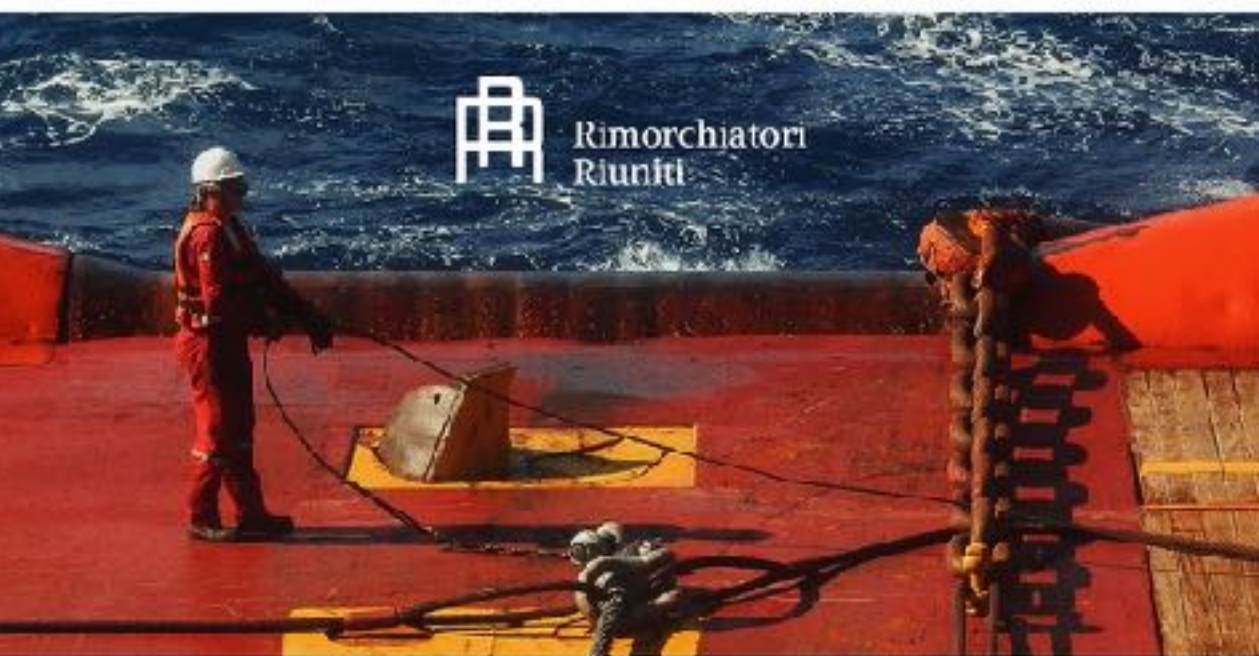




OUR BESTSELLER



VIEW MORE



RIMORCHIATORI RIUNITI APPAREL

#UNITEDWETOW

WINDBREAKER STILE NAUTICO IN RIPSTOP IMPERMEABILE



Tessuto:

100% nylon ripstop spalmato in poliuretano.
Resistenza colonna d'acqua 600mm.
Fodera a rete in nylon taffeta.

Grammatura:

82 gr/m²

Descrizione:

Windbreaker stile nautico in ripstop impermeabile e fodera mesh. Full zip con cappuccio, fettuccia in contrasto bicolore. Zip su tasche laterali, taschino manica, portafogli interno. Coulisse elastica in vita.



Etichetta tessuta interno collo



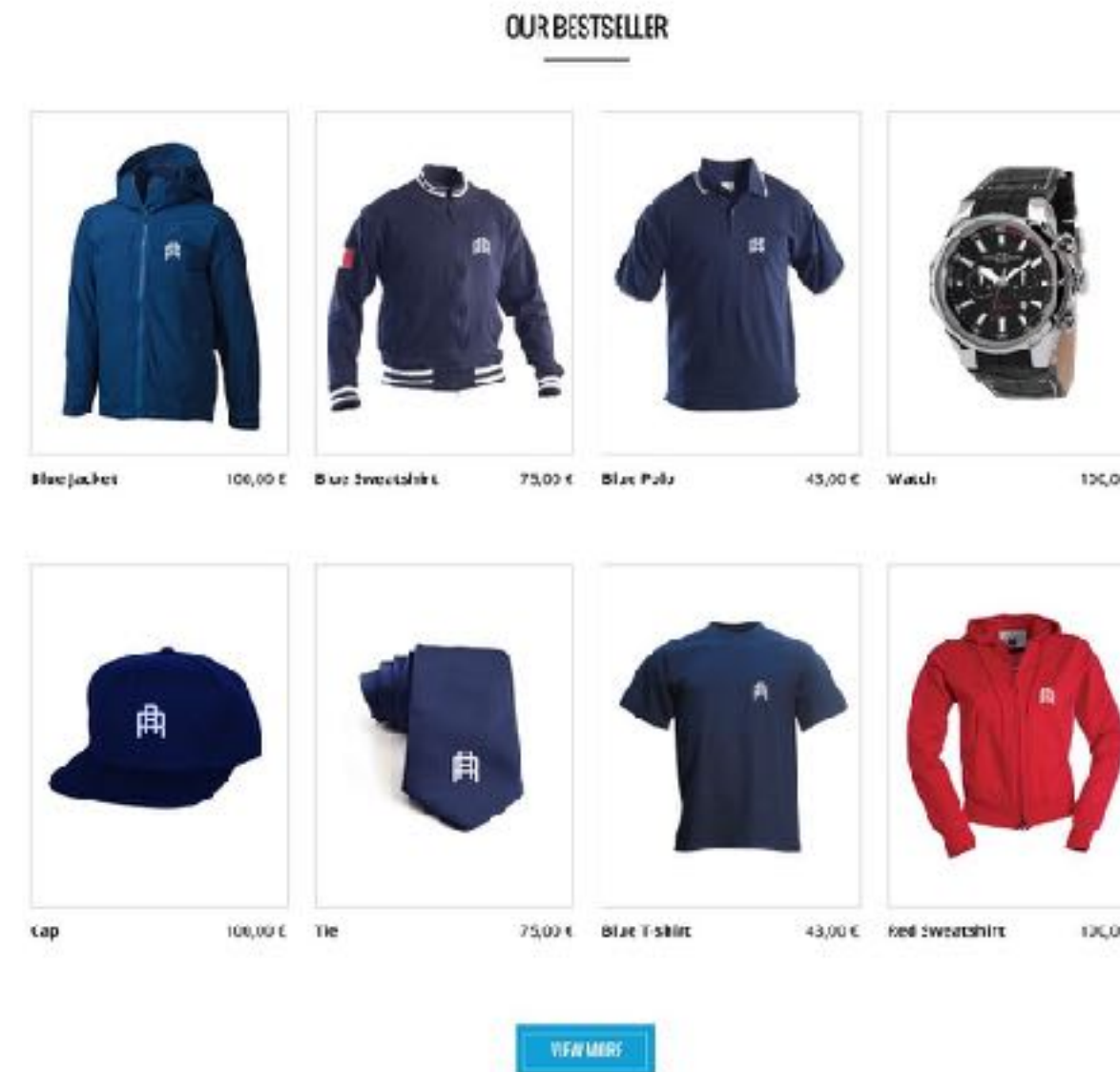
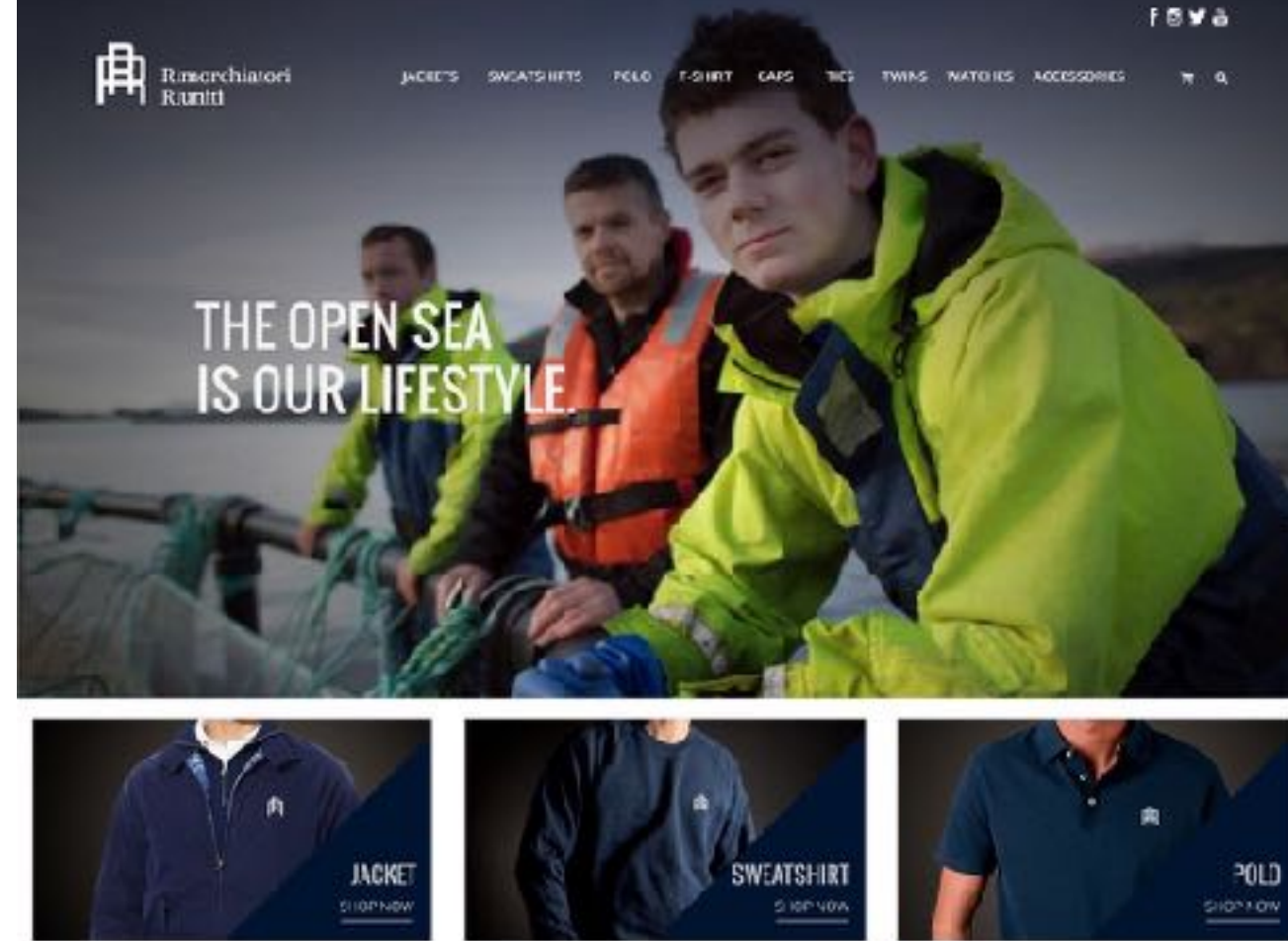
Tirazip

RIMORCHIATORI RIUNITI #UNITEDWETOW
Bandierina



e-commerce PROJECT





**e-commerce
ON LINE**

web marketing

media budget

brand awareness

branding



AntWorks[®]

DIGITAL FACTORY

15 anni
di esperienza

330 progetti
progettati e realizzati

40k pagine
visualizzate al giorno

20 ml €
transiti dai ns sw

ANTWORKS - DIGITAL FACTORY

“Digitale” è una delle parole chiave del nostro tempo, il codice sorgente con cui la società del XXI secolo sta riscrivendo le regole del suo stesso funzionamento.

Noi siamo digitali nel senso più profondo ed esteso del termine: formazione, esperienze, servizi, per il modo di vivere l'evoluzione di questo mondo.

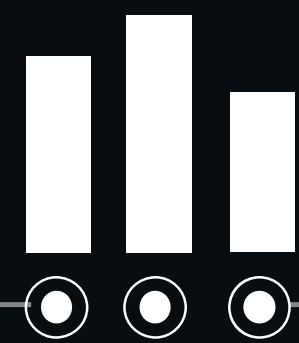
Per questo possiamo aiutare altre aziende a comunicare con successo nell'era digitale, affiancandole come partner e non come semplici fornitori di servizi.

Noi siamo, Digitali

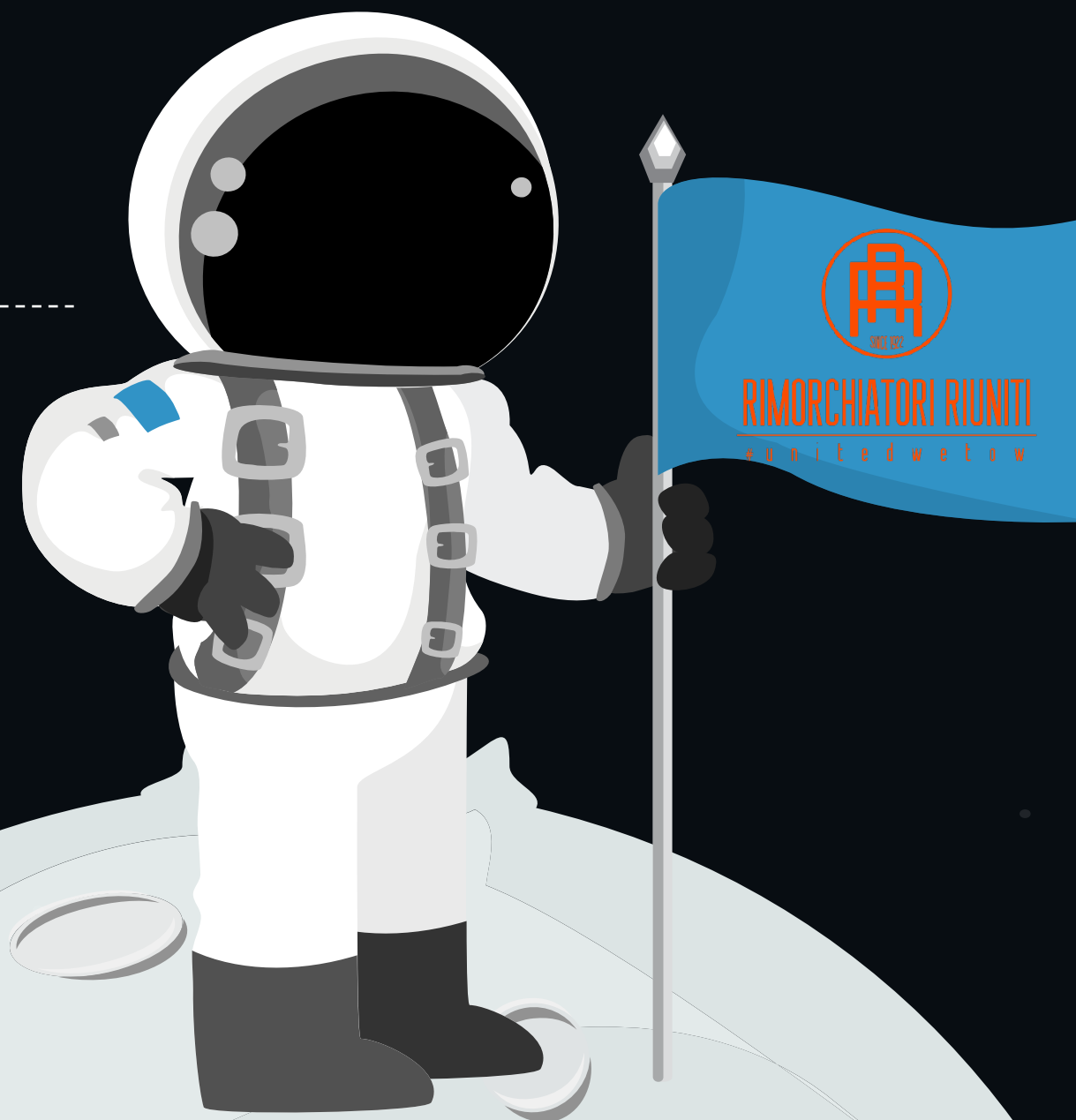
Sky is the limit

Benvenuti in universo in espansione

There is no elevator to success.
You have to take the stairs...



589%



AntWorks[®]
DIGITAL FACTORY





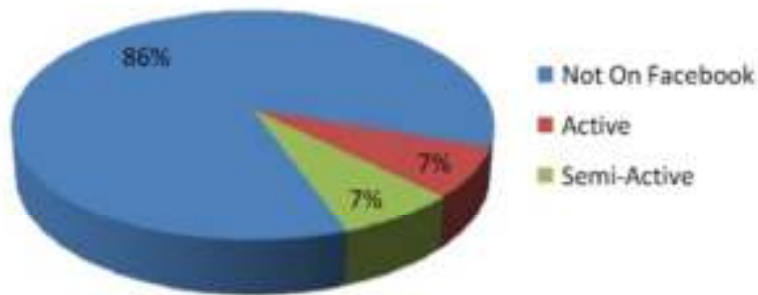
Social Media: It's all about story telling

27/11/2017

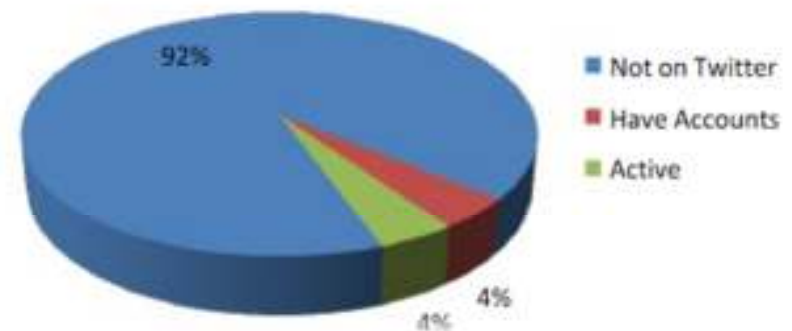
Luigi Stefanelli

Social Media Usage (Shipping industry)

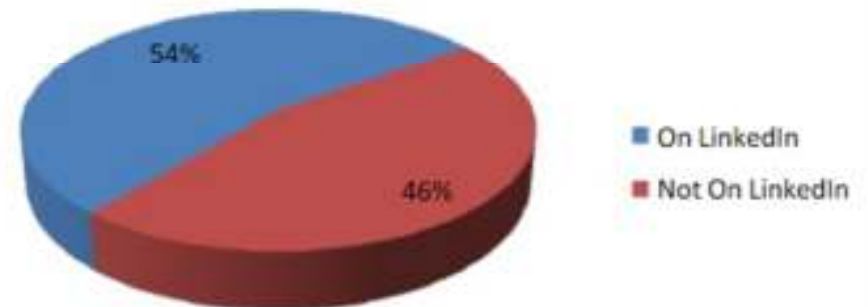
facebook



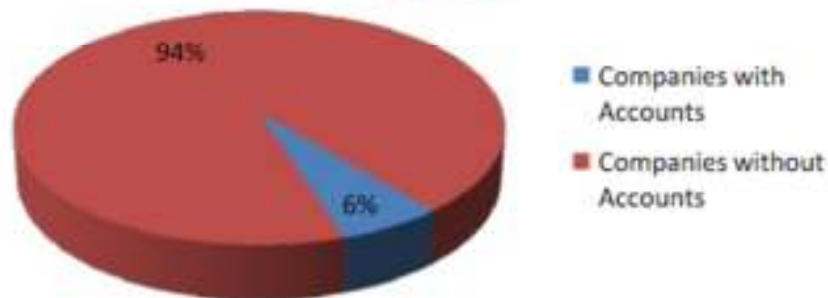
twitter



LinkedIn



You Tube



Costa Social Media presence today



2,4 Mio Likers



80k Followers



81k Followers



6 Mio views



33k Followers

People don't buy what you are,

...

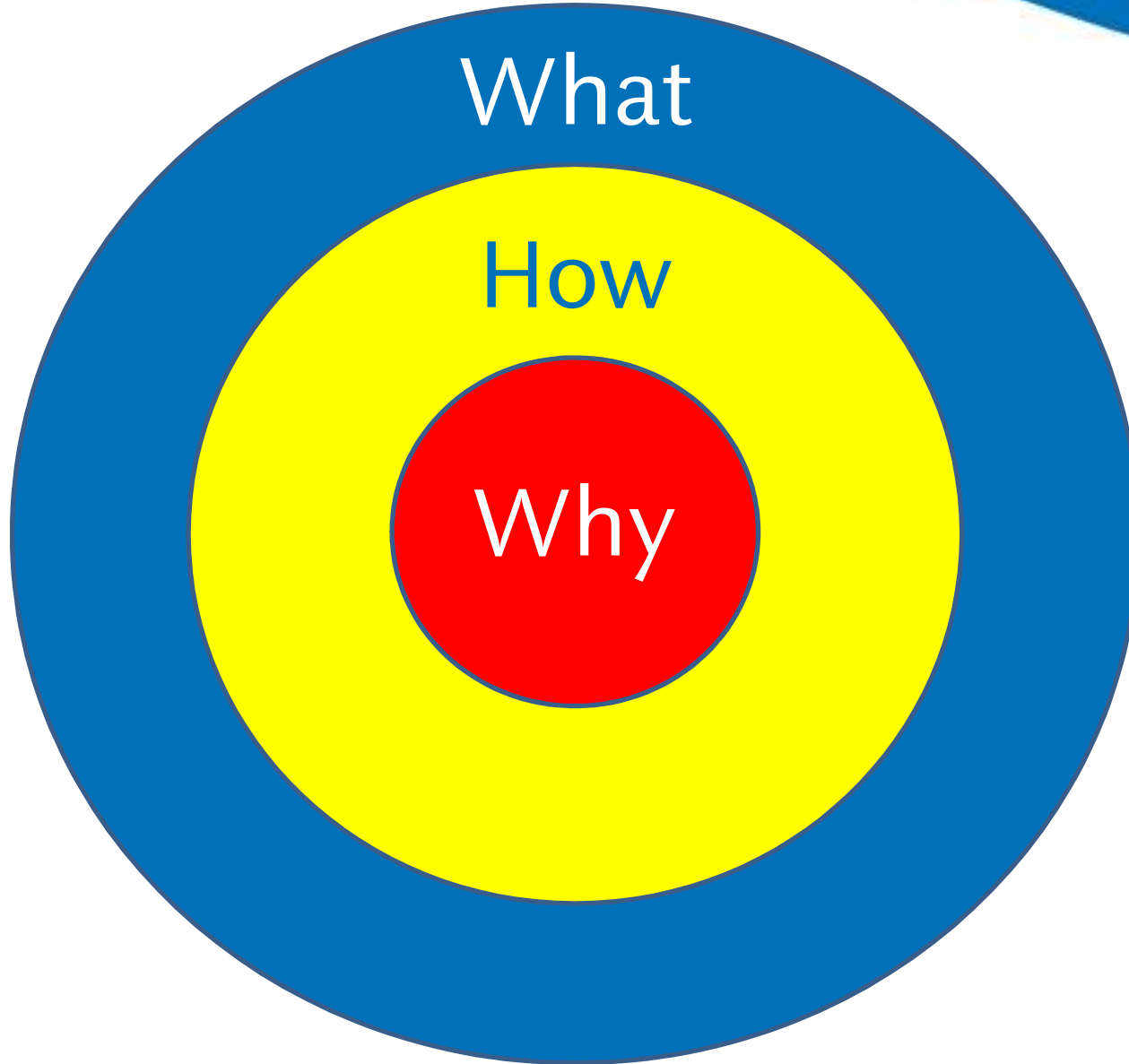
People buy why you do it!



What

How

Why



Costa's storytelling



In order to be consistent every story must be thought and created for social media from the beginning.

From “offers” to “story telling”



Costa (FR - Francese, GP - Francese, MQ - Francese)
19 settembre 2016 · *

[Offres Costa Incredibile]
Prolongation exceptionnelle jusqu'au 19 octobre !

Les merve

<http://bit.ly>

Visualizza

Costa (IT - Italiano)
16 novembre 2016 · €

“Il Ritmo delle Baleari” è un'esperienza da vivere a 360°! Scoprite le varie tappe e prenotate entro il 30 novembre per risparmiare fino a € 250:
http://bit.ly/Crociere_Estate_2017



Costa (IT - Italiano)
26 maggio 2016 · €

Approfittate di un'incredibile promozione: acquistando entro il 30 giugno in tariffa Comfort, avrete fino a 150 euro di credito da spendere a bordo! Che ne dite di partire con Costa neoClassica alla scoperta del Mediterraneo?



www.costacrociere.it

Costa
29 min · €

Con il menù dello

Costa
4 novembre alle ore 15:04 · €

Oggi a tenerci compagnia a bordo c'è il bagnino più famoso della tv: David Hasselhoff. Favolosa? set dal sap

Costa
Ieri alle 17:00 · €

Il nostro Mattone della Felicità è in piccole ma ottime mani. Continuate a seguire il suo viaggio verso la Colombia dove costruiremo una scuola per i bambini assieme alla Fundación Pies Descalzos di Shakira su bit.ly/building_happiness_it #buildinghappiness.

Costa
8 novembre

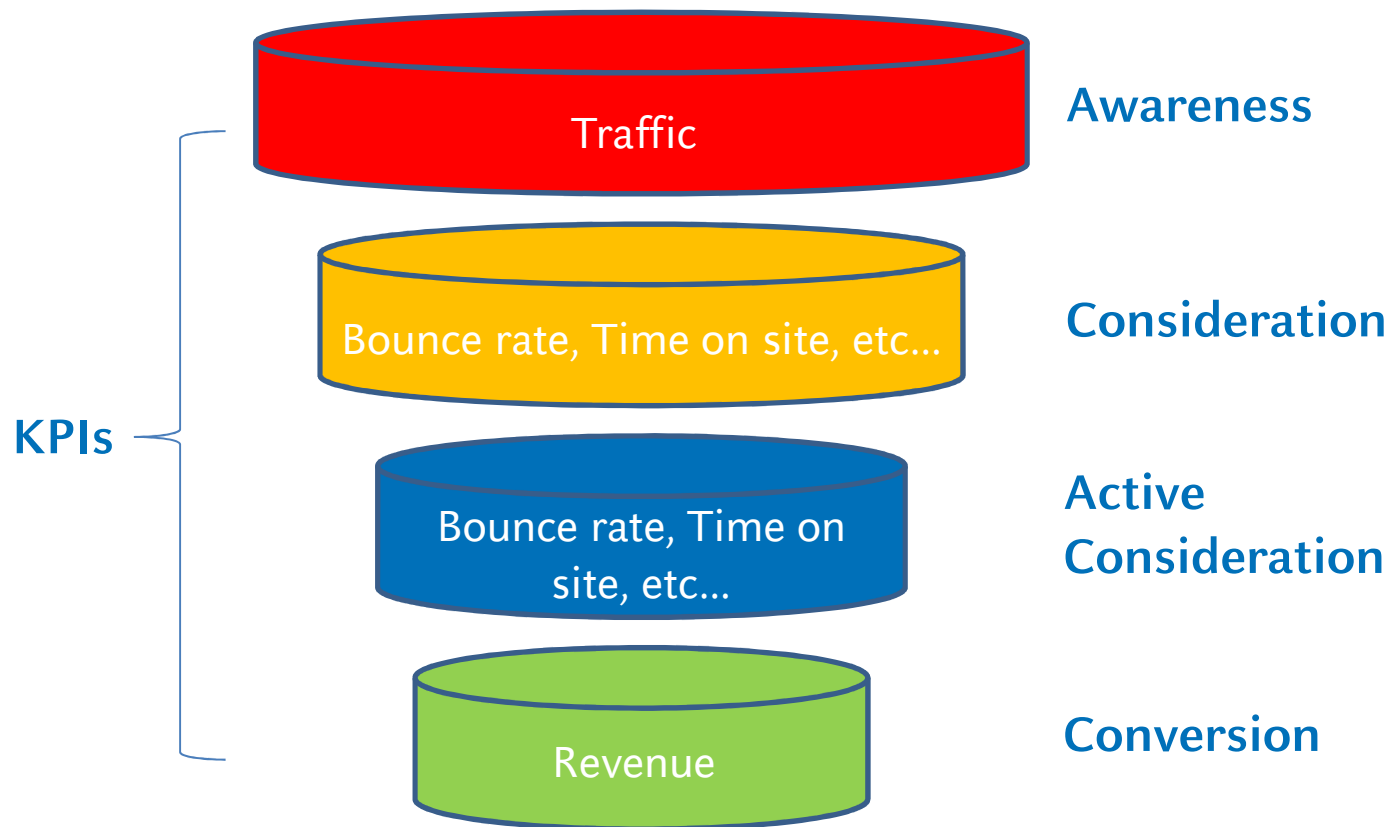
Se non vi è mai ca
crociera Costa.

Mi piace Commenta Condividi

Mi piace Commenta Condividi

Social Media Strategy Definition

Purchasing Funnel



Roadmap



Special Projects and Digital PR

It's all about storytelling:



THE BRICK OF HAPPINESS



Shakira's Social Media support



Multiple posting to sustain project visibility and a special video message





Road to Costa Smeralda

Live streaming from Turku

Social Media Results



300k
Views



Reach: 450.367
Interactions: 8.321
Video Views: 74.487
ER: 2%
Sentiment: +27%



Reach: 25.495
Interactions: 94
Video Views: 5.460
ER: 0,4%
Sentiment: +52



Costa Construction of the new Costa Smeralda started!

Costa (IT - Italian) was live.
September 13 at 9:28am · 0
Gi siamo. Seguite in diretta da Torino in Piemonte, la cerimonia del taglio della prima pietra della vostra nuova nave.



Reach: 34.301
Interactions: 227
Video Views: 74.505
ER: 0,6%
Sentiment +33%

#CostaSmeralda
Twitter trending topic

1° Facebook live streaming on Costa's page.

All values are compared to September average values

Social Media & Shipping Industry



Stefano Pesce
27/11/2017 - Genova



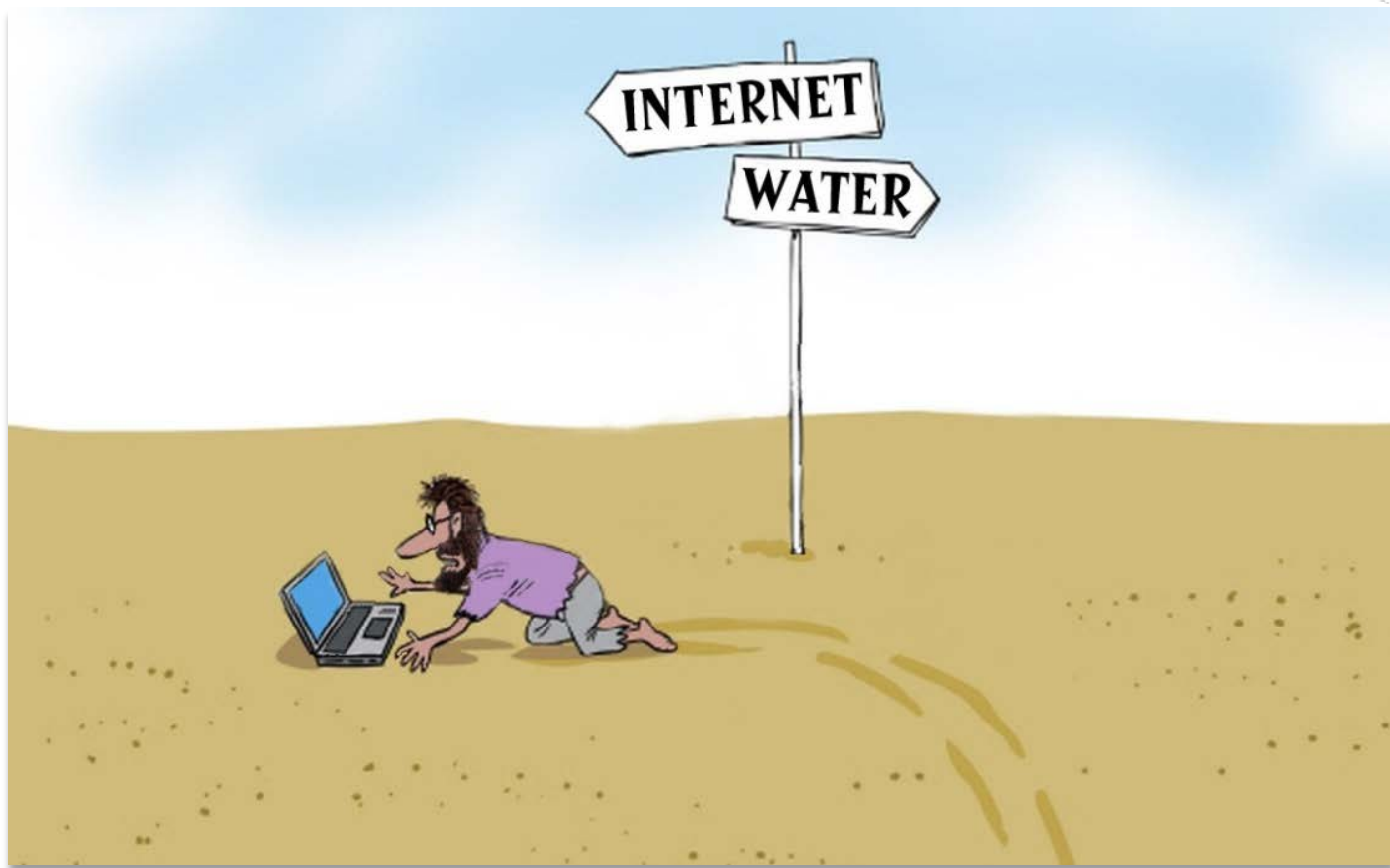
Stefano Pesce

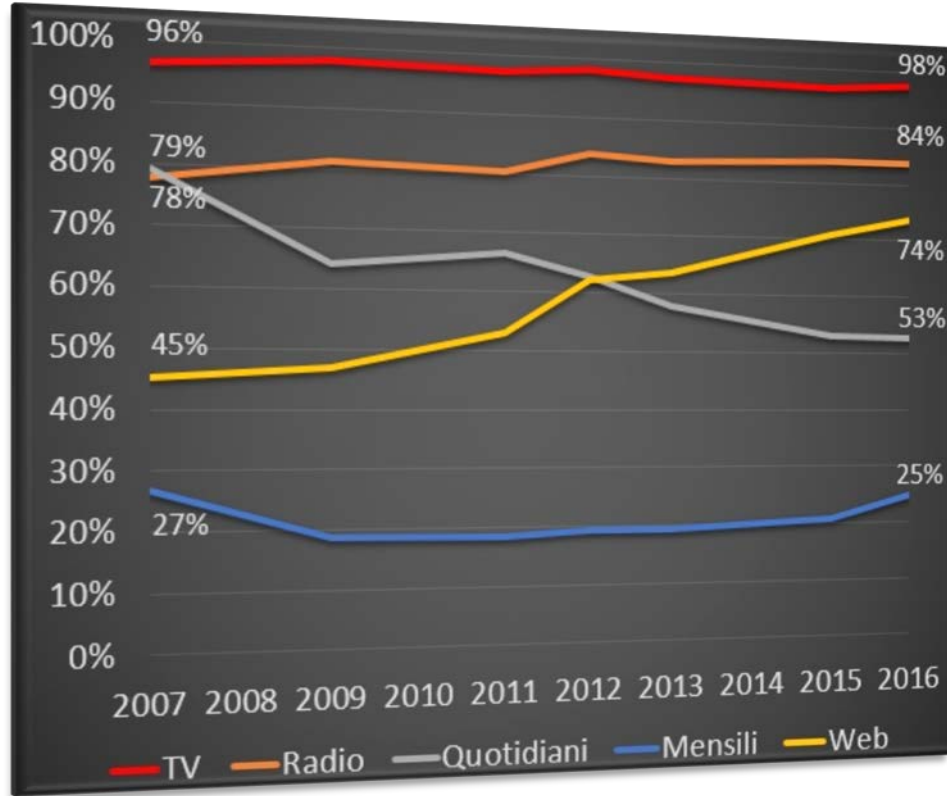
Digital Trade Manager - Corporate Trade Business Development - WorldWide Sales
presso Costa Crociere S.p.A.

Costa Crociere S.p.A. • ESCP Europe

Genova, Italia • oltre 500 

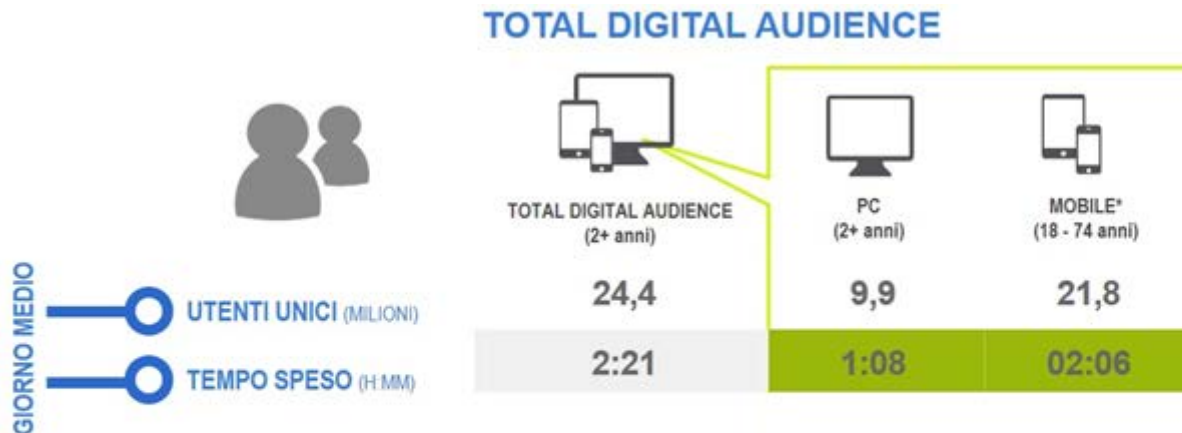
**How important is internet
today?**





From Jul 16 to Jul 17

- Internet users: +13%
- Mobile users: +17%

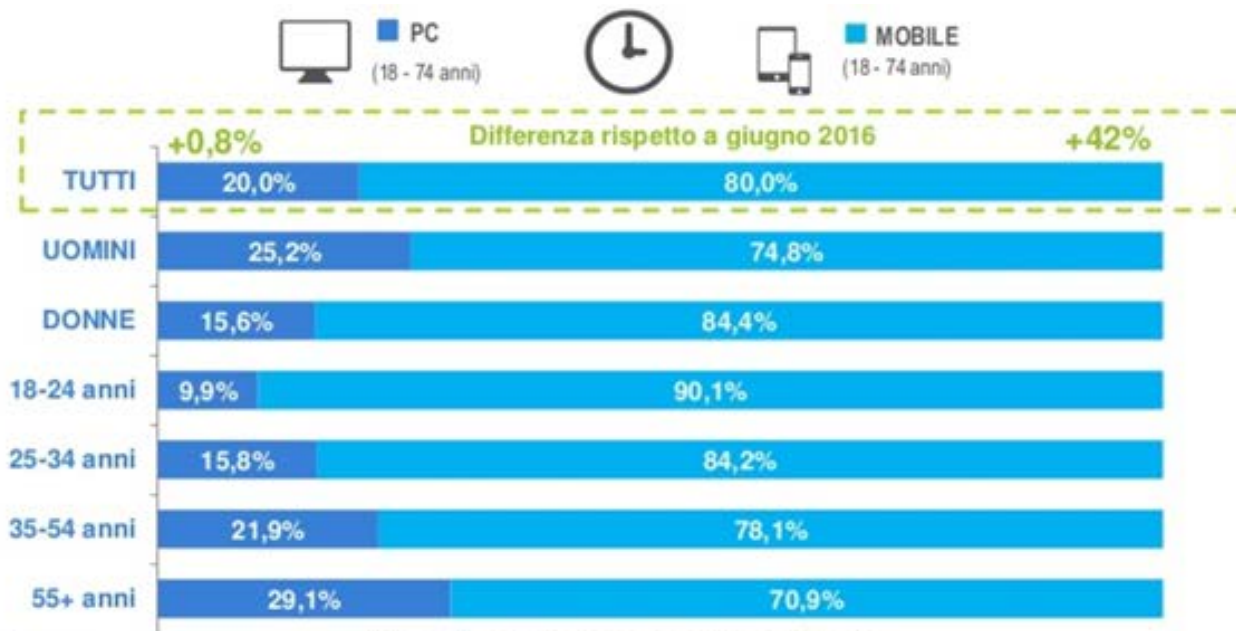


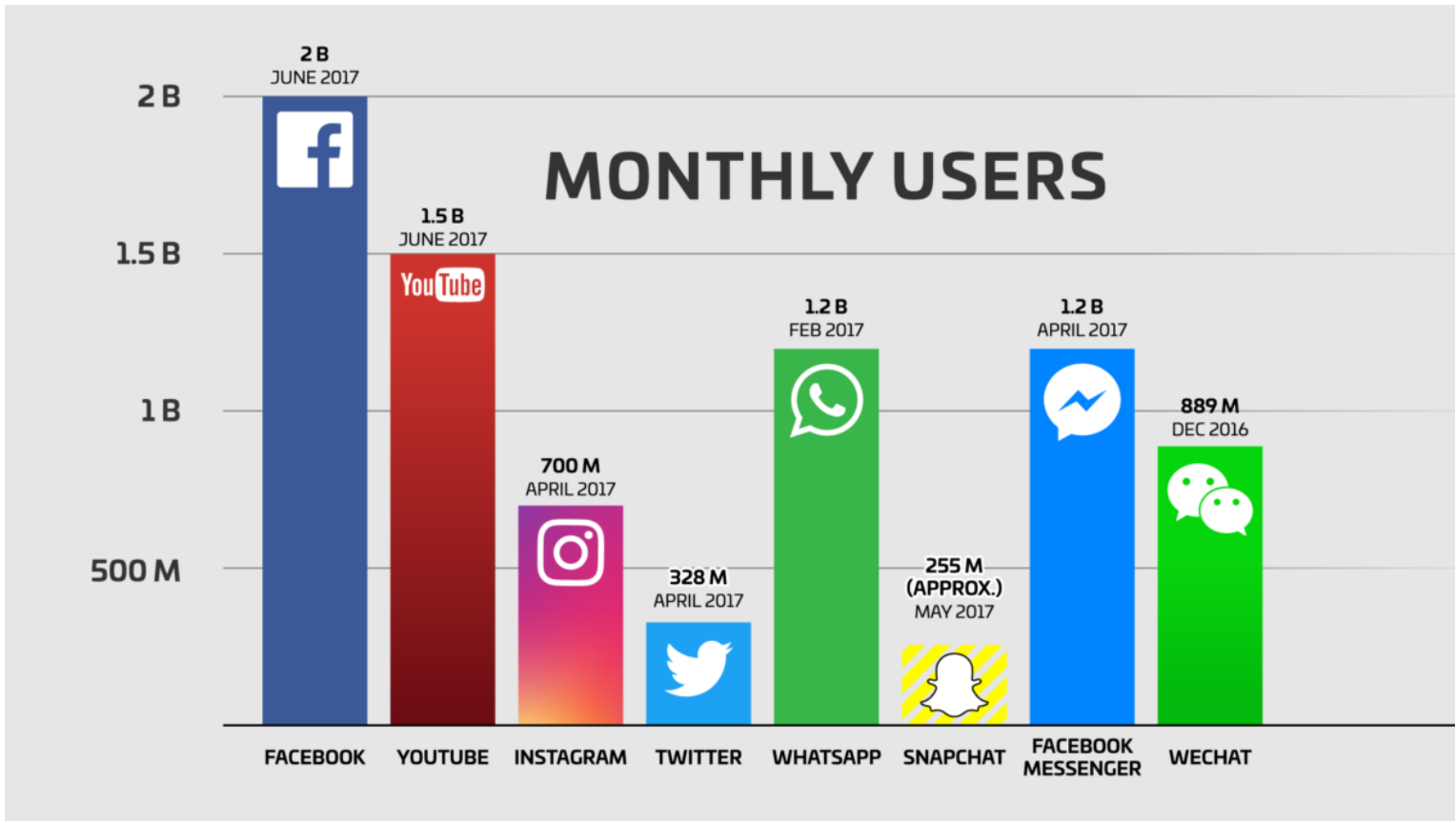
* Mobile = smartphone e tablet al netto delle sovrapposizioni

Fonte: Audiweb Database, dati di Luglio 2017- Audiweb powered by Nielsen.

* Total digital audience e PC = Italiani dai 2 anni in su che hanno navigato almeno una volta nel periodo di rilevazione

MOBILE = Italiani di 18-74 anni che hanno navigato almeno una volta da smartphone e/o tablet



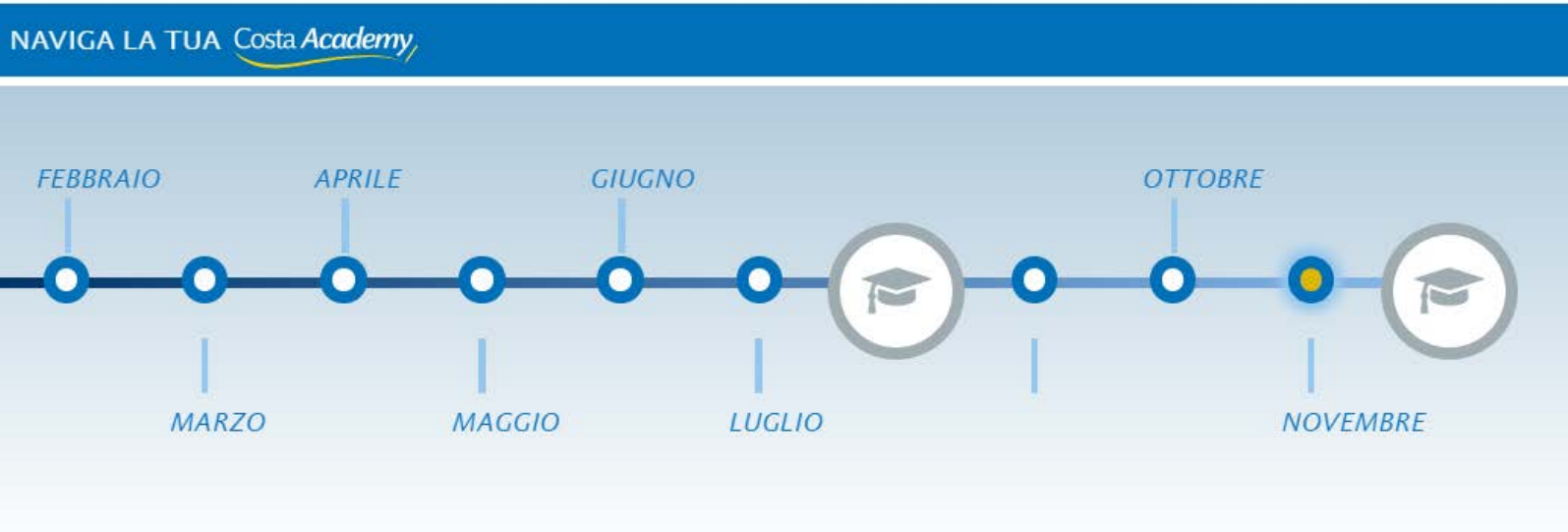


How can we help our Travel Agencies?

Costa *Academy*

A thick, yellow, wavy line that underlines the word "Academy" and extends to the left, ending under the word "Costa". The line is drawn with a yellow pencil, which is visible at the right end of the line.

B2B portal: Costa Extra







Local business or place



Company, organisation or institution



Brand or product



Artist, Band or Public Figure



Entertainment



Cause or community



Royal Paradise -
Agenzia di Viaggi e
Tour Operator
Agenzia di viaggi

Chiamata ora Mi piace Messaggio

Home Informazioni Foto Recensioni Altro

REP. DOMINI CANE

Sole Giallo
Mare Blu

Sole Giallo Mare Blu
Agenzia di Viaggi &
Tour Operator ✓
Agenzia di viaggi

Contattaci Mi piace Messaggio

Home Informazioni Foto Recensioni Altro



Custom Audiences ?

Choose a Custom Audience

Browse

Create New Custom Audience...

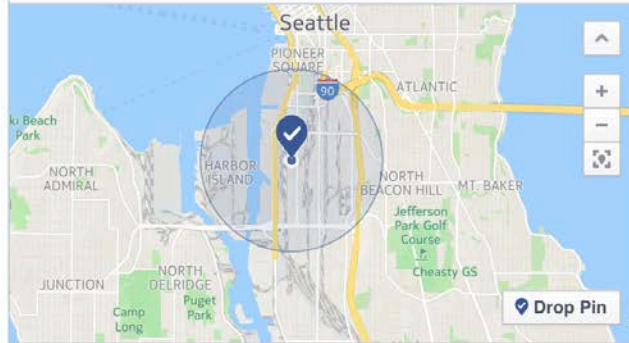
Locations ?

United States, Washington

2401 Utah Ave S, Seattle, WA, USA + 1 miles

✓ 1 locations successfully added.

Include country, state/province, city, ZIP, DMA or address



Everyone in this location

Age 18 - 65+

Gender All Men Women

Employers Starbucks

Potential Audience

Potential Reach: 1,700 people

Targeting Details

Location:

United States: 2401 Utah Ave S, Seattle (+1 mi)
Washington

Employers:

Starbucks

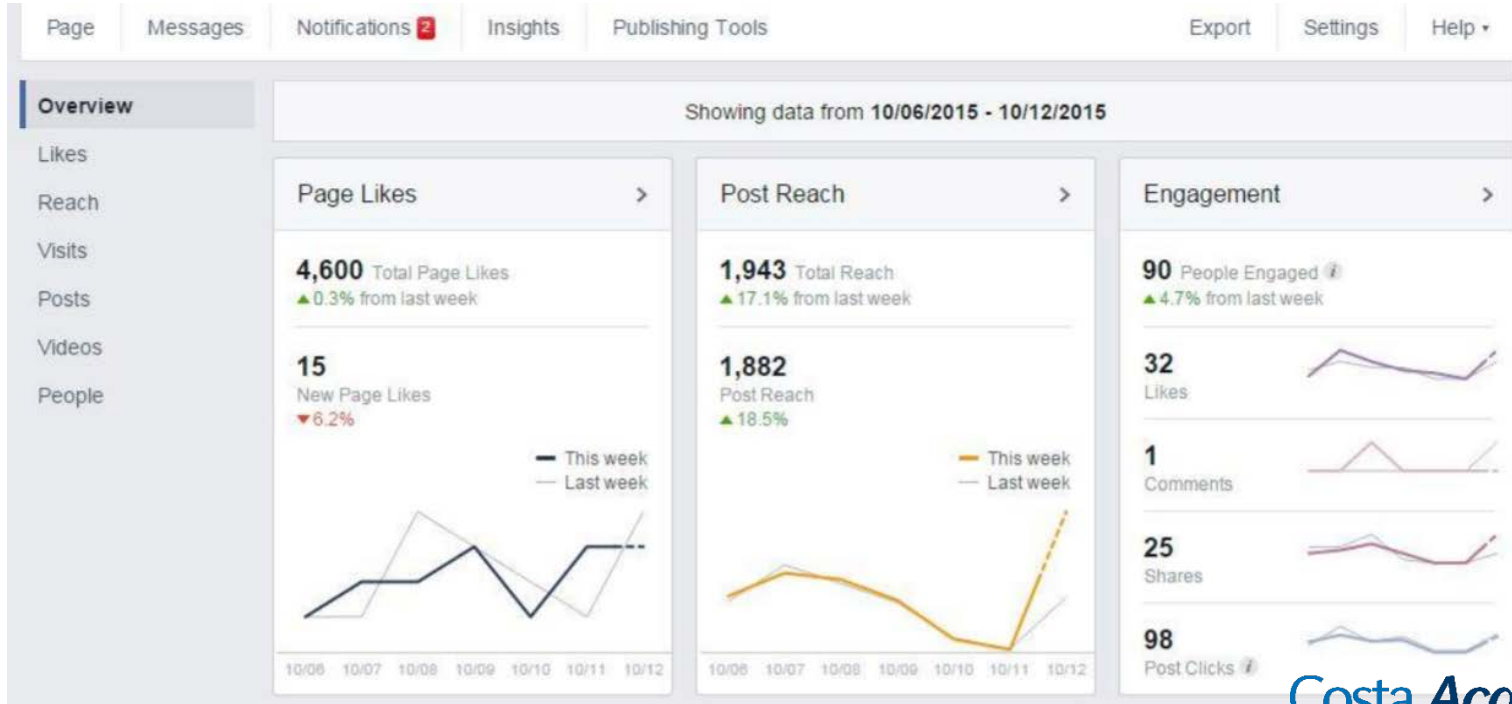
Age:

18 - 65+

Placements:

News Feed and right column on desktop computers, Mobile Feed and Third-party Apps









An illustration on a light blue background. A magnifying glass with a grey handle is focused on a storefront with a red awning. To the right of the storefront is a yellow envelope icon. Below the magnifying glass is a white keyboard icon. To the right of the keyboard is a red price tag with a white percentage symbol (%).

Google

My Business

Getting started with Google My Business



Google agencies di viaggio lecco

Torna ai risultati web relativi a agencies di viaggio lecco

Enterprise Viaggi e Turismo ★

Agenzia viaggi
Indirizzo: Via Roma, 45, 23900 Lecco LC
Telefono: 0341 280055
Orari: Oggi aperto 09-13, 15-19

Sito web Indicazioni stradali

Suggestisci una modifica

Bluvacanze S.P.A. ★

Agenzia viaggi
Indirizzo: Corso Carlo Alberto, 120, Lecco LC
Telefono: 0341 282355

Sito web Indicazioni stradali

Suggestisci una modifica: Sei il proprietario di quest'attività?

Aggiungi informazioni mancanti
Aggiungi orari di apertura

Riepilogo recensioni
1 recensione Google

Recensioni Google

Stefano Frigerio
Il anni fa
★★★★★ Agenzia di viaggi con offerte, last minute e tour in tutto il mondo. Presenza di link utili, contatti e pagina dedicata allo staff.

Altre recensioni Google

Invia al tuo telefono Invia

Riepilogo recensioni
Scrivi la prima recensione

Invia al tuo telefono Invia



Our partners



