

# Why marketing in the marine industry must change







Technology is changing everything





## **Within the marine industry, the latest wave of changes include:**

- » digital navigation
- » ship-to-shore comms
- » intelligent, captain-less ships





Across the B2B sales and marketing landscape, **technology has made information about products and services freely available**





**Prospects,** not vendors, are now  
in control of the purchase cycle





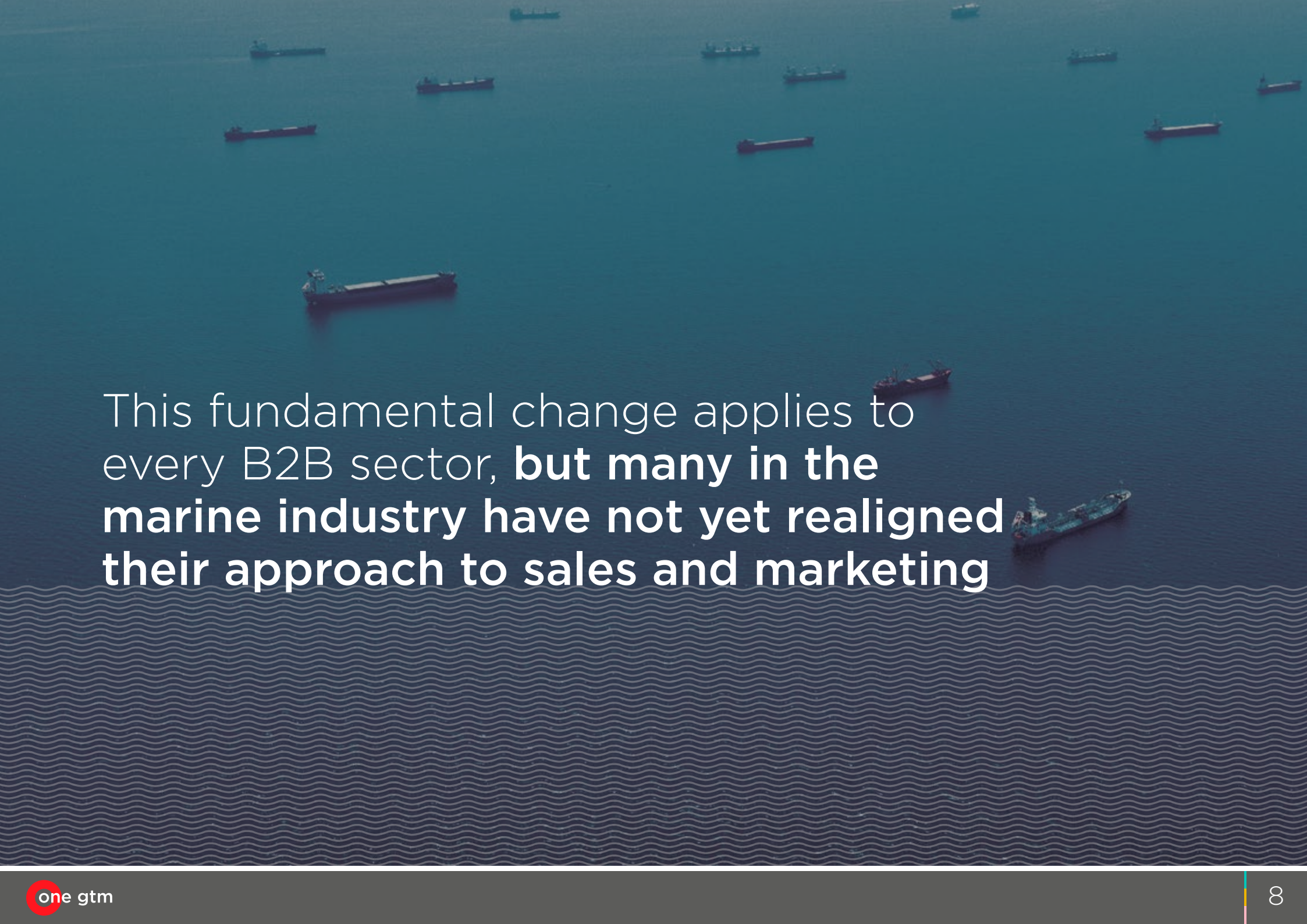
**9 out of 10** business buyers say that, when they are ready to buy, they will find the vendor they want





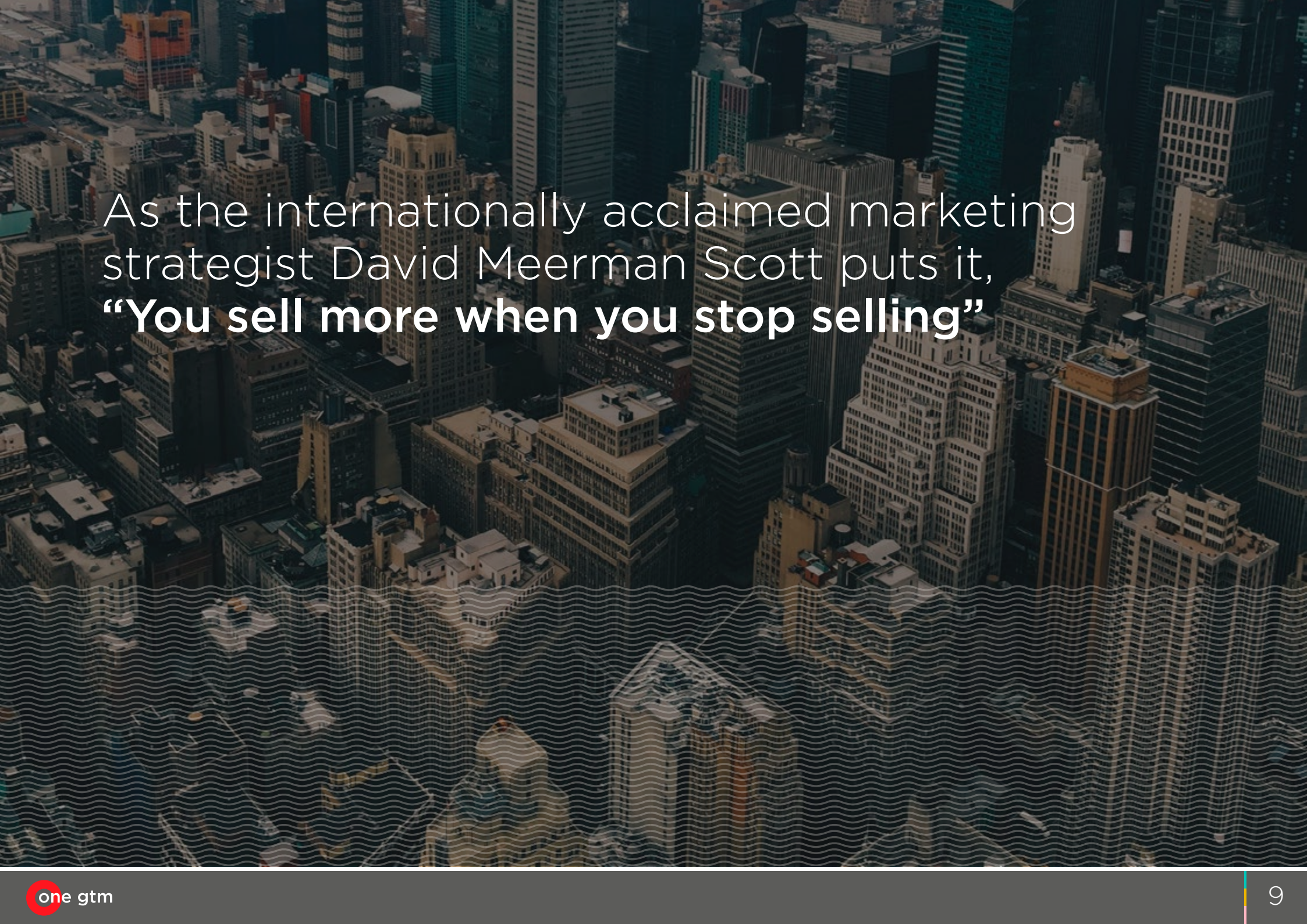
Many buyers are now **50-60%**  
**through the purchase cycle**  
before they choose to make  
contact with a vendor



An aerial photograph of a large fleet of ships, likely oil tankers, scattered across a vast expanse of blue ocean. The ships are small in the distance, appearing as dark silhouettes against the lighter blue water. In the foreground, a larger ship is visible, and the bottom of the image features a decorative wavy pattern in a darker blue shade.

This fundamental change applies to every B2B sector, **but many in the marine industry have not yet realigned their approach to sales and marketing**





As the internationally acclaimed marketing strategist David Meerman Scott puts it,  
**“You sell more when you stop selling”**



A school of fish swimming in blue water. The bottom of the image features a wavy pattern.

So what should you be doing?

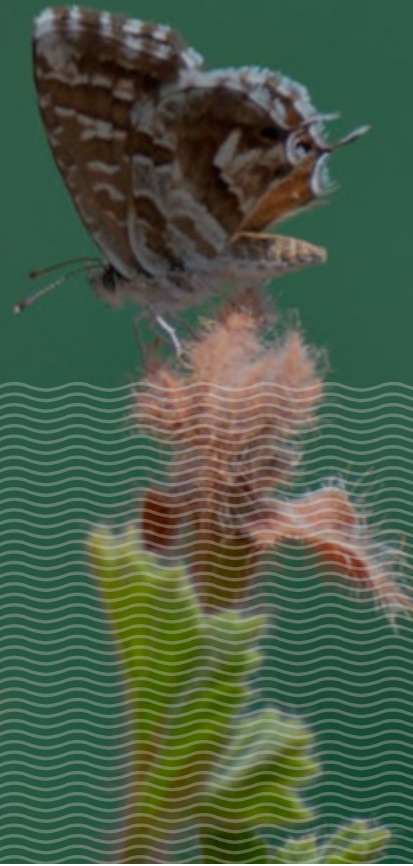


You should be  
engaging with and  
impressing your  
prospects before  
they are even  
thinking of buying

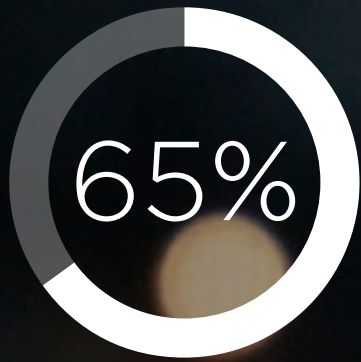




In a sector that's traditionally averse to change, you should be positively disrupting this status quo by **convincing your prospects that change is both necessary and beneficial**








**65% of vendors that  
help change the status  
quo will get the deal**

– Forrester



A large flock of seagulls is captured in flight over a body of water. In the foreground, several white swans are visible, some swimming and others partially obscured by the birds. The background shows a distant shoreline with a bridge or pier structure under a grey, overcast sky. The overall scene is busy and dynamic, with many birds in various stages of flight.

But how can you do this  
without overtly selling or  
being disruptively intrusive?



Here's the insight: **offer insight**



## Give your prospects insight by giving them content that is:

- » relevant and helpful
- » authoritative and compelling
- » only – and at least most easily  
available from you





## It's called content marketing and ...

- » it raises your visibility and positions you as an expert
- » it encourages your prospects and customers to consult you
- » it generates new leads



...

- » it increases sales
- » it converts existing leads
- » it builds your database



...

- » it gives your sales teams reasons to engage
- » it provides ammunition for social marketing
- » it fuels your PR
- » **it gives you competitive differentiation**



# So how do you actually do content marketing?







**4 steps** to content marketing that  
gives your prospects insight and  
your business a competitive edge



## **Step 1: Develop your story.**

### **Your content should be:**

- » about the issues that keep your prospects and customers awake at night
- » relevant to your capabilities
- » unique to you, strengthening your stand-out in your market





## **Step 2:** Generate your content.

**You can create content by:**

- » interviewing your experts
- » talking to your customers
- » commissioning research
- » holding round table discussions



## Step 3: Create the tools for your content.

You can format your content for various channels to appeal to your audiences:



Whitepapers



Viewpoint papers



eBooks



Videos



Infographics



Webinars



Insight/training sessions



Online articles and blogs



Presentation decks



## Step 4: Promote your content.

You have two key approaches for communicating your content:

### Inbound

integrated campaigns that attract interest and engage attention, driving your prospects to your content with PR, social media and events

### Outbound

integrated campaigns that use your content for opening the door to one-to-one conversations



## We're here to help

- » we are the B2B specialist agency with widespread marine experience
- » our content marketing expertise encompasses every B2B discipline
- » we deliver the cost-effective skills you need to differentiate your brand and generate sales

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