

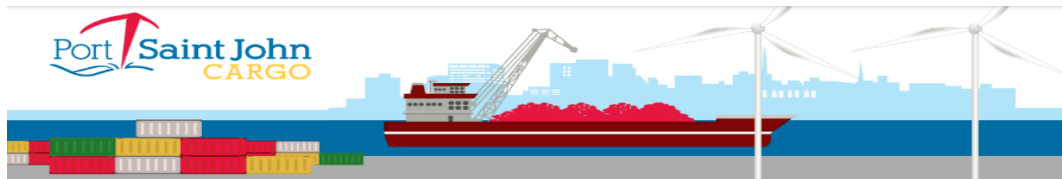
## Descriptive Summary

At the start of the COVID pandemic, when travel for promotion purposes was restricted, the Port needed creative ways to reach and engage cargo professionals with the purpose of encouraging the use of our Port for movement of goods. In response to this communication need, our marketing and communications team came up with the Port Exchange. The Port Exchange is an electronic newsletter which reaches over 1500 cargo professionals to provide information about the connections, and value-added services offered by Port Saint John and its partners. The first newsletter started in October 2020 and is still being sent out to our growing audience.

May 2021 Edition ["Port Saint John Welcomes Hapag-Lloyd"](#)

July 2021 Edition ["CP Rail Provides inland access and rail optionality at Port Saint John"](#)

December 2021 Edition ["Canada's Non-congested and Fluid Container Option"](#)



**CP provides superior inland access and rail optionality at Port Saint John**



CP acquired Central Maine and Quebec Railway (CMQ) in 2019 which more directly connects them to Port Saint John. This gives our customers further inland options to move goods into our expanded hinterlands across Canada and the US Midwest. With this acquisition, CP gained 481 rail miles of additional track, providing access to major population bases.

CP is committed to growth at Port Saint John with investments made on their acquired rail trackage, as well as building efficiencies into their operations.



## **1. Communication Challenges and opportunities:**

The Port Exchange was a product of the COVID-19 pandemic. Prior to the pandemic, our business development team's primary focus was on direct sales and relationship building. However, when business marketing travel was halted and the business development team could no longer directly reach people to sell the services of Port Saint John, the marketing and communications team had to consider new ways to communicate with this target audiences. The Port Exchange was developed to continue to reach our audience but in a new, electronic form. This newsletter also presented a new opportunity for the business development team and the marketing and communications team to collaborate.

Because this communication was previously done in-person only, the major challenge the Port experienced was on growing our electronic audience. During the pandemic, our business development team leveraged their many third-party virtual speaking opportunities to offer participants in these virtual sessions the opportunity to sign up for the Port Exchange newsletter.

## **2. Complement to the Overall Port Mission**

Our mission at Port Saint John is to be a driver of sustainable economic growth in our region through innovation and collaboration. The Port Exchange relates to this in a couple of ways:

- a) The Port Exchange was an innovative idea to continue to showcase the value-added services at Port Saint John during the pandemic and the restriction on travels and in-person gatherings.
- b) Building cargo business through Port Saint John helps to create sustainable economic growth for the New Brunswick region.

## **3. Planning, Programming and Goals**

### ***Goals***

The Port Exchange was designed to communicate and market the value-added services that shippers and receivers would enjoy from moving their cargo through Port Saint John. The primary goal of the newsletter is having a growing and engaged audience.

### ***Objectives***

- a) Deliver 5-6 campaigns per year

This was accomplished through planning and then tracking the campaigns each year.

- b) Grow our audience

We started at 0 in the beginning, and today, we have successfully grown our audience to over 1500 cargo professionals. This number continues to grow as we engage with the target audience.

- c) Have an engaged audience

The email open rate for the Port Exchange is 2% higher than others in the industry. Our open rate is at 22.54% while the industry rate is 20.44%

### ***Primary and Secondary Audiences***

- a) Shippers and receivers/ beneficial cargo owners
- b) Cargo professionals (e.g., logistics, freight forwarders, support services)

## **4. Actions/ Outputs**

### ***Strategy***

At the start of each year, working with the business development team, the communication team plans a content strategy for the year, while being flexible to accommodate new services and announcements. Planning the topics in advance allows us to chip away at content throughout the year. We also used social media to create awareness for the newsletter and to encourage subscribers.

Besides creating awareness and building subscribers via social media, we also promoted the newsletter at different Port activities including the semi-annual Port Stakeholder forums. The newsletter is delivered to the audience using Mailchimp and the content reposted on social media.

### ***Timeline***

- April 2020: The marketing and communication team began to brainstorm on an innovative way to provide information to shippers without physically traveling to their locations.
- May 2020: The idea of the Port Exchange newsletter was born.
- July 2020: Using the base of contacts our business development team had on hand, we began to build the audience. We also posted a link to the landing page on our LinkedIn page, targeting cargo professionals.
- October 2020: The first edition of the newsletter was sent out. The content of the newsletter was also posted on our social media accounts.

### ***Budget***

We used Mailchimp primarily to deliver the newsletters to the audience which cost us a total of CA\$2,463.93 from October 2020 to December 2021. However, we also use this MailChimp subscription for other communication campaigns across corporate, community, and cruise sectors.

### ***Staffing***

This communication campaign has always been handled in house by the marketing and communication team, which was recently expanded and renamed Engagement and Sustainability team. At the start of the newsletter in 2020, the team consisted of three people and through the expansion of the department's focus, it has now grown to a team of six full-time people, plus other

contract and seasonal support positions as of May 2022. Two people plus a seasonal position focus on pure marketing and communications activity. Other focus areas are governance, community and stakeholder engagement, and sustainability.

## 5. Communication Outcomes and Evaluation

The outcome from the Port Exchange newsletter was an increased awareness about Port Saint John and our value-added services for shippers and receivers. This was measured by tracking the open and click rates of the email campaigns. Our business development team also tracks leads they receive from information shared through the newsletter.

 **Port Saint John**  
@PortSaintJohn

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Check out our latest Port Exchange which highlights the importance of implementing contingency plans for your [#LogisticsChain](#). Port Saint John is uncongested and fluid and ready to handle your [#cargo](#). Read the full Port Exchange here: [mailchi.mp/747fb5def256/p...](mailto:mailchi.mp/747fb5def256/p...)



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## **Conclusion**

Feedbacks received from the target audience is proof that the Port Exchange newsletter has been successful in achieving the goal for which it was created. Our direct port business partners are very appreciative of this new marketing channel. Although travel and direct in-person relationship building has resumed post-pandemic, the Port will continue to use this channel as one of its mediums to inform shippers and receivers about our services.