Maersk Line: B2B Social Media—
“It’s Communication, Not Marketing”

Synopsis
The case describes the launch of a social media platform by the largest container shipping company in the world. It leads to the opportunity to thoroughly evaluate the campaign, which, by observable criteria, had done extremely well.

The case provides details on the various platforms used, the nature of content provided on each, and the associated budgets (including headcount). The budget figures are particularly interesting because they permit a rich discussion around the social media program’s ROI.

The case ends with the question: “How to move forward?” This provides an opportunity to discuss the organizational aspects of the program launch, which are far more problematic. Issues arising from scaling up the program and making it better, integrating it into the company’s overall marketing effort need to be discussed.

Case Discussion Preparation Questions:
1. Why do you think Maersk Line was so successful in social media? What do you think are Maersk Line’s key drivers of success?
2. Evaluate how Maersk Line executed on its social media plan and platforms. How do you think Jonathan Wichmann calculated the 1,500 percent ROI on Facebook? Do you agree with his calculation? Why or why not?
3. How do you think Maersk Line’s competitors will react to the company’s success in social media?
4. What are the challenges facing Maersk Line in social media going forward?
5. What should Maersk Line do next? What areas should the company focus on and why?