

SOUTH JERSEY PORT CORPORATION



**AAPA
Lighthouse Awards Submission**

**ADVANTAGES
June 1, 2021**





Advantages Campaign Summary

With new leadership in place in 2019, the executive team at SJPC took steps to ensure we were serving current and potential new business needs with top-notch facilities. We took steps to create a team that can execute the Port's mission to attract cargo and maritime-related activity to foster economic development and create jobs. Our first step was to survey and evaluate the port's facilities, equipment, and business model to ensure quality service and improved facilities for current customers and potential new business. In other words, we asked ourselves, "What is the product we are selling?", and "Does it meet the needs of potential business targets that we are marketing to?" Secondly, it was important to have a clear vision to retain customers and develop a growth strategy that leveraged relationships and coordinated with stakeholders, the Port's internal and external teams. Knowing our product, identifying the ADVANTAGES of doing business with South Jersey Ports, and enlisting the help of stakeholders to help develop and carry our message was key!



Challenges and Opportunities

The SJPC is a pillar of the Delaware River maritime economy and a \$77.6 billion economic engine. With the creation of a new business development team, it was an important opportunity to ensure that the marketing and business development efforts were aligned, and that market research drove the goals of the teams. Before creating marketing materials, a market analysis was commissioned by the Port to provide a profile of current client activities by commodity for import and export activities. The analysis included a five-year volume forecast (2020-2025) for current commodities based on anticipated macroeconomic factors that affect trade flows in NJ, the Mid-Atlantic/Northeast, and overseas markets. The analysis helped SJPC understand where the Port could effectively expand its reach and identify opportunities to attract new business in the market and retain or expand business with our current customers. 191,000 jobs across three states. The SJPC and the 40+ port-related businesses are among Camden's largest employers and taxpayers.



Mission Alignment

Once the analysis was completed, it helped to determine the Port's greatest strengths, assets, and opportunities to put a strategic plan into place. The business development team, which now functions as one cohesive team, worked closely with the Port's marketing agency to develop the ADVANTAGES campaign. The business development team is now armed with the marketing materials to reach the target audiences and highlight the Port's greatest strengths and opportunities. Developing new business is critical to the mission of economic development, job creation, and job retention. The SJPC Advantages Campaign is geared toward growing existing businesses/clients and attracting new business to our port facilities.



Campaign Goals & Target Audience

The goal of the ADVANTAGES campaign was to develop engaging materials that highlighted the strengths and competitive advantages of SJPC's facilities and services to support business development efforts to retain, expand, and attract new business. Specific objectives of the campaign included generating new leads, retaining existing business, and engaging employees and stakeholders. The target audiences were potential new customers and existing customers/local stakeholders that serve as ambassadors to market our facilities.



The Campaign Materials

A refresh of the overall branding and look of marketing materials was completed in January of 2020 to include the ADVANTAGES of doing business with South Jersey Ports. Specific examples of collateral included the consolidation of separate facility brochures into an all-in-one brochure, customizable marketing folders, advertisements, and digital media materials. The marketing agency worked hand in hand with the business development team to design user-friendly materials that highlighted the overall ADVANTAGES of South Jersey Ports but also incorporated detailed facility and location maps and facility specifications. In addition to the printed materials, the Port launched a blast email news campaign to further engage clients, stakeholders, and potential new business. Lastly, to support the business development efforts, the Port designed an attractive folder with information on each facility so that the team could customize information for potential clients via inserts and proposals.

Sample materials can be viewed here:

- **Camden:** [Click to view](#)
- **South Jersey:** [Click to view](#)
- **Facilities All in One:** [Click to view](#)
- **Offshore Wind Energy:** [Click to view](#)
- **Email News Sample:** [Click to view](#)



Outcomes and Evaluation Methods

Since launching the campaign, there has been an increased interest in the opportunities at South Jersey Ports and new business leads generated through advertising and tracking by the business development team. In addition, the Port has raised the profile of the Port to community stakeholders through increased engagement via e-news and social media platforms. In addition, our internal teams take pride in our materials, and the materials define a clear vision of what sets SJPC apart in a competitive market and our mission.

South Jersey Port Corporation

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