



NAUTILUS LABS

Campaign Plan: Fleet Essentials

October 2023

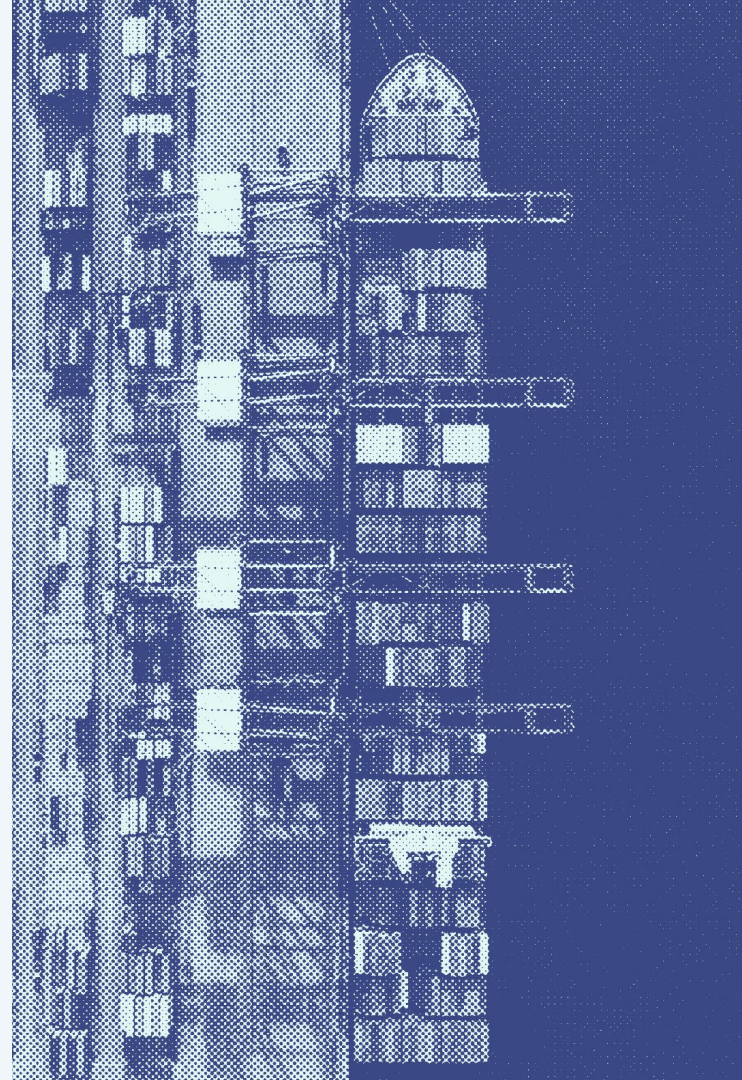


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Fleet Essentials Campaign Summary



- **Duration:** November - Jan 31
- **Target:** ICP; owners and charterers (TC); forward-thinking and interest in fleet performance
- **Goal:** Position FE as leading solution; create inbounds and capture market share
- **Tactics and activities:** Strong emphasis on content, especially on thought leadership. All content will then be distributed and amplified via digital channels as well as media and event outreach. Content that serves prospects further down the funnel will be additionally fed with product-focused content.

Challenge



Stand out in a crowded marketplace.

The performance market is crowded, with Nautilus Labs competing against a high number of companies, such as Alpha Ori, ZeroNorth, Deepsea, VPS, and many more.

Fleet Essentials creates an opportunity to make Nautilus Labs “sticky” at our clients and being their performance solution for their entire fleets.

Goals



Position Fleet Essentials as the leading solution for predictive insights.

Fleet Essentials makes us “sticky” with our clients and potentially eliminating legacy solutions. Given that FE compares vessels within a fleet, our goal is to increase deal sizes with more vessels. We aim to build trust and credibility with our models, predictions, and insights, to empower our clients make better decisions. We clearly differentiate ourselves with superior models, hence better insights, simulations, predictions, and outcomes.

Audience and target users



Audience:

- We target shipping companies within our ICP
- We target companies that have long-term interests in their vessels (owners and TC charterers)

Target users:

- Forward-thinking and have an interest in new technology
- Want to strive for optimal performance and push their company to meet a high bar of efficiency
- Buy-into (or are curious) about taking a model-based approach to managing performance (rather than just filtering data)
- Understand the complexities of working with lots of data and the need for filtering, outlier detection, etc.

KPIs



Metrics used for the Fleet Essentials campaign are closely aligned with Marketing 4Q2023 KPIs to generate awareness and drive lead generation.

- Lead generation: 20 MQLs
 - Cost per contact new: \$200
 - Cost per contact influenced: \$20
- Website traffic: 2500 organic visits to pages related to Fleet Essentials



Topics

Topics



Visit Miro board: https://miro.com/app/board/uXjVMin4jXA=?share_link_id=890168563587



Content

Content

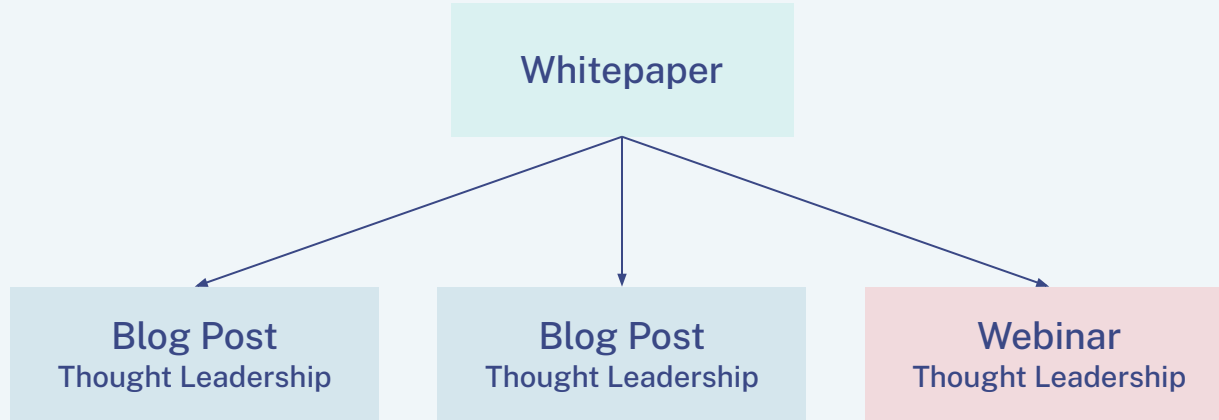


Stage	Gated Content	Free Content
Awareness	1x whitepaper 1x webinar	5x thought leadership blog posts
Consideration		1x case study 3x product-focused blog posts
Decision		1x one-pager

12 pieces of content over the course of 12-13 weeks to reach our audience across stages of the buyers journey. Hero content will be broken down in multiple smaller pieces of content to further amplify the message and repurposes created content. All content will be optimized for SEO.

Note: Planning to be confirmed with resources.

Content – cont.



Content – Timeline



November

Blog – Thought Leadership A

One-Pager Blog

Blog – Thought Leadership B

Blog – Product A

Blog – Thought Leadership C

December

Blog – Thought Leadership D

Whitepaper

Blog – Product B




Blog – Thought Leadership E

Blog – Product C

January

Case Study

Webinar

-  Awareness
-  Consideration
-  Decision

Note: rough indicators only, exact timeline to be reviewed once topics and content final.



Paid Media

Paid Media



Awareness

Topics:

Problem-focused / issue-focused

Channels:

Linkedin, Twitter, Google Ads, Tradewinds Banner

Content:

Free content, landing page

Consideration + Decision

Topics:

Product-focused / solution-focused

Channels:

Linkedin, retargeting

Content:

Gated content, landing page



Partner Marketing

Partner Marketing



Partner marketing activities further push Fleet Essentials given the nature of data/integration partnerships.

Veson:

- Press release to be distributed before official campaign launch
- Press release as “ground-work to discuss Nautilus Labs in performance space

Dataloy:

- Press release planned to be published before official campaign launch
- Press release as “ground-work to discuss Nautilus Labs in performance space
- Lead-up to joint webinar
- Webinar to be held in November to discuss Fleet Essentials with an emphasis on the usage of data (digital twins, predictive insights, push information)

Campaign Plan: Fleet Essentials



Digital

Digital



Landing page:

Already exists on Nautilus Labs webpage

Evaluate existing content and work on visual and content improvements

Newsletter:

Channel to be used to engage clients and database with meaningful content, such as whitepaper, webinar invitation, case study.

Further use FE campaign to drive sign ups to newsletter by embedding call to actions in content.



Social Media

Social Media



We leverage owned and earned media via social media to amplify our reach. Multiple post linking to one artifact allows us to repurpose our work.

Own content

- Gated content: Accompanied by 4 LinkedIn posts
- Free content: Accompanied by 2 LinkedIn posts
- Webinars: Accompanied by 3 sign up calls and 3 vignettes

Earned content

- Press features: To be shared if meaningful media pick up/feature
 - To mention author and outlet for relationships building and increased reach potential
 - Third-party validation improves credibility



Public Relations

Media: Public Relations and Events



Media Relations:

PR agency to use problem story and thought leadership content to conduct media outreach and engage reporters.

Analyst Relations:

Engage analysts to position Nautilus Labs as performance solution (e.g. S&P, Thetius, etc.)

Events:

Leverage FE success to secure speaking engagements at trade conferences.



Timeline

Timeline



See Airtable: <https://airtable.com/appR4f4t5dW0r2yKg/shrxrKzTkk07muEvD>