

Yui Yip Lau

Assistant Lecturer

Division of Business, Hong Kong Community College, The Hong Kong Polytechnic University

Marketing Strategies in the Liner Shipping Companies (LSCs)

Up to now, there are more than 100 Liner Shipping Companies (LSCs) all over the world competing for the same market share in the liner shipping industry. Most of the LSCs provide shipping services on fixed routing and timing of voyage. In order to promote the image and increase the market share in the competitive business environment, LSCs implement different marketing campaigns and strategies.

Traditionally, LSCs posted their company advertisements through the printed media like *Shippers Today*, *Seaview*, *Shipping Gazette*, and newspapers in order to increase the awareness of the maritime industry. In order to establish and extend the networks, LSCs also consider becoming the corporate members in different associations, such as *Institute of Seatrtransport*, *The Chartered Institute of Logistics and Transport (CILT)*, *Hong Kong Sea Transport and Logistics Association (HKSTLA)*, and *Hong Kong Association and Freight Forwarding and Logistics Ltd (HAFFA)*. In addition, LSCs participated in seminars, workshops and exhibitions so as to search for potential clients during these activities.

Because of globalization and customer demand are increasing, LSCs need to provide real time information in 24 hours 7 days (24/7). LSCs change their marketing strategies into electronic tools including Facebook, QQ, Youtube, Electronic Data Mail (EDM), Website, Forum, LinkedIn and E-commerce. Through electronic marketing tools, it is easier for LSCs to manage their global business effectively, establish close relationships with clients, reduce searching time for finding new clients and maintain the “Green Shipping” concept in the 21st century.

Marketing campaign is a tool for LSCs to explore the new market in the world. In order to build up the good reputation and word of mouth, LSCs not only provide reliable liner shipping service, but also offer value-added and after-sales liner shipping services to clients. This is important for the next research topic of Customer Relationship Management (CRM) in the future.