
STRENGTHENING RELEVANCE WITH KEY-STAKEHOLDERS

Thomas Tom Thomas, Senior Digital Strategist, A.P. Moller – Maersk, Transport & Logistics division



Maersk Transport & Logistics

Global integrator of container logistics, connecting and simplifying customers' supply chains



MAERSK LINE

The world's largest container shipping company

639
ships



APM TERMINALS

Provides port and inland infrastructure

73
ports and terminals



DAMCO

World leading provider of freight forwarding and supply chain management services

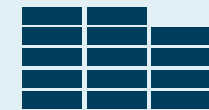
11.000+
employees



SVITZER

Provider of safety and support at sea

500+
tugs



MAERSK CONTAINER INDUSTRY

Develops and manufactures containers

1 container
every 2 minutes

Overview: Our digital footprint



A.P. MOLLER - MAERSK

Reputation, stakeholders of Maersk Transport & Logistics



MAERSK LINE

Ecommerce, customer communications, marketing to potential customers



DAMCO

Lead generation, communication to customers and potential customers



APM TERMINALS

Communication to partners and potential partners, employees



SVITZER

Communication to partners and potential partners, employees



MAERSK CONTAINER INDUSTRY

Product and service communication, recruitment



Top 5 countries:

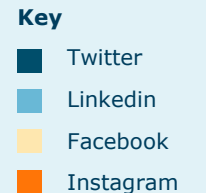
1. United Kingdom 14%
2. United States 10%
3. Denmark 7%
4. Brazil 6%
5. Argentina 4%

65%
of our audience are professionals and managers*

6M
people follow Maersk on social media

73%
finds that social media improves their overall perception of Maersk*

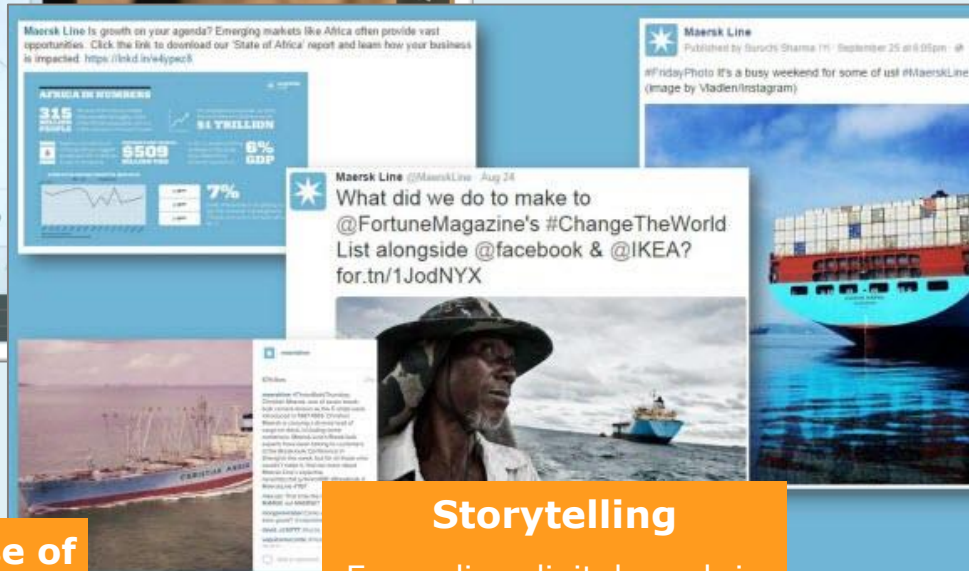
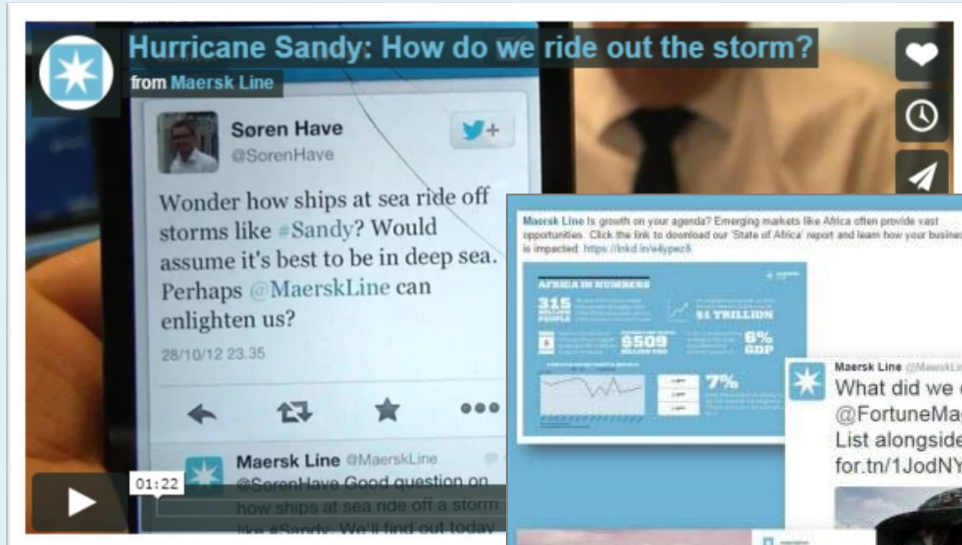
74%
of employees feel a stronger engagement after sharing curated content on their own profiles**



* Survey conducted across APMM digital channels ** Survey among employees using Maersk's content hub

The Evolution of our Digital Direction 2010-2017

Impact



Understand the use of social media
 Campaign-driven
Measure on followers

Time

Storytelling
 Expanding digital reach in existing and new markets and platforms
Measure on engagement

Strategic communication
 Direct engagement
 Digital integration & process efficiency
Measure on selected stakeholders and end-impact

**SOCIAL MEDIA INITIATIVES HAVE A
GREATER IMPACT WHEN FULLY ALIGNED
WITH BUSINESS OBJECTIVES**

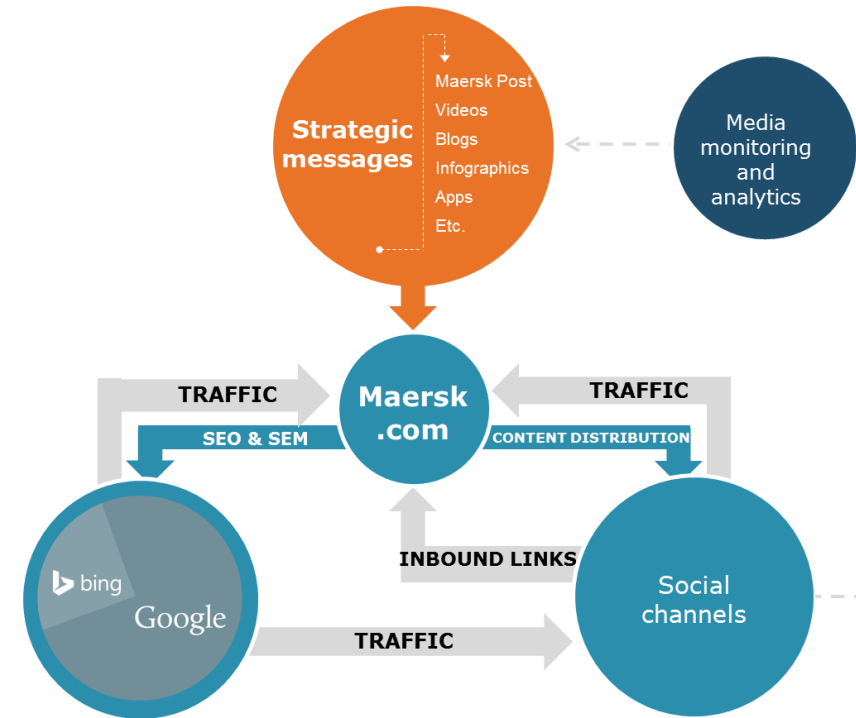
The Value Proposition of Social Media to Maersk 2017

Social Media channels allow us to reach and shape the conversations of Maersk's global audience, to publish fast and **influence the behaviors of the company's stakeholders through messaging that is contextually relevant**

Channel strategy

They way we operate

- Find relevant conversations through monitoring and digital analytics
- Create content around our strategic messages and the needs of our stakeholders
- Distribute and seed content on social media and engage with our audience to drive traffic to maersk.com
- Maersk.com functions as our connected content hub of storytelling, information and service



Target Group/Channel	Current and Potential Business Partners	Media and Influencers	Current Employees	Potential Employees	Investors	General Public
Facebook						
Twitter						
Instagram						
LinkedIn						

Goals and target groups keeps the strategy focused

Desired perceptions	Desired behaviours
Maersk is a responsible, sustainable and growing business that is relevant to their interests	Build or strengthen relationships with Maersk

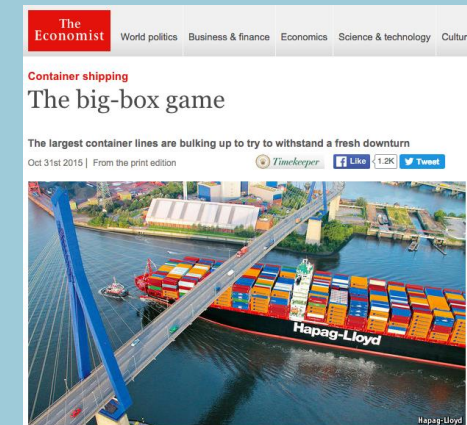
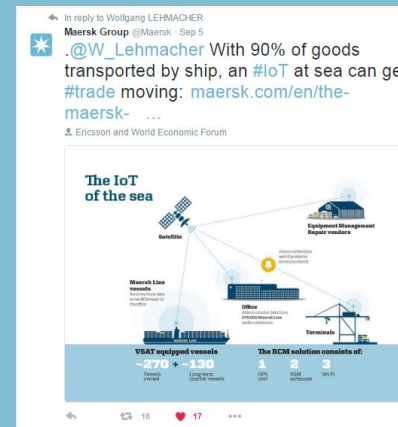
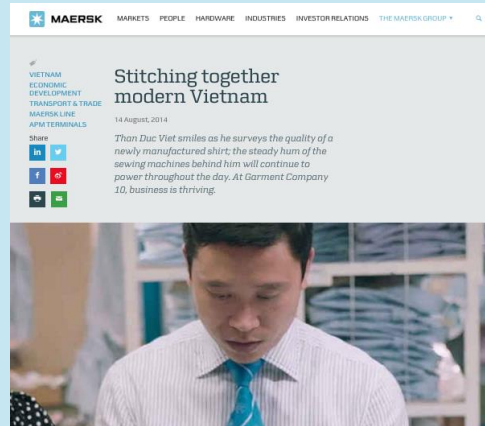


Content: Repurposed, Created, Curated

Production processes

PLANNED CONTENT ABOUT EVERGREEN TOPICS AND EVENTS, CREATED AND SIGNED OFF ONE WEEK AHEAD OF PUBLICATION

DAILY AGILE CONTENT ABOUT TRENDING STORIES AND EVENTS, CREATED AND SIGNED OFF IN REAL TIME, I.E. WITHIN 24 HOURS



Content sources

Repurposed content sourced from Maersk.com and Maersk Post

Created content sourced by agency or Maersk journalists

Curated content sourced from third parties, using daily social listening

THINK CONTENT FIRST
- YOU CAN'T DO IT WITHOUT
CONTENT, YOURS OR OTHERS

Ambition: Strengthen Maersk's relevance with key stakeholders

STRATEGY

Capitalize on our digital reach

Connect digital experience

Communicate proactively

TACTICS

Drive engagement with current audience

Engage key stakeholders

Activate Employees



Engage key stakeholders

around our key messages,
outside our immediate networks.



Through Social Media Maersk is now engaged by:

MINISTERS



NARENDRA MODI

**Prime Minister of India,
Government of India**
Prime Minister of India



📍 Ahmadabad, Gujarat, India

EDITORS



TIMOTHY TAYLOR

**Managing editor,
Journal of Economic Perspectives,
American Economic Association**
Journal of Economic Perspectives,
Conversable Economist



📍 St. Paul, Minnesota, United States

CEOs



PAUL POLMAN

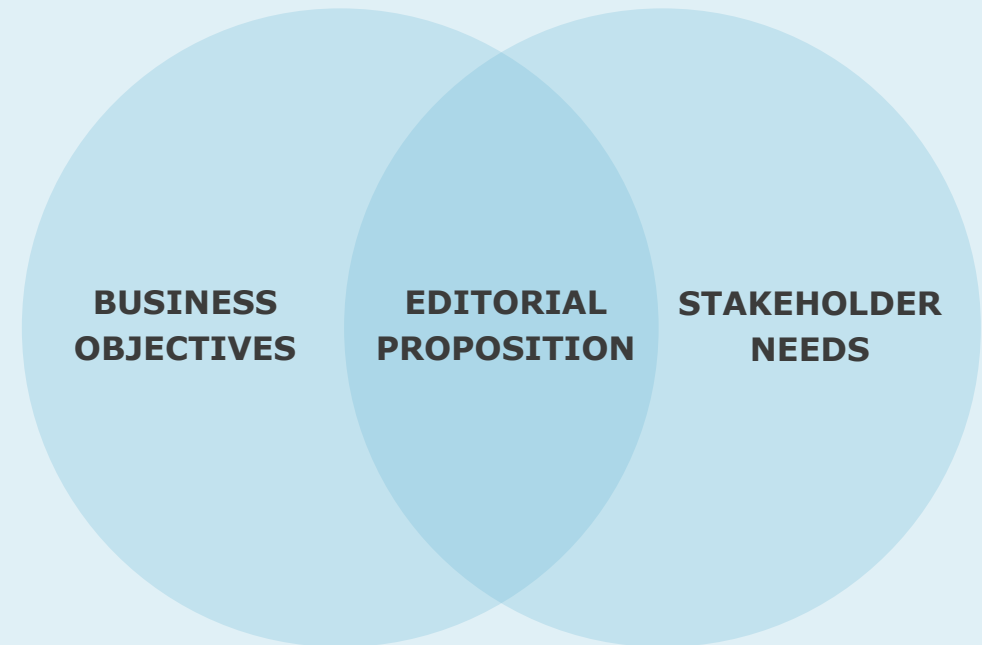
CEO, Unilever
CEO of @Unilever.
Business as force for good.
Purpose, Passion, Positive
attitude.



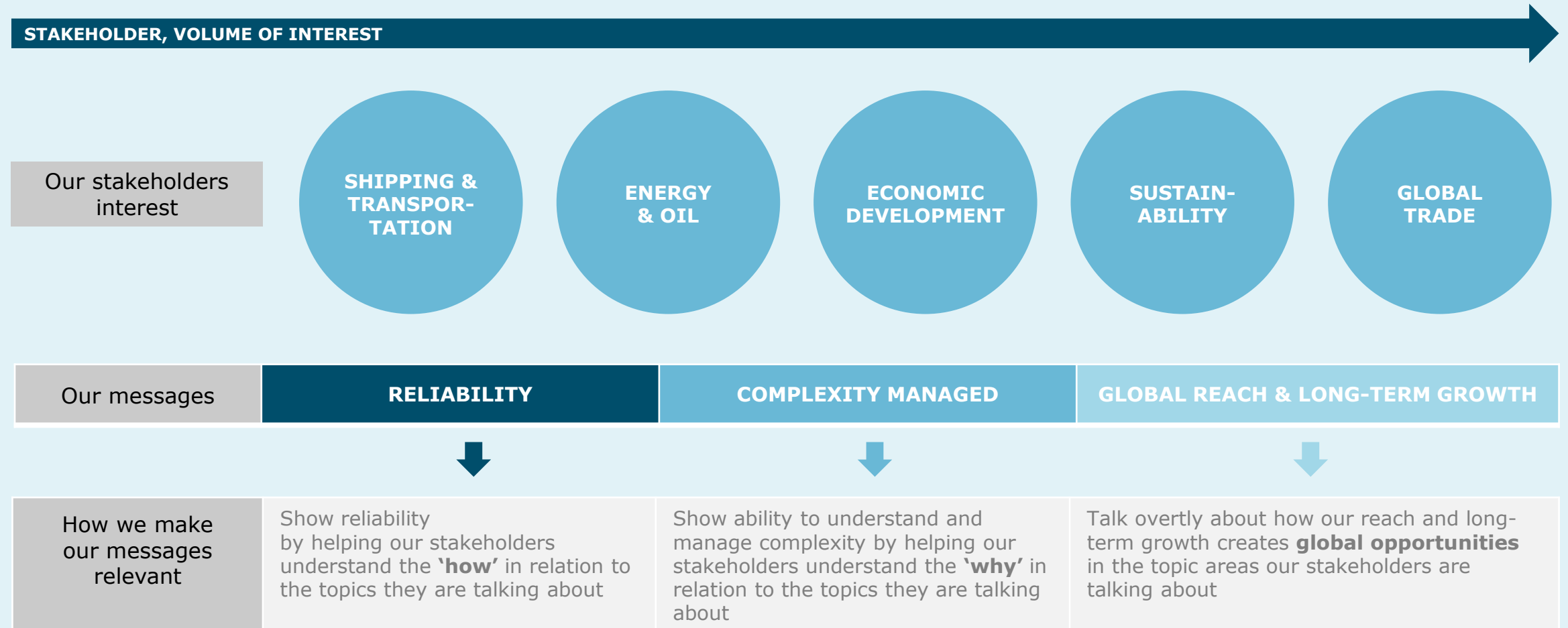
📍 London, United Kingdom

Create relevance

Identify the opportunity for Maersk to add value to conversations by mapping audience needs to our business objectives.

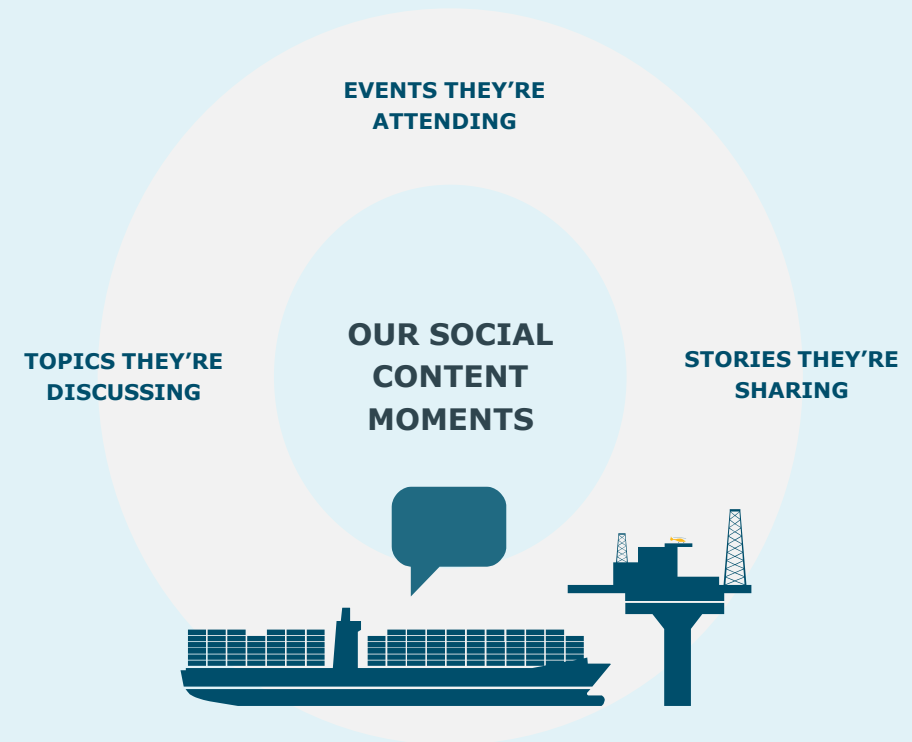


Use data to match interests against messages



Engage

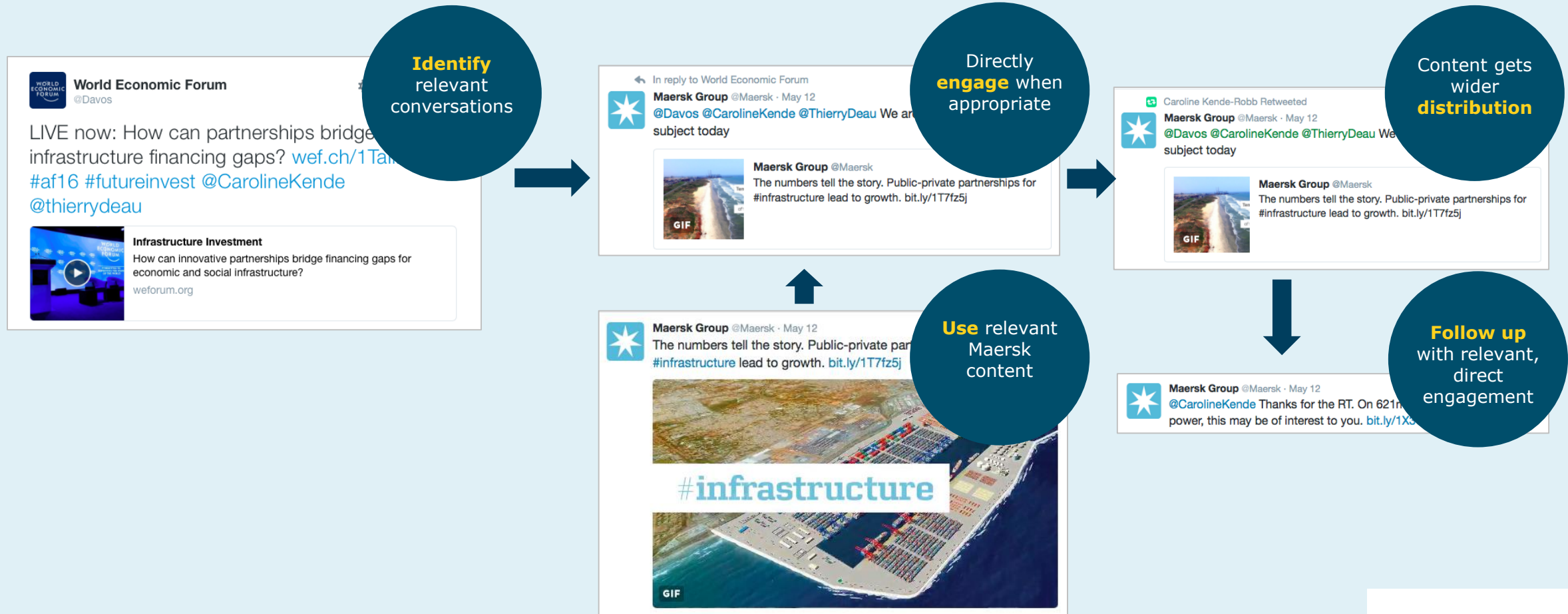
Develop and deliver Maersk content on social media, **based on our key-stakeholders' agenda**



TO NE OF VOICE AND
UNDERSTANDING OF BOTH THE TOPIC
AND THE STAKEHOLDERS' AGENDA
IS KEY TO A GOOD CONVERSATION

Listen and engage, to drive advocacy

Case: Davos conference



Listen and engage, to create advocates

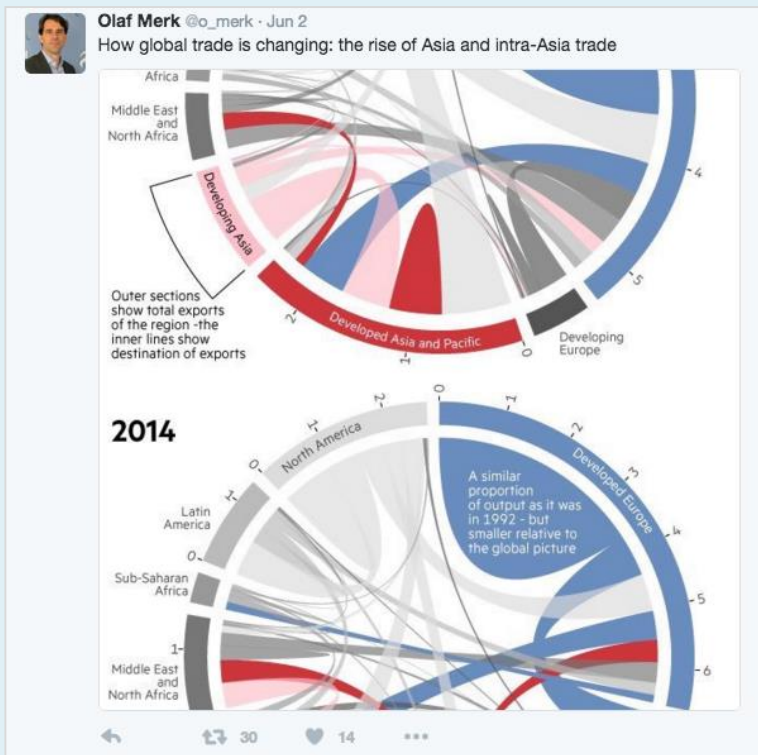
Case: Agile thought leadership

Our approach:

LISTEN

ENGAGE

ADVOCACY



Maersk Group @Maersk · Jun 2
Supply chain logistics + improved routes have boosted Myanmar's intra-Asia trade: maersk.com/en/the-maersk-...

Maersk Group enabled trade routes to Myanmar

Shanghai, Ningbo, Yangon, Ho Chi Minh, Port Klang, Tanjung Pelepas, Singapore

Port, Route

13 retweets, 10 likes



7,706
reached,
132
engaged

Case: COP21

Position Maersk as a credible, knowledgeable source and a responsible, needed partner for economic development

+

Support Maersk Line in creating new business via Carbon Pacts

Listen and engage, to create business

Case: COP21 campaign

Our approach:

LISTEN

ENGAGE

BUSINESS

Maersk Group @Maersk · 12h
 @birgitliodden thanks for the RT. These are our take-outs from day 4 at #COP21 🌱, anything to add?

- 1 quarter will grow to a third by 2025.
 Simon Upton, head of environment, Organisation for Economic Co-Operation and Development
- 2 "For obvious reasons of health and safety we understand that pollution is something we have to wipe off the earth. But there's another reason why we take [sustainability] very seriously, and it's because investment in innovation is clearly here to bring economic wealth to industry and the rest of the world."
 Jean-Dominique Senard, CEO, Michelin
- 3 "Why does COP 21 matter to small islands? They have literally everything to lose from climate change."
 Achim Steiner, executive director of The United Nations Environment Programme
- 4 "The ocean community needs information on long-term development and decarbonisation pathways"
 Alexandre Magran, research fellow Vulnerability and Adaptation to Climate Change, IDORI

Birgit M. Liodden @birgitliodden · 12h
 @Maersk In addt. to regulations/govt., I am certain that green requirements from customers, banks & stock exchanges would speed things up :)

12:37 PM · 3 Dec 2015 · Details



Maersk Line CEO of Michelin, Jean-Dominique Senard, confirmed that sustainable growth is on their agenda. Join the discussion here: https://lnkd.in/eBm_4vv

"For obvious reasons of health and safety we understand that pollution is something we have to wipe off the earth. But there's another reason why we take [sustainability] very seriously, and it's because investment in innovation is clearly here to bring economic wealth to industry and the rest of the world."

Jean-Dominique Senard
 CEO Michelin

Synes godt om (132) · Kommenter (3) · Del · 6 dage siden

Du, Amira Mahmoud +130

Aamir Muhammad Good
 6 days ago

Iqbal Great. I like this statement.
 6 dage siden

Betty Ruth Love this.
 5 dage siden

Skriv en kommentar ...



Maersk Line @MaerskLine · Dec 8
 Tackling #ClimateChange 🌱 is on our agenda, that's why we're making Carbon Pacts with key partners including @BMW

📍 BMW Group, Alexander Nick, COP21 - Paris 2015 and UN Climate Action

"One guarantee is that Maersk Line will continue to take action on sustainability both for ourselves and with our customers."

Peter Smidt-Nielsen
 President managing director at Maersk France

RETWEETS 14 LIKES 9

6:36 AM · 8 Dec 2015 · Details

Reply to @MaerskLine @BMW @BMWGroup @AlexNick @COP21 @UNFCCC

David Tulauskas @davidtulauskas · Dec 8
 @MaerskLine, would like to discuss how to include GM

Signe Bruun Jensen @ShippingSigne · Dec 9
 @davidtulauskas @MaerskLine Great to hear! I'll reach out via mail to get the ball rolling.

Listen and engage, to create partners

Case: Women Trade Agenda

Our approach:

LISTEN

ENGAGE

ADVOCACY

Lisanne van Beek @LJAvBeek Follow

'Women owned businesses that export are more productive & pay significantly more', says @WTOGAZEVEDO #SheTrades #WomenandTrade @ITCnews

10:55 AM - 20 Jun 2017

5 Retweets 7 Likes



Maersk @Maersk

Advancing gender equality could add \$28tn to global GDP.

That's why women need opportunities in #trade. #ASEANWomen2017 #SheTrades

4:22 PM - 31 Aug 2017

19 Retweets 41 Likes

vanesa erogbogbo, Dorothy Tembo, ITC and Arancha Gonzalez



Maersk @Maersk

Advancing gender equality could add \$28tn to global GDP.

That's why women need opportunities in #trade. #ASEANWomen2017 #SheTrades

Thanks for consistently highlighting SheTrades and the critical role of women entrepreneurs. Transport and logistics services are key for our women entrepreneurs - would you be interested in partnering with ITC SheTrades to enrich yours/our offering to women SMEs?

Aug 31

Hi Vanessa, thanks for getting in touch, this sounds interesting. John Korerup Bang, our Head of Sustainability, is the best person to continue this conversation. Please can you contact him via telephone:
Direct phone: +45 8000 8000
Mobile: +45 8000 3000

Many thanks

Sep 5

10.000+



It works!

“Last night I was having dinner with the CEO of a local Mexican company and he specifically mentioned our ability to master the social media discussions as something that impresses him and helps him hold us in a very high regard – so we are talking to a level that will help us close business as well.”

Mario Veraldo
Managing Director
Middle America Cluster
Maersk Line



FOCUS YOUR EFFORT, YOU CAN'T BE EVERYTHING FOR EVERYONE
– WHAT IS MOST IMPORTANT FOR SUCCESS?

Thank you



Thomas Tom Thomas
Senior Digital Strategist
Communication and Branding
A. P. Moller - Maersk