

Marketing 101:

**You Went to WorkBoat,
Now What?**



INTERNATIONAL
WORKBOAT
SHOW

Introductions



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Crowley
1yr •

Our team enjoyed seeing our customers and partners in person last week at the International Workboat Show in New Orleans. We enjoyed many opportunities to share Crowley Engineering Services' newest project – the eWolf – with both old friends and new. Thank you to everyone who visited our booth, as well as those who joined us for our reception with Blue Water Shipping. We hope to see you again next year! #IWBS21



119 • 3 comments

Share content from the event

- Utilize **social media** channels to share photos and videos
- Post **photos** of your booth, products, and team
- Use the hashtag **#iwbs22** so you can be discovered



■ Press Release

Volvo Penta at the 2021 International WorkBoat Show

11/23/2021

By Volvo Penta

The International WorkBoat Show and Annual Conference, the largest commercial marine trade show in the U.S., returns in-person December 1st through 3rd, 2021 in New Orleans at the Ernest N. Morial Convention Center. The three-day event will showcase more than 700 exhibitors and boast over 15,000 in attendance within the commercial marine industry.



Volvo Penta is a longtime supplier of engines for heavy-duty applications where the main demands are power and reliable performance. For the demanding tasks of workboats, durability is a key factor, and the Volvo Penta engines more than live up to the task. Thanks to low fuel consumption, extended service intervals and easy service, the engines deliver a low total cost of ownership. Combined with the possibilities for electronic control and the expert service from the global dealer network Volvo Penta will increase the vessel operation's overall uptime and efficiency.

Volvo Penta will be exhibiting in **booth 2401**. On display will be the Volvo Penta IPS3 and D13-IPS IMO III complete propulsion systems – a perfect fit for the heavy demands of workboat operations.

Total Solution

Not only does Volvo Penta supply robust and reliable engines that are characterized by premium product quality, our company supports projects all the way throughout the lifetime of the machines. From design to installation, and offering superior service support, Volvo Penta is with our customers all the way. They are backed by our extensive dealer network that is equipped with high-quality parts, diagnostic systems, certified technicians and more.



Share content from the event

- Submit a **press release** to help with search engine optimization (SEO)
- Write a **blog post** on your company website
- Publish an **article** on LinkedIn



Start a post



Photo



Video



Event



Write article



Coordinate a post event sales & marketing debrief



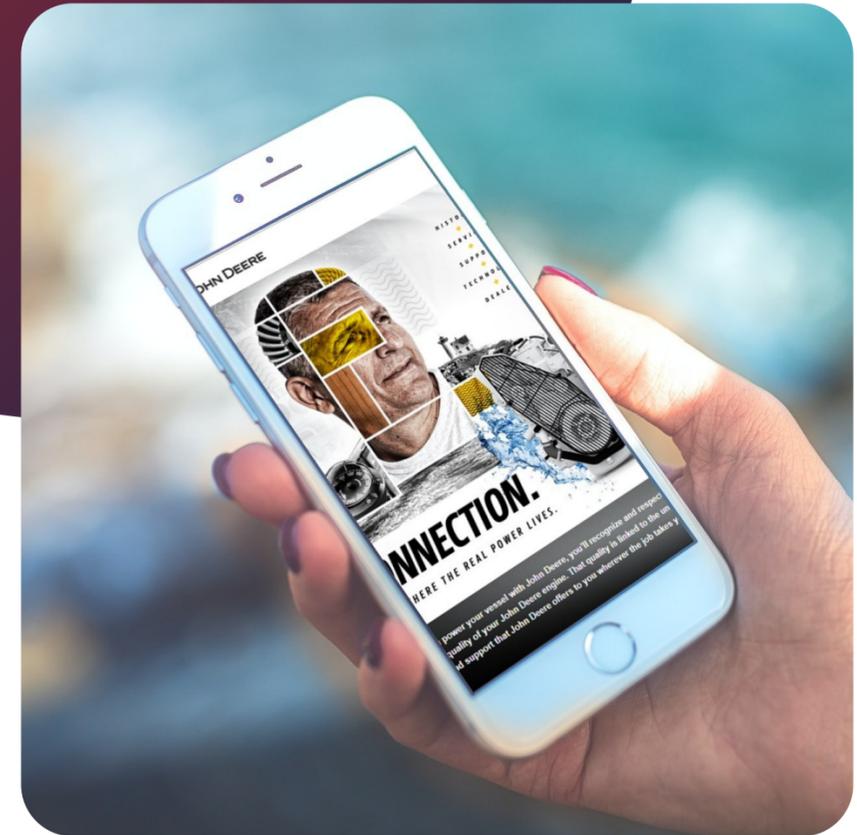
Insights

What insight did you gather from prospects & existing customers at the event that can inform your marketing message?

Audience

Review the new prospects. What are you seeing? Are there new trends in certain markets or territories? Take this opportunity to create alignment.

Create an event follow-up email campaign



Add to CRM

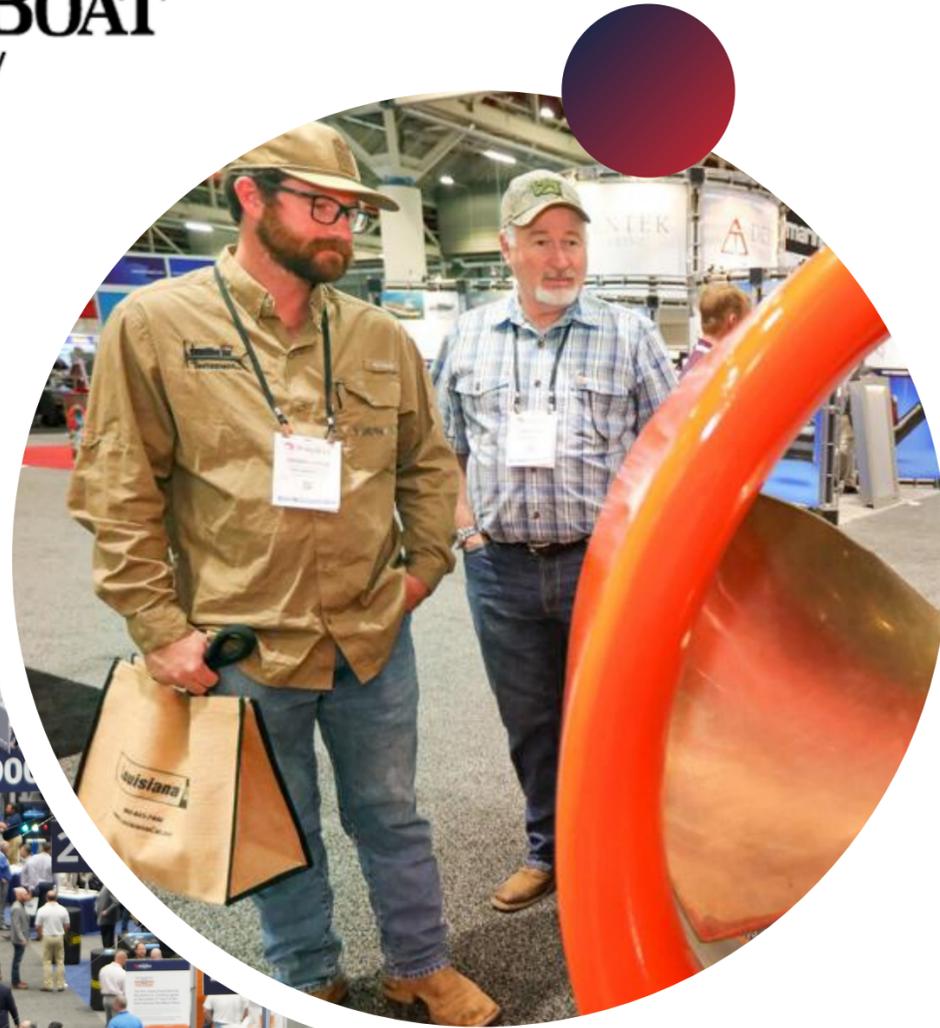
Make sure that all the prospects are **added to your database**. Tag your list so you know their source so it can be referenced in future communications

Multi-touch campaign

Plan out a series of **3 - 4 emails** to follow up with your new prospects. Think about an **offer** that you may want to center the email campaign around

Timing & Messaging

Reference the WorkBoat Show in the subject of your marketing email. **Keep your message short** and include any important links (product catalog, etc)



Construct a message with purpose

- Send a personal **thank you message** to those who stopped by your booth with specific details
- Send a message to customers or **leads you missed** and ask if they have time to connect 1:1
- **Promote future industry events** you may be attending
- Convert your event landing page to a **recap page** with video, photos, stats, etc.





Amelia Smith • 2nd

Experienced provider of results-oriented communications, m...
Jacksonville, FL

Provides services - Advertising, Public Relations, Email
Marketing, Marketing Consulting, Marketing Strategy,...

Following

View full profile



Amelia posted • 2w



Always great to
catch up with my
friends at Sea...

32 • 1 Comment

Utilize LinkedIn to Build your Network

- LinkedIn will allow you to **search for contacts** you made at #iwbs22
- When sending a request, be sure to **include a message** referencing the event
- **Keep updated** on their job changes or changes happening at their company
- Join industry **private groups** to share thoughts and ideas

Lead **Account** < Collapse

0 filters applied Pin filters

Company attributes		Spotlights	
Annual revenue 🚩	+	Job opportunities 🚩	+
Company headcount 🚩	+	Recent activities 🚩	+
Company headcount growth 🚩	+	Buyer intent	+
Headquarters location 🚩	+		
Industry 🚩	+	Workflow	
Number of followers 🚩	+	Companies in CRM 🚩	+
Department headcount	+	Saved accounts 🚩	+
Department headcount growth	+		
Fortune	+		
Technologies used	+		

Utilize LinkedIn to Build your Network

- If your budget allows, consider upgrading to **LinkedIn Sales Navigator**
- **Find the right people** by company, job title, industry, etc.
- **Build lists** and send InMails (without being connected)
- Integrate with your **CRM**



WorkBoat
10,893 followers
Promoted

It's not every day that you are surrounded by peers who "do what you do." The International WorkBoat Show is a unique opportunity to come together with like-minded individuals to network, receive industry updates, and learn about the latest products on display throughout the exhibit hall. All events at the show are free IF you sign up ahead, so don't wait! Register for your spot now.



900+ exhibitors to meet in person

RESERVE YOUR FREE PASS →

Hope to see you Nov 30 - Dec 2 [Register](#)

workboatshow.com

WorkBoat
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Promoted

Time to officially stop procrastinating and register for the WorkBoat show because now through November 15th every registrant will be entered into our annual Gameday Giveaway! That's right, register for FREE and you'll be automatically eligible to win 2 tickets to the Saints vs. Falcons.



REGISTER NOW FOR YOUR CHANCE TO WIN!

INTERNATIONAL **WORKBOAT** SHOW

Enter WorkBoat's Gameday Giveaway [Register](#)

workboatshow.com

Advertise on LinkedIn & Other Channels

- **Set limits** with your marketing or advertising budget
- Create a **variety of ads**, from video to text
- Help increase **brand awareness** and **drive conversions**
- **Target your audience** with accuracy



Where is your target audience?

Locations (Recent or Permanent) 

Gulfport, MS, Mobile, AL, Houma, LA, Lake Charles, LA, Baton Rouge, LA, Lafayette, LA, Baton Rouge Metropolitan Area, Lafayette, Louisiana Metropolitan Area, Mobile Metropolitan Area

Exclude people in other locations

Your audience has their Profile Language set to 

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Include people who have **ANY** of the following attributes: 

Website

IWBS Website Visitors, WB.com Website Visitors

OR Company page

WB 21 - Visitors to LI company page

OR Video

IWBS 22 - Watched BA Video

Target Your Audience with Accuracy

- **Re-target** visitors to your website or LinkedIn page and build lookalike audiences
- Target by **industry, job title, location**
- Upload your **first party data** and target your prospects or existing customers

Use content to build engagement

- Consider **breaking up existing content**, like a brochure into smaller, digestible pieces of content
- Turn FAQ's into a **video series** on YouTube or turn an article into an e-book behind a lead gen form
- Consider **outsourcing content support**
- Use a third-party like workboat.com to run a **webinar**

Workforce Development in the Maritime Industry

On-demand Webinar | Free

SHARE    



Shutterstock image by user Travel Mania

We have all had to overcome many challenges over the past couple of years and regardless of what industry you are in, the way business is conducted has changed. Sourcing, training, engaging, and retaining quality employees has been a challenge within the maritime industry for years and has only proven to be more difficult with our world's most recent hurdles.

We are sitting down with panelists from various sectors within the maritime industry who are educating students for the maritime and industrial workforce as well as hiring and training new employees regularly. They have developed proven successful programs that educate, recruit, and provide students and maritime professionals with the tools they need to grow and hopefully continue a long career within their organizations.

Speakers



Benjamin Peterson, Towing Manager, Weeks Marine

Captain Benjamin Peterson is the Towing Manager at Weeks Marine Inc. where he has worked since 1998. Captain Ben also served as Senior Port Captain and a Towing Vessel Captain at Weeks.

Currently, Captain Ben is working with his Towing team in developing and building a new fleet of towing vessels for the next generation to work in WM's operations. His son also works at Weeks Marine as a Deck Engineer and is working his way into the wheelhouse in following Capt. Ben's footsteps.



Rick Schwab, Senior Director, Workforce Development and Education, Maritime and Industrial Training Center, Delgado Community College

Rick has been a leader in the development, implementation, and management of high value corporate maritime training operations for over 26 years. Delgado Community College is growing rapidly to meet the region's workforce training and education challenges and Rick is preparing the graduates to be ready and excited to enter the workforce. A few of Rick's more recent accomplishments are being named New Orleans Citi Business Top 20 Most Powerful Maritime Executives in 2020; 2021 Center of Excellence for Domestic Maritime Workforce Training and Education; co-author of the first state of Louisiana Incumbent Worker Grant as well as has managed over \$30 million in state and federal grants.

Register for this webinar by completing the fields below.

First Name*

Last Name*

Email Address*

Company*

Job Title*

Phone*

Country*

What is your primary purchasing responsibility?*

Please subscribe me to the WorkBoat e-Newsletter.

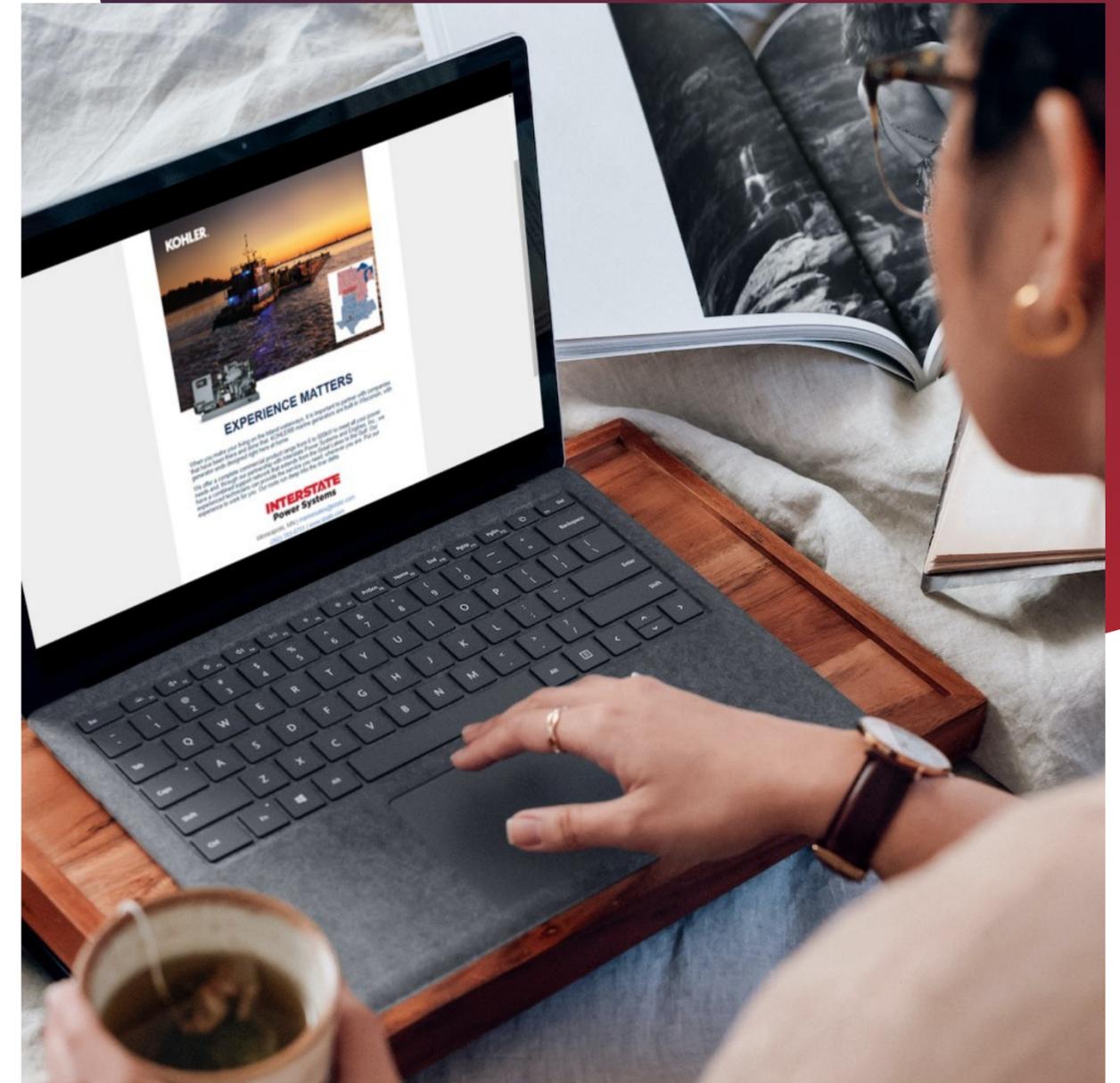
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[Register Now!](#)

You may unsubscribe from our mailing list at any time. Diversified Communications | 121 Free Street, Portland, ME 04101 | +1 207-842-6500

Review paid media opportunities

- Purchase a post-event **e-blast from a media partner**
- Produce an informative **advertorial** for a media partner's publication or website
- Run a sponsored inclusion in media partner's **e-newsletter**
- **Sponsor branded posts** across media partner's social sites to gain followers



Q & A Session



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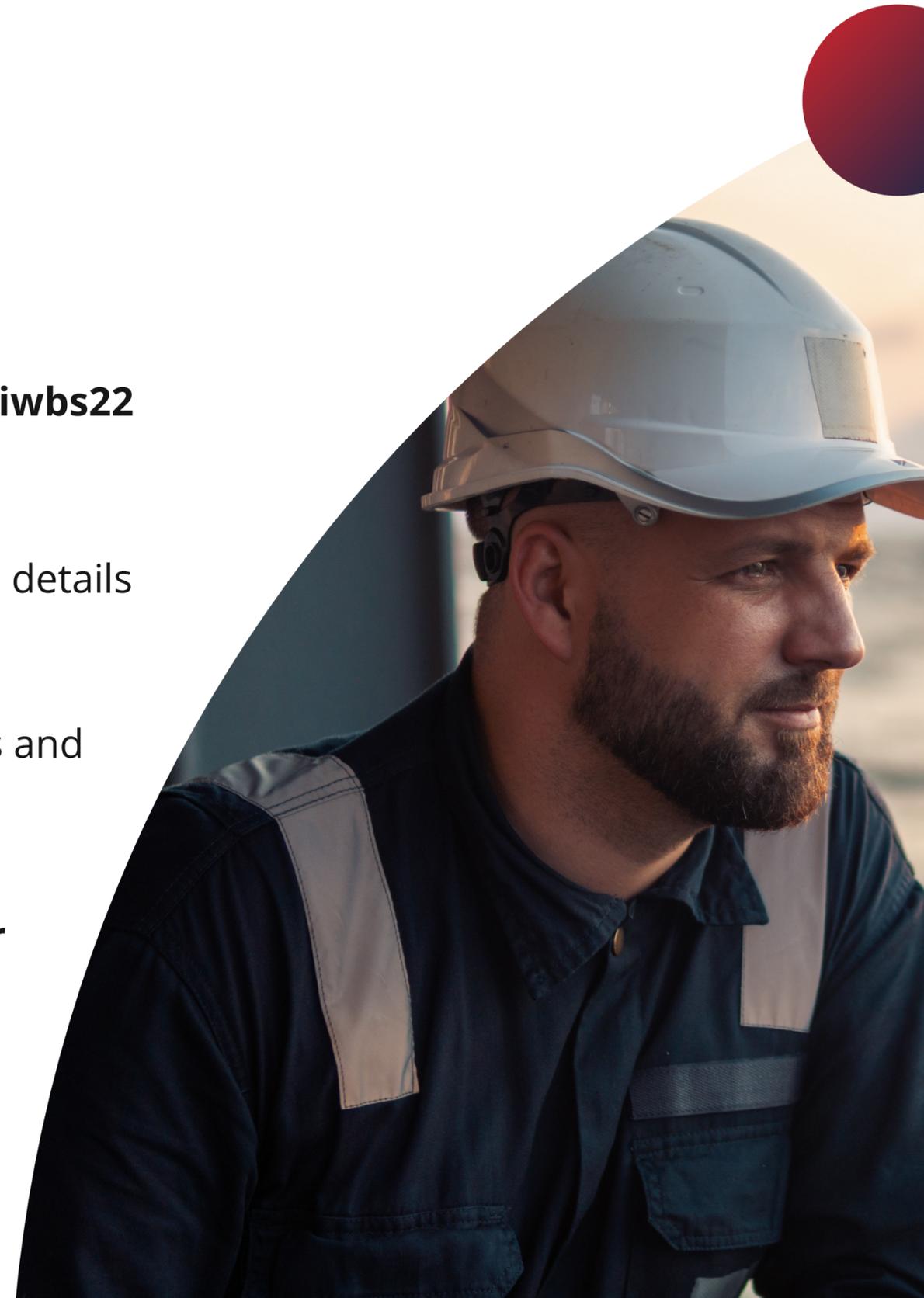


Dan DiLorenzo

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Top 5 Takeaways

- 1** Utilize social media during and after the event. Don't forget to use **#iwbs22**
- 2** **Get in touch** with connections after the event. Include personalized details
- 3** Develop a **follow-up email campaign** with fun stats, photos, videos and future event promotions
- 4** Build your network by connecting with new contacts on **LinkedIn or LinkedIn Sales Navigator**
- 5** **Push content!** Invest in new articles or revamp existing copy to drive inbound traffic



Download the Presentation



EXP: 12/07/22

Thank you and have a
great International
WorkBoat Show!



INTERNATIONAL
WORKBOAT
SHOW