

# How to do LinkedIn marketing successfully?

For ferry shipping professionals



BY JENNY BJÖRKLÖF

# Who are you?

## **Nobody**

I don't have a LinkedIn profile

## **A statue**

I have a LinkedIn profile, that is about it

## **Lurker**

I check LinkedIn regularly but I don't interact

## **Supporter**

I read, like and sometimes comment. But I don't publish things

## **Active**

I check it daily, sometimes I publish things

## **Super-User**

I use LinkedIn daily and publish things strategically on a regular basis

# Why not?

**No time**

Prioritise. It gives time

**No need**

Talk with the super users

**Don't know how**

Follow a training  
Do a content challenge

**I tried.  
No results**

Try again. Differently

**I don't dare**

Imposter  
syndrome/perfectionist

Done is better than perfect  
It's about them  
Start small

# Why are companies active on LinkedIn?



€€€ Increase Profit €€€

+ have a bit of fun

# Inspiration from the Ferry Shipping Industry

CONTENT IDEAS:

- **Video blog**
- **News & PR**
- **Customer spotlight**
- **Industry stories**
- **Ship launch**



## Video blog

"STI Marine is not spending huge sums on Marketing, but we are reaching a much bigger audience via LinkedIn and growing our "Knowledge authority" in the specific Fire Protection market."

- Ruben Wansink, Fire Protection Specialist

By Jenny Björklöf



**Ruben Wansink** • 1st  
Specialist in Fire Protection | Ship Story Teller | Human Safety & Comfort |  
1mo • 

SHIP  STORIES #53  
Onboard an old lady. Older than me but in a good shape! Short video about Ferries in the Med. apologies for the poor sound. Enjoy! [#travel](#) [#mob](#) ...see more



55 • 12 comments • 1,855 Views

 Like  Comment  Share  Send



# News & PR

“Our press release about the wind turbines led to requests and new opportunities”

- Finn Wollesen, Managing Director KNUD E. HANSEN offering customized vessel design

By Jenny Björklöf



KNUD E. HANSEN

7,168 followers

3mo • 🌐

+ Follow ...

New WTIV tailored for large-scale Wind Farm Installations: ATLAS A-CLASS.

The latest addition to KNUD E. HANSEN's Atlas series of wind turbine installation vessels, the Atlas A-class is able to carry four new-generation 14 megawatt wind turbines and is tailored for cost- effective installation of large-scale wind farms.

#Offshorewind #Jackup #WTIV #Installationvessel #Windfarminstallation  
#Shipdesign #NavalArchitects #Maritime #offshore #sustainableenergy #energy  
#renewableenergy <https://lnkd.in/ekHK9Vz>



ATLAS A-CLASS new WTIV tailored for large-scale Wind Farm Installations

knudehansen.com • 3 min read

👍 🌱 ❤️ 100

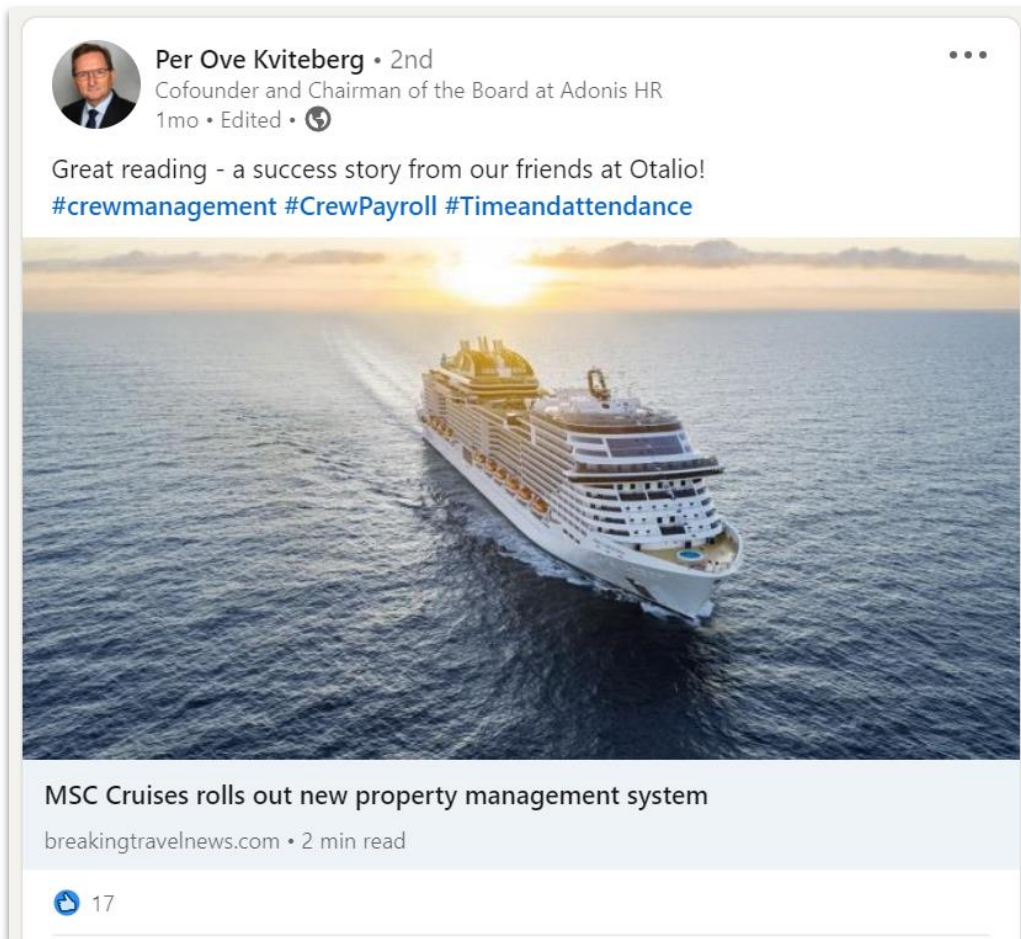


# Customer Spotlight

“By being present on LinkedIn we can help our potential customers even before they are ready to make a purchase”

- Per Ove Kviteberg, Co Founder and Chairman of the Board at Adonis HR

By Jenny Björklöf







# Industry stories

"My initial thoughts was to invite everyone on board with pictures and short explanations showing e. g. how cargo is transported at sea."

- Captain Lars Skjold-Hansen, Master & Member of Board of Directors DFDS

By Jenny Björklöf



Captain Lars Skjold-Hansen • 1st  
Executive MBA | Master Mariner | Member of Board of Directors  
1w •

Good Morning from FLANDRIA SEAWAYS departing Gothenburg.

#dfds #dfdsgroup



144 • 8 comments

Like Comment Share Send

# Industry stories



Mike Louagie • 1st

Freelance maritime photographer and writer

2mo • Edited •

Who recognizes this?

Probably the most iconic VHF marine transistor radio. Danish-made Sailor. Just found one, to be used as decorative element. Happy!

[#maritime](#) [#shipping](#)



1,558 • 294 comments



Like



Comment



Share



Send

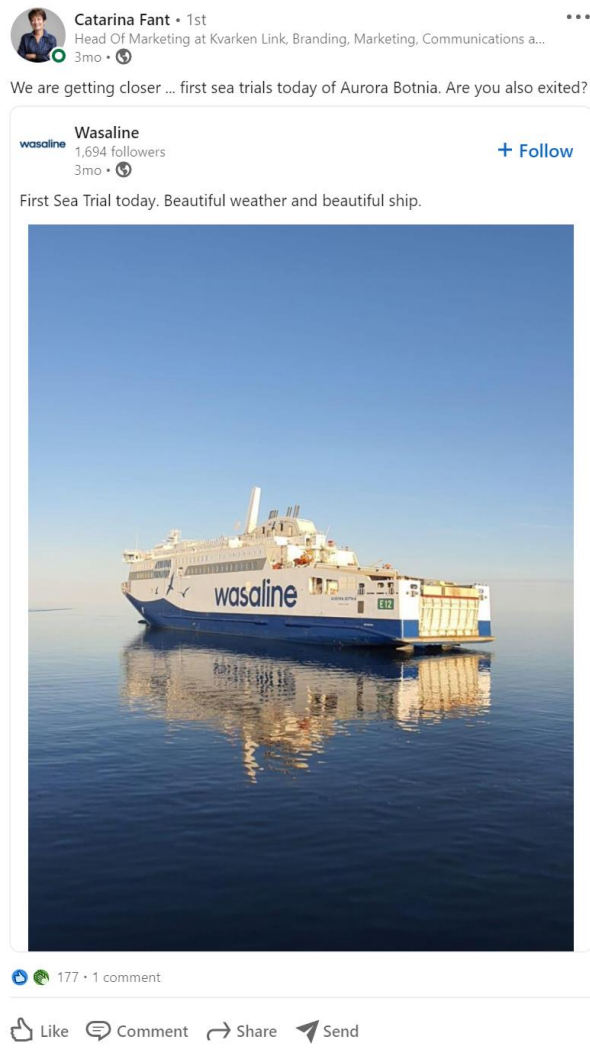
By Jenny Björklöf

# wasaline Ship launch

“We’ve noticed that personal updates get more visibility”

- Catarina Fant, Director, Brand & Communications Wasaline

By Jenny Björklöf



# Employee advocacy

- Branded profile
- Share content
- Social media dos and don'ts
- Programs and bootcamps
- Tools

*“Engage your colleagues”  
You need to encourage  
your colleagues to  
comment and share. They  
need constant  
reminders, and in most  
cases some help, to create  
and post content. Most of  
them are busy and only a  
few have a “constant eye”  
on social media so they  
need to be reminded  
frequently to act.”*

-AdonisHR

# A 4-step process for ferry shipping professionals to win on LinkedIn

## Strategy

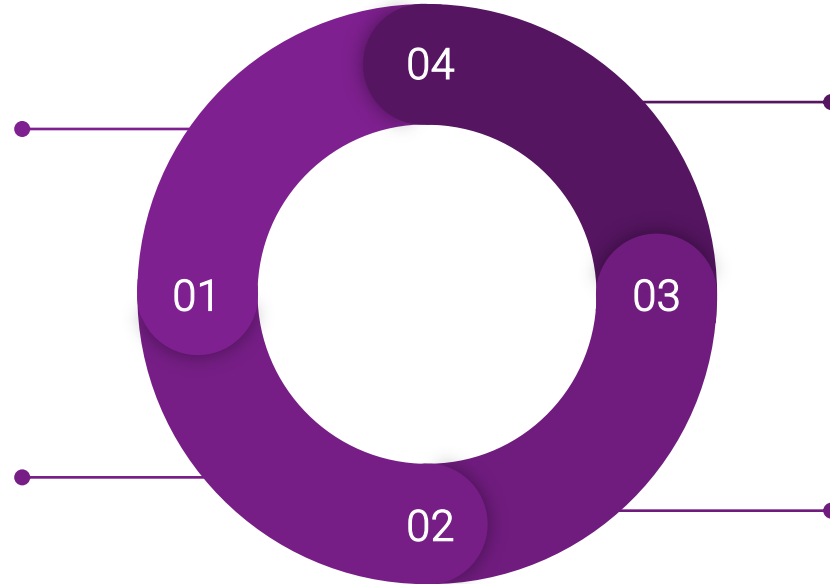
### Set goals & make a plan

- Define a winning value proposition
- Target ideal clients and amplifiers
- Content; topics, format and schedule

## Optimise Profile

### A profile that attracts and converts ideal clients

- Optimize cover image, profile photo, title, featured, about, experience, referrals



## Content

Stay top of mind of prospects with consistent content

- Ideas for effective, engaging, consistent and converting content

## Connections

Expand and engage your network

- Find people to connect with
- Connection hacks and templates

**Anything you want to  
accomplish can be done  
more quickly, easily, and  
effectively with access to a  
good network**

# Challenge

During lunch

- Try to get at least one new connection!
- Find the me or super users to get more tips

# Thank you!

- Connect with me on LinkedIn → Jenny Bjorklof
- If you have any questions about LinkedIn or feedback about this presentation, please share.





# Post something NOW!

Favourite moment or  
top lesson

**#FerryShipping  
Summit**

Your opinion

**#Fit55**

Share a tip

**#LinkedInfor  
FerryShipping  
Professionals**