

CLIENT CASE STUDY

Pride of Baltimore II: Charting New Courses on Social Media



MEET PRIDE OF BALTIMORE II

Known by sight in ports across the world, we had a hunch that the beautiful tall ship *Pride of Baltimore II* would find success in expanding its online presence. Our goal was to increase its social media fan bases through free and low-cost advertising, coupled with posting quality, editorial-based content.



EXPONENTIAL FACEBOOK GROWTH

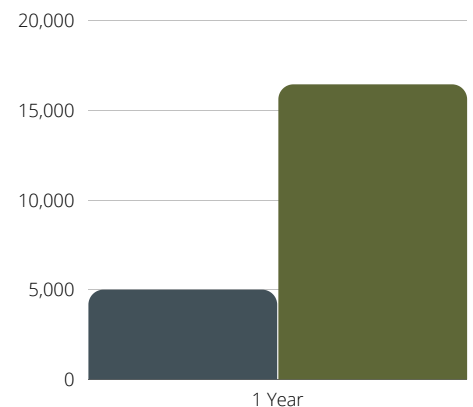
Take Facebook as one example. We created a slideshow ad containing some of *Pride's* most beautiful imagery, along with an engaging call to action. Through a successful bidding strategy, we were able to lower CPC to 80 cents and more than tripled their number of Followers in less than one year.

Interactive content delighted readers - we were successful in keeping their attention even when *Pride* wasn't sailing! A few examples are below.



Pride of Baltimore II departs Baltimore Harbor, image courtesy Jay Baker

Facebook Fans



Pride of Baltimore II
October 16, 2015 · Baltimore · 🌐

A majestic view of PRIDE II near the Bay Bridge yesterday. Can't you feel the wind in your hair and the spray of the Bay? We'd like to thank our friends, Schooner Woodwind, for taking it!

👍 539 💬 23 Comments 🔄 99 Shares



Pride of Baltimore II
May 24, 2015 · 🌐

Our final new crew member is our Chief Morale Officer. "His name is Admiral Ackbar," says First Mate Jesse Douchette. "Most people simply call him Admiral. He doesn't respond to either."

Jesse found Admiral in Newhaven Connecticut as part of a litter of abandoned kittens. Admiral is a year old and spends his days hiding belowdecks. At night, he goes exploring. You'll be hearing more from Admiral and all of our crew in coming weeks, so stay tuned!

👍 151 💬 7 Comments 🔄 11 Shares



Pride of Baltimore II
October 23, 2015 · 🌐

Caption this photo of PRIDE OF BALTIMORE II! Winner receives a prize. We'd like to thank Suzanne Marsteller for the awesome shot!

👍 391 💬 86 Comments 🔄 83 Shares



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