

**Content is Key**

Leveraging content to the right audience is essential in order to generate leads. Research has found that visual content on social media is effective in grabbing attention, conveying and facilitating information.

In 2014, @logistics were named the most successful content, with 47 per cent of respondents describing them as top-notch.

**Platform Perfection**

How people engage with the content varies on every B2B platform. Understanding your audience on each platform will enable you to create and share content that is relevant to them – generating leads.

**Engage With Customers**

Engaged, interacting, assisting, useful, relevant content that humanizes the brand will generate leads.

**Drive Traffic To Website**

Targeting content and including clear CTAs can drive traffic to website.

**Background**

- Is the largest container shipping company
- They have five core businesses, including Maersk Line.
- Operates in over 120 countries and has a fleet of over 600 ships which sail every major trade line on the globe.
- Once had 10 per cent of the market share worldwide.

Company	Market Share
APL/Line	22%
Mediterranean Shipping Co.	22%
CMA CGM Group	20%
Evergreen Line	10%
OOCL/Container	10%
MSC	10%
ASDA Group	10%
Hutchinson	10%
OOCL	10%



Platform	Engagement	Reach
LinkedIn	250%	100%
Maersk Line	270%	100%
Twitter	20%	100%
Facebook	15%	100%
Instagram	10%	100%
YouTube	5%	100%
Google+	5%	100%
LinkedIn	5%	100%
Twitter	5%	100%
Facebook	5%	100%
Instagram	5%	100%
YouTube	5%	100%
Google+	5%	100%
LinkedIn	5%	100%
Twitter	5%	100%
Facebook	5%	100%
Instagram	5%	100%
YouTube	5%	100%
Google+	5%	100%

Maersk Line segmented their social media channels into four categories:

Fans Customers Employees Experts

**The Reason Being?**

- To raise all content area related with engaging on all platforms.
- Leading to high volume of generated.

Thecasesolution.com



MAERSK LINE

**How B2B Company Maersk Line Utilised Social Media**

**LinkedIn**

- Share pure business-related news.
- interact in groups and forums.

"We our customers closer to us. To ensure that they know what we have to offer and understand our reasoning."

**Facebook**

Center of their CRM strategy, in order to get themselves out into the social sphere.

- In the last 12 months, their Facebook following increased by more than 400,000.
- Average share rate: 100 per post.
- Average like rate: 1,000+ per post.

**Twitter**

- Used as a business platform.
- Tweets are focused on stories that have come from within the business.

- Focused on building a transparent, and social corporate culture.

**Instagram**

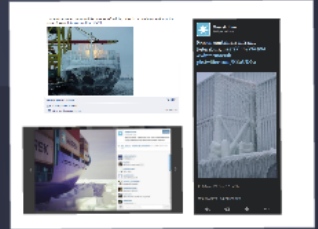
Typically an awareness and engagement platform.

- Average likes: 905 per image.

**Pinterest**

- Create a transparent image.
- Open up the parts of the organization operation.

The Role of an



Maersk Line have gained over 170,000 unique interactions each month over a 12-month period.

- Over 1 million likes on Facebook.
- Regularly ranked by Facebook in the top five they were able to generate high volume of traffic, a clear sign of social media success.

MAERSK LINE

**Result?**

100+ unique leads in last 12012 campaign.

**Why It Worked**

- Other brand partners to create a content was shared to that audience.
- Content aligned content that landed readers to their website.
- Content aligned content that generated social content shared 100+ with our content for the last 12012 campaign.

5 Stars

**Vital Elements**

- Internal content.
- Using social media for what it is: being social.
- Position company as a leader in the industry.

# Maersk Line Social Media Case Study

1. What do you think are the differences between using social media for B2B marketing?

2. Choose a brand that uses social media to its full potential. Give examples, why do they stand out?



**MAERSK  
LINE**

## Content Is Key

Leveraging content to the right audience is essential in order to generate leads. Research has found that visual content on social media is effective in grabbing attention, consuming and therefore, shareable.

*In 2014, infographics were named the most successful content, with 67 per cent of respondents describing them as 'very effective'.*

## Platform Perfection

How people engage with the content alters on every B2B platform. Understanding your audience on each platform will enable you to engage and create content that is relevant to them = generating leads.

## Engage With Customers

Inbound marketing: supplying useful, relative content that humanises the brand and generates leads.

## Drive Traffic To Website

Targeting content and including clear CTAs can drive traffic to website.

## Background

- Is the largest
- They have five
- Operates in over 600 ships which
- Once had 15

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### Company

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APM-Maersk  
Mediterranean Sh  
CMA CGM Group  
Evergreen Line  
COSCO Contain  
Hapag-Lloyd  
APL  
CSAV Group  
Hanjin Shipping  
CSC  
Other

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## Background

- Is the largest container shipping company.
- They have five core businesses, including Maersk Line.
- Operates in over 120 countries and has a fleet of over 600 ships which sail every major trade lane on the globe.
- Once had 15 per cent of the market share worldwide.

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<b>Company</b>	<b>Market Share</b>
APM-Maersk	15.2%
Mediterranean Shg Co	12.9%
CMA CGM Group	8.3%
Evergreen Line	4.0%
COSCO Container	3.9%
Hapag-Lloyd	3.9%
APL	3.7%
CSAV Group	3.5%
Hanjin Shipping	3.3%
CSCL	3.2%
Other	38.1%

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Wom  
of th



Maersk Line.

of over  
the globe.

worldwide.

Share

2%  
9%  
3%  
0%  
9%  
9%  
7%  
5%  
3%  
2%  
1%

## Won the Social Media Campaign of the Year award in 2012



Jonathan Wichmann, Maersk Line's Head of  
Social Media.

Lego	48.0**
Maersk Line	37.0
Disney	34.2
GE	32.9
Shell	19.1
Ford	17.2
McDonald's	10.2
Oreo	7.2
Dell	7.0
Red Bull	6.0
Converse	5.1*
Starbucks	4.5
Coca-Cola	2.2

- Average score for ten latest FB post (in June)
- Score is measured as likes + shares (x2) + comments (x4) divided by number of fans

Maersk Line segmented their social media channels into four categories:

Fans

Customers

Employees

Experts

## The Reason Being?

- To ensure all content was tailored and engaging on all platforms.
- Leading to higher volume of generated.

Customers

Employees

The Reason Being?

Content was tailored and engaging on all platforms.

Higher volume of generated.