



Co-funded by  
the European Union

Project Number 101051860

# ioreSME

## Template Campaign

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# BACKGROUND

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ioreSME project seeks to strengthen social dialogue, increase engagement and membership. The seven partners involved seek to gather information from the business community to improve their offering to the Members and attract new members.

A main deliverable of this project is this template campaign which will assist the SPs in the procurement of an education and awareness campaign. The overall objective of the campaign is to increase engagement by current members and attract new members.

## The Surveys

The project included 2 surveys, one targeted to Social Partners (members of SME United) and another to businesses that are members of the Social Partners taking part in this project.

The responses for the 2 questionnaires were collected in March 2023.

## Social Partners Survey

The survey aimed at Social Partners was disseminated through SME United and had a total of 28 responses. The main results of this survey were:

- 17 of SPs had less than 10,000 members, and 11 had more than 10,000 members;
- The 3 most highly valued services by the SP towards their members are:
  - Consultation with public entities and authorities;
  - Representation of the business sector;
  - Networking
- The 2 less valued services are:
  - Negotiations with workers' trade unions
  - Formation of alliances
- Email is by far the most common communication channel used by SPs, followed by Facebook. Other channels commonly used by the SPs are websites, newsletters, chat and podcasts.
- The majority of respondents (85%) are undertaking efforts to increase their membership, while 78% say that Covid has increased their relevance with authorities;

# BACKGROUND

Among the efforts being undertaken are education and awareness campaigns, events for non-members, hiring new resources or outsourcing HR for the sale of memberships and targeting new audiences.

## Businesses Survey

The survey for businesses had a total of 825 respondents. The responses were collected online by the Partners in the project. The majority (71%) of the respondents employed nine or less employees (micro-enterprises). This was predictable since it reflects the membership of the SPs taking part in this project.

The following are the salient points of the results of the survey:

- The primary functions of the SPs are the representation of the business sector; training seminars; info sessions, and conferences; consultation with public entities and authorities;
- Eighty-eight per cent of respondents considered their SP as a well-known organisation. Only 12% of respondents were made aware of their SP through a referral by another business or through the media;
- The objectives of membership varied, with all the objectives listed obtaining 20-40% of preferences. Thus no single or fewer objectives were rated much highly than others

## Objectives of Membership (as rated by the respondents)

<b>Priority access to important info</b>	<b>34%</b>
<b>Common sectorial issues &amp; legislation</b>	<b>34%</b>
<b>Advice on implementation of new &amp; current legislation/policies</b>	<b>34%</b>
<b>Advocacy &amp; Lobbying</b>	<b>34%</b>
<b>Access to training</b>	<b>32%</b>
<b>Assistance to info sessions, masterclasses &amp; conferences</b>	<b>27%</b>
<b>Required assistance with a specific issue</b>	<b>27%</b>
<b>Issue with employment &amp; consumer law</b>	<b>26%</b>
<b>Assistance with access to national, EU funds and Projects</b>	<b>25%</b>
<b>Legal advice</b>	<b>23%</b>
<b>Access to networking activities</b>	<b>22%</b>

# BACKGROUND

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- Eighty-nine per cent of respondents think their SP represents them very or fairly adequately.
- The services mostly used by businesses are:
  - Individual assistance with a specific issue
  - Priority access to important information
  - Common sectorial issues and legislation
- The most used channel for obtaining information and communicating is email. Newsletters and Facebook are also highly used to obtain information on their trade/business, while phones and Facebook are also popular for communicating with clients, suppliers etc.,
- Inflation, Sourcing of HR and Access to Finance are the three main challenges for businesses for the next 1 – 3 years. Interestingly, inflation and HR sourcing are the top two concerns for the SPs. The third rated challenge by SPs is the 'transition to Green operation' vs 'access to finance' as rated by businesses.

# OBJECTIVES OF THE CAMPAIGN

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As discussed during the focus group held in Malta in April '23, the focus of this Campaign will be the business owner who is often immersed in the day-to-day managing of their enterprise. Most of the members of the Partners taking part in this project are owners of micro-enterprises, which often do not have enough human resources to segregate the roles of managing a business, as is the practice in larger organisations. The owner of these micro-enterprises usually wears 'the many hats' that are needed to run a profitable business.

The campaign will address the feeling of 'loneliness' and 'overwhelm' that is often experienced by owners of micro-businesses who are faced with constant change and challenges. This Campaign will target business owners (often of micro-enterprises) to seek assistance through Social Partners who have dedicated resources to provide insights and services that are of value and support. SPs are also the hosts of networking activities where the owners can meet with their peers and create a community of 'like-minded' individuals able to represent their sectors.

The campaign aims to present the SPs as organisations which understand how to operate a 'micro' business. SPs who host members who are individuals who shoulder the responsibility of employing other workers, often in a micro-enterprise set-up where market forces have a greater impact than larger enterprises (this 'solitude' increases the need to be united in a common sectoral grouping thus the need to seek membership in your organisation).

During the ioreSME workshop held in Malta in April '23, the Project Partners discussed possible TAG LINES for the campaign.

These can be:

- Guiding you forward. Uniting members. Empowering success
- WE care for you. United we are stronger. Always there beside you
- The future is in your hands: HOWEVER together is better
- Together we will find the way to solve common challenges
- We understand you. We know: what it feels, what it takes

It is suggested that one tagline is chosen for the Campaign.

# **OBJECTIVES OF THE CAMPAIGN**

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The objectives of the Campaign are:

**a. Attract New Members**

Reach out to business owners who are not yet members of your organisation. You can work with sectorial groupings with your organisations in order to reach potential members in specific sectors and/or seek to devise the messages with the help of leaders of these sectors. Another effort here could be to attract members from sectors which are not yet members, such as young entrepreneurs or aspiring entrepreneurs.

**b. Increase engagement by current members**

Through targeted content, seek to increase the activity by current members through, amongst other measures, consistent posting on pertinent topics across different channels.

**c. Increase the visibility of the organisation**

Highlight the role of the organisation in representing the different sectors, including the activities taken at formulating policy, negotiating with different stakeholders and identifying opportunities for members (funding, technical help etc.).

**d. Inform current & potential members on topical issues**

Identify key topics that are of high interest to your members and provide consistent information about the issue (e.g. Inflation, access to finance, digitalisation, green operations).

# PERSONAS

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The personas targeted by the campaign are:

# 1

## **PERSONA ONE**

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Active member

Established business owner

Limited time for information

# 2

## **PERSONA TWO**

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Non-active member

Established business owner

Limited time for information

# 3

## **PERSONA THREE**

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Non-member

Established business owner

(Represented sector/new sector)

# 4

## **PERSONA FOUR**

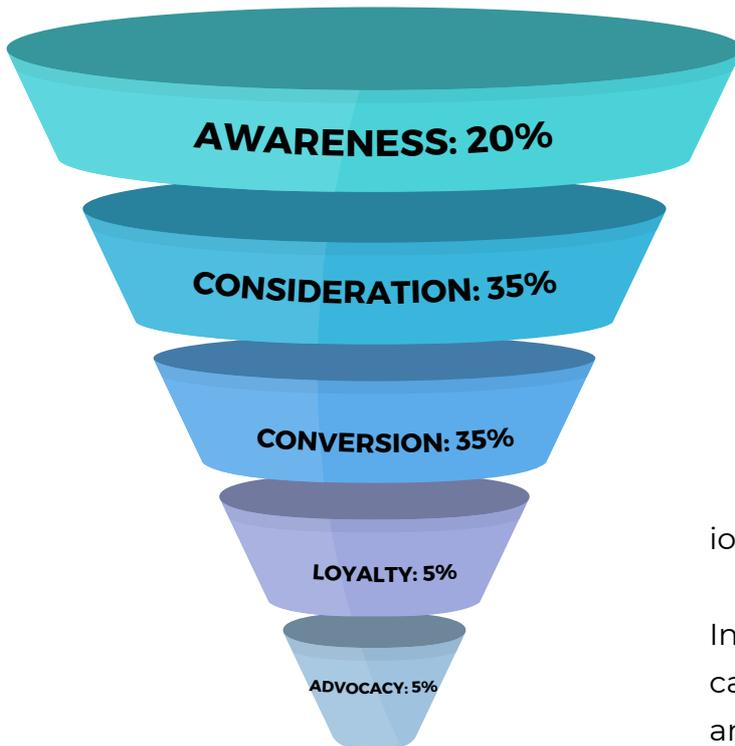
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Non-member

Start-up entrepreneur

Interested in acquiring information

# MARKETING FUNNEL: THE EFFORT



ioreSME: Campaign Focus

In marketing terms, the focus of the campaign will be on Consideration and Conversion stages.

In **Consideration**, prospective members will be evaluating the information provided and whether membership in your organisation will provide value. Tactics employed could include testimonials, case studies and tangible cases where your organisation was of help to a particular sector or entity (maybe the Covid experience can be referred to here). The objective is to convince potential customers that membership will benefit their business, possibly emphasising the formation of like-minded business communities facing similar challenges (thus not being alone working in remote business micro-managing the daily challenges).

In **Conversion**, the audience has made a decision to either submitting their details for obtaining more information or becoming a member. At this stage, it is very important that the process is facilitated and any barriers or 'friction points' removed. Any adverts (for example, through Facebook and Google) seeking to obtain contact details of potential members or calling the target audience to become a member should go direct to a page on the organisation's website where information can be collected, and the process is completed without additional actions needed by the interested audience.

# MARKETING FUNNEL: THE EFFORT

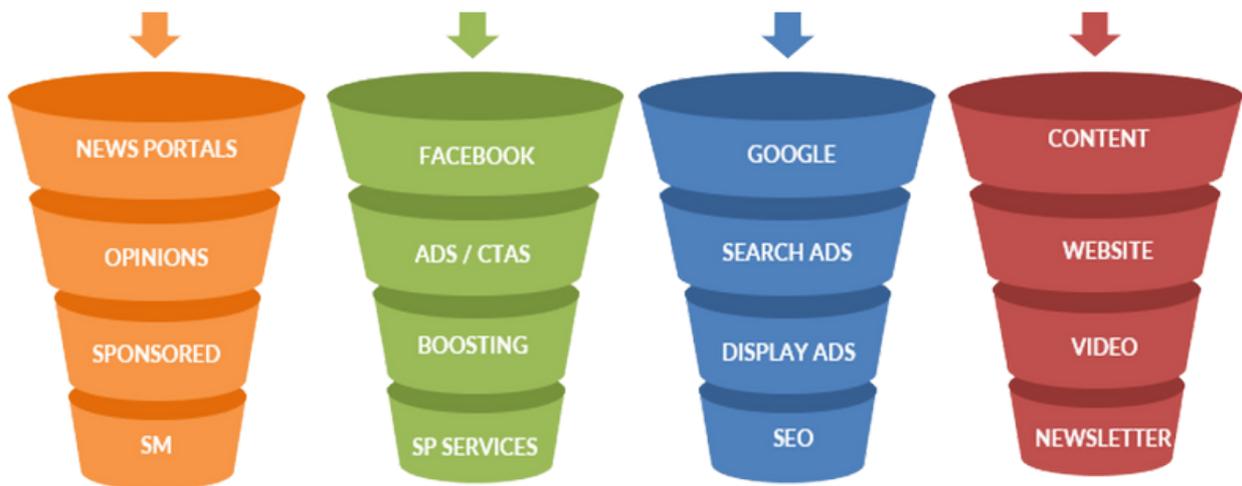
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The campaign should allow the first few weeks (4-6 weeks) to raise **awareness** about the organisation. This should be done across all the Channels used during the campaign. Although from the surveys undertaken earlier as part of this project, it emerged that all organisations are well-known in their country/region, a main objective of this campaign (if not the most important) is to attract new members. This necessitates an effort to raise awareness, albeit also highlighting services and roles which are less well-known and/or which have been embarked upon in the recent past. Efforts here can include a video production on the organisation (which can then be used piece-meal in other parts of the campaign), the use of testimonials and an interview with the President and/or CEO of the organisation.

**Loyalty** and **Advocacy** are overarching though secondary objectives of this campaign. The campaign will provide a boost of information on the organisation, highlighting the mission of representing the business sector with multiple stakeholders, with the aim to facilitate the extension of membership by current members and encouraging word-of-mouth recommendations by local members who advocate for others to join.

# THE TOOLS

The range and intensity of use of the tools to be utilised during this campaign are at the discretion of each Social Partner. It is highly suggested that each of the Partners consult the results of the ioreSME survey done amongst its members to check what the most common media used by its members is in obtaining information. The below suggestions are based on the aggregate results of the ioreSME survey and best practices for running education and awareness campaigns.



*Recommended components that can make part of the ioreSME Campaign*

## Website

The various elements of the campaign will refer to and/or point to your website. It is of utmost importance that the organisation's website is populated with informative content and is referred to by other elements of the campaign. It is very frustrating if you are marketing a particular service through social media ads and then directing the audience to a wrong landing page or, worse, to a page with very sparse information! The importance of adequate content on your website cannot be stressed enough, and it is worth considering investing in content writing and populating your site with consistent, up-to-date information.

# THE TOOLS

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The wealth of quality content works well with current and potential users. Illustrating your expertise through well researched content will set you as an authority in representing the interests of the business community while building trust and credibility. Content engages visitors and will keep them longer on your website, increasing the likelihood of conversion.

Content increases your website's visibility in search engine results (SEO). Regularly updating your website with fresh content will increase your rankings in search engine results pages (SERPs). This leads to the organic growth of your social media pages.

Informative content is a tool for social sharing. Content created can be leveraged on SM platforms, emails and other channels. This can foster discussions creating a community within your audience.

**It is worth emphasising that content on your website is key to the success of your campaign.** Various pages on your website can act as landing pages of adverts and content pushed through social media, news portals, corporate video, newsletter and emails you send to attract and retain members.

**Your website is the main tool of information.** You will be enticing an audience to become a member and stay loyal through various media, BUT the information at the backend (residing on your website) has to match the 'expectations' of the availability of tangible and valuable information you are creating throughout the campaign.

## **Corporate Video**

A video is one of the best tools in the awareness stage of the Campaign. It is suggested that a video should not be longer than 60 seconds. It is advocated by many that an audience's attention is captured in the first 3 seconds of an online video!

The format should be such that it can be used in 'piecemeal' sections in other parts of the campaign (like stories on Social Media).

# THE TOOLS

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The usage of the video also improves the search engine rankings of your organisation (SEO loves video content). It is content which is easily shareable by an audience, and a Call to Action (CTA) can be included to increase traffic to your website. CTAs can be narrated, on-screen text, visuals at the end of the video (logo, SMS links etc.), inserted in video descriptions and captions or interactive elements like cards which viewers can click on to act.

## **News Portals**

National News Portals and Business portals are a point of reference for topical news and opinions. It is recommended to publish at least two articles (one of them can be an interview) for the duration of the campaign in a popular news and/or business portal in the country/region covered by the organisation. This content can then be leveraged for dissemination in other channels, including any mobile sites of the same portal, social media as well as channels of your organisation.

This will help in reaching out to an audience which may not be familiar with the operations of your organisation since it is likely that the most popular news and/or business portal in your country/region has a wider reach online than your organisation.

Alternatively, depending on the relationship of your organisation with the press, you can negotiate PR space for 'opinion' articles which can also take the form of interviews by journalists with key representatives of your organisation.

From the survey made among your member business community as part of this project, News websites were the 4th most popular medium to stay up to date with the news/information which have an impact on your member's business.

## **Facebook**

Facebook remains one of the most popular social media channels, especially among millennials and older generations. A quick review of the Facebook pages of the partner organisations taking part in the ioreSME project illustrates active pages with frequent postings on news and events taking place. There seem to be limited postings on the services being offered by the organisations.

# THE TOOLS

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It is recommended to use Facebook posts and ads to also expose the services of your organisation as well as carry a Facebook ad campaign targeted at a) attracting new members and b) promoting your services.

There are different types of posts you can use on Facebook. These can be infographics; video posts; Facebook live; stories; link posts, and pinned posts.

## **Boosting**

The boosting of posts helps to build your community, reminding your audience that you are there and sharing what's going on. Boosting is about getting engagement for your posts or the page itself.

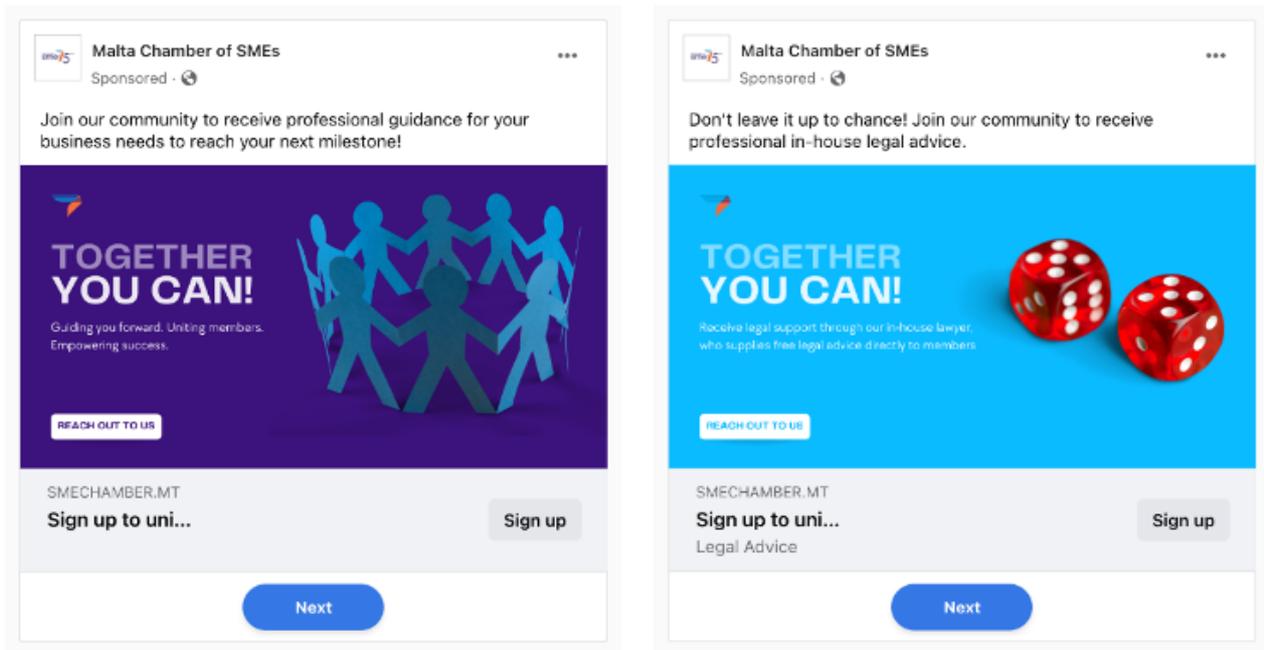
It is recommended to post once to twice per weekday and boost posts that show the most engagement.

## **Facebook Ads**

Facebook ads build awareness and generate leads. They can include an 'instant form' feature directing the audience to your website or collecting basic data without leaving the Facebook page. The latter is good for capturing names/emails of potential new members and then following up with more targeted content via other channels such as email and newsletter.

Facebook ads are highly customisable, which allows you to target specific audiences with a tailored message. It is important to review and refine your Facebook effort based on performance insights. Ad sets are a good way to group similar adverts for a specific audience and then adjust the budget according to the most popular ads. Facebook insights and adjustments should be carried out at least once a week. KPIs to look at are impressions, reach, clicks, click-through rate (CTR) and conversions.

# THE TOOLS



*Examples of Facebook Ads*

*It is recommended that boosting the most popular posts and Facebook ads run throughout the campaign.*

*From the survey made among your member business community as part of this project, Facebook was the 3rd most popular medium to stay up to date with the news/information which have an impact on your member's business.*

## **Instagram**

Instagram is another widely used SM platform, especially popular with a younger audience (than Facebook). Although Instagram did not feature as popular among the business members of the Partners of this project (ranking in 5th place after WhatsApp but before LinkedIn), it might be worth considering using this Channel to spread your message, especially if you are targeting Gen Z.

Instagram offers various ad formats. These include photo and video ads, carousels and stories. CTAs are also possible, allowing you to collect data on potential members and directing your audience to landing pages on your website.

# THE TOOLS

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It is worth noticing that Facebook and Instagram ads can be run simultaneously. This is since Facebook and Instagram are owned by the same company. However, although running the adverts effort simultaneously can be a short-term win, the best practice is to always adopt the target audience, content format and objectives according to the platform. Thus, it is recommended to look into the customisation of all campaigns running on different platforms according to the targeted audience, objective of the campaign (awareness, consideration etc.) and budget available.

Influencer marketing is quite unique for Instagram. Brands collaborate with influencers who promote their services, often relating their personal experience with the organisation. Influencer marketing is a powerful tool to reach the influencer's audience. The credibility of your influencer/s plays a key role in delivering the message, and it is important to choose influences who are active in the business community in your region (i.e. acting as testimonials too) and is highly respected individuals.

Similar to other platforms, Instagram provides various insights to help monitor the performance of your campaign. You can monitor reach, engagement (likes, comments, shares), impressions, CTRs, conversions and return on ad spend (ROAS). These help you make data-driven optimisation. As with other platforms, it is very important that you monitor your campaign (1/2 per week) and make changes which you can then assess and decide upon as the campaign progresses.

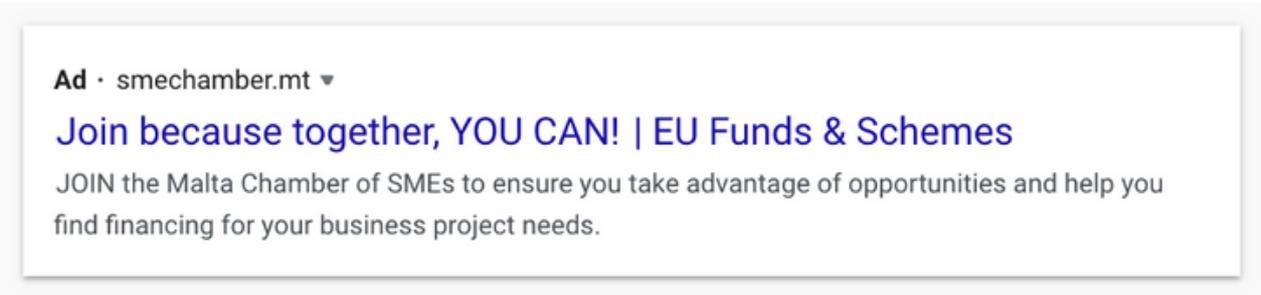
## **Google**

Google is by far the most popular search engine.

### **Google Search Campaign**

A Google search campaign is focused on displaying text ads on the search engine results page (SERPs) of Google. When users search with specific keywords, your text ad will appear at the top of the results.

# THE TOOLS



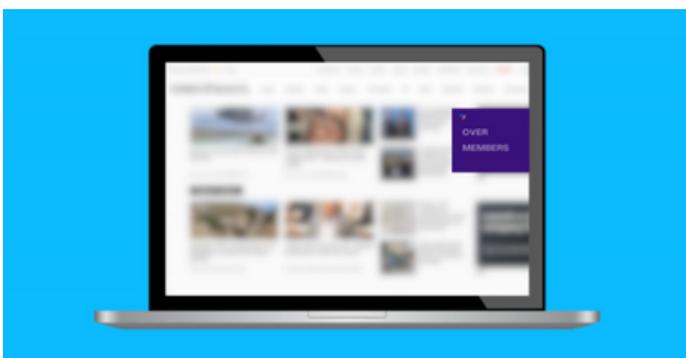
Example of a Google search ad

Google search campaigns are intent-based. They target users who are searching for specific information that is captured by the keywords that are part of your Google search campaign. Thus, such a campaign will capture an audience which is interested in your service and has the intention to proceed with looking for more information, hopefully by clicking on your link and visiting your website.

## Google Display Campaign

Google Display Ads offer more flexibility since videos, images, and interactive elements can be used to create visually appealing ads. These campaigns target users based on their interests, demographics and online behaviour. Google Display ads are good for brand awareness since these ads are featured on millions of websites and reach wider audiences than search engine results.

Google Display Ads can vary in format, from banner ads to text ads to rich media ads. They are displayed on the Google Display Network (GDN), which covers a very vast network of websites, mobile apps and other online platforms. It is estimated that the GDN reaches 90% of internet users worldwide.



Google Display Ad

# THE TOOLS

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## **Email and Newsletter**

The main objective of this campaign is to attract new members. Through the efforts on other channels, including Facebook and Google ads, you will be calling non-members to provide you with their basic information (name & email). It is recommended that at least once a month, the organisation communicates to this new audience through an email newsletter.

The newsletter will include staple sections about your services and opinion on topical issues affecting the business community in your region/country. This regular, targeted communication allows you to reinforce your brand identity and increase brand awareness.

Links from the email newsletter will drive traffic to your website and specific landing pages. As above, it is crucial that your website is consistently populated with relevant information that feeds the audience with information that is of value to their operations. It is very frustrating landing on the wrong page or landing in a section with sparse content after you have enticed the reader to seek more detailed information!

Newsletters are a very cost-effective tool to reach an audience. However, the time needed to develop and draft content should not be underestimated. Newsletter platforms provide analytics that allows you to measure the performance of your effort. You can track metrics such as open rates, click-through rates and conversion rates. These insights help you make data-driven decisions.

*From the survey made among your member business community as part of this project, Email and Newsletter were the 1st and 2nd most popular medium to stay up to date with the news/information which have an impact on your member's business.*

# THE CAMPAIGN: SUGGESTED CONTENT FREQUENCY

The ioreSME campaign will run for **6 months**.

The tools chosen for your campaign should be based on the preferences that were chosen by your members (in the business survey held earlier as part of this project) and your experience with communicating with your audience and attracting new members.

Below are recommendations for the campaign funded under this project. These recommendations are based on aggregate results of the aforementioned survey among your business communities, as well as the latest trends in digital marketing communications. More traditional media, such as sponsored content on popular news portals in your region/country and sending email newsletters, are also an integral part of the recommendations due to the (a) demographics of the target audience, (b) results of a survey where email/newsletter was one of the most popular mediums to obtain business-related information by your members.

The following table shows how the tools suggested contribute to the stages of the marketing funnel.

	Awareness	Consideration	Conversion	Loyalty/ Advocacy
Website	Engaging content	Informative landing pages	Landing pages optimisation: clear CTAs	-
Facebook	Facebook ads	Facebook ads	Retargeting ads	Facebook posts (incl. boosting)
Google	Display ads	Paid search ads	Remarketing ads	-
Instagram	-	Influencer marketing	Retargeting ads	-

# THE CAMPAIGN: SUGGESTED CHANNELS AND CONTENT

	Awareness	Consideration	Conversion	Loyalty/ Advocacy
News portals	Sponsored content PR Banner Ads	-	-	-
Newsletter/ Email	-	Targeted emails	-	SM engagement – interacting, responding to queries, sharing user-generated content  Regular info / updates

## Tools and the Marketing Funnel

As above, it is recommended that a ‘corporate’ video is produced about the organisation. This can be utilised throughout the campaign. It is of crucial importance that the website is consistently populated with adequate content since it will be the main point of reference throughout the campaign.

The campaign should have a tagline – an overarching message that is present throughout the campaign. The tagline should feature very prominently in the adverts promoting awareness of your organisation (mainly to attract new members and engage ‘passive’ members), while in other adverts promoting your services, the tagline should be present as a ‘secondary’ message with the emphasis on the service being promoted.

DURING THE MEETING WITH THE PARTNERS IN PREPARATION FOR THIS CAMPAIGN, IT WAS GENERALLY AGREED THAT AN EMPHASIS SHOULD BE MADE ON THE FACT THAT BUSINESS OWNERS OFTEN FEEL ALONE FACING THE DAILY CHALLENGES OF THEIR ENTERPRISE. THIS LEAVES LITTLE TIME FOR THEM TO THINK OF OTHER OPPORTUNITIES AND TO NETWORK WITH OTHER OWNERS WHO FACE SIMILAR CHALLENGES.

It is suggested to use this message throughout the campaign, where appropriate. The below table recommends the activities per month. The scale and frequency of the activities depends on the budget and resources available.

# MONTH 1

CAMPAIGN OBJECTIVE: **AWARENESS**

- Targeting new members
- (re)Engaging members

## NEWS PORTAL (SPONSORED CONTENT)

Interview with the President or CEO  
Share this content on your SM platforms.

## FACEBOOK

Posts on the mission/vision of your organisation. It is suggested that (in total) an organisation should do 1-2 posts per weekday, with boosting of the most popular posts (see the Facebook section in The Tools for types of content you can post).

Include 2 infographics per week to raise awareness of your organisation.

## FACEBOOK ADS

Create Awareness of your organisation through Facebook Ads incl. CTA (for non-members). Create an ad set (at least 3 different ads per set) for different audiences and then monitor at least 2/wk and adjust the budget.

## INSTAGRAM

(If not available) Create an Instagram profile with a visually appealing picture, a good bio and a link to your website. Post frequently (2/3 times a week).

Include 2 infographics per week. Explore cross-sharing Facebook content with your Instagram and monitor performance. Adjust your content based on the results. Facebook and Instagram cross-sharing of content can save time, but the audiences are different thus, you might need to create different content per platform.

Create Instagram ads targeted at a wider audience to create brand awareness (with CTA linked to your website).

Identify influencers/testimonials whom you can partner with during the campaign.

# MONTH 2

CAMPAIGN OBJECTIVE: **AWARENESS & CONSIDERATION**

- Targeting new members
- (re)Engaging members
- Capturing details on non-members
- Driving visitors to your website

## FACEBOOK

Posts on Service 1, incl. boosting.

Example of posts: EU Funding Assistance

- Schemes currently open
- Aid provided under this scheme
- Assistance offered by the SP
- Helpline to contact
- Initial basic info for filtering aid (size of Co.; state aid; sector)
- Help with BP in applying
- Link challenges to the schemes (Digitalisation, Green Ops etc.)

Include 2 infographics per week on Service 1.

## FACEBOOK ADS

Create Awareness of your organisation through Facebook Ads incl. CTA (for non-members). Create an ad set (at least 3 different ads per set) for different audiences and then monitor at least 2/wk and adjust the budget.

## INSTAGRAM

Continue running Instagram ads targeted at a wider audience to create brand awareness (with CTA linked to your website).

Create new Instagram ads to market Service 1.

Continue frequent (visual) posts, including stories (ex., events taking place).

Include 2 infographics per week on Service 1.

## GOOGLE

Paid Search Ads: Ads for promoting the organisation (similar to M1) and new Ads for promoting your services. Monitor weekly and adjust ads and budgets.

Google Display Ads: Introduce Google Display Ads – (a) Awareness of SP (b) Market Services 1. Both with CTAs to collect new-Members data and drive traffic to your landing pages. Create an ad group (at least 3 different ads per group) for different audiences and then monitor at least 2/wk and adjust the budget.

# MONTH 3



CAMPAIGN OBJECTIVE: **AWARENESS & CONSIDERATION**

- Targeting new members
- (re)Engaging members
- Capturing details on non-members
- Driving visitors to your website

## FACEBOOK

Posts on Service 2, incl. boosting. (Choose another service to promote and develop content for Facebook based on the example above).

Include 2 infographics per week on Service 2.

## INSTAGRAM

Introduce an influencer to market your organisation (also referring to the services offered and planned to be marketed in the next 4 months).

Create new Instagram ads to market Service 2.

Continue frequent (visual) posts, including stories (ex., events taking place).

Include 2 infographics per week on Service 2.

## GOOGLE

Paid Search Ads: Continue with search ads as per previous months. Focus the ads on promoting awareness (to attract new members) and market Services 1 & 2) Monitor weekly and adjust ads and budgets as per performance insights.

Google Display Ads: Continue Google Display Ads – (a) Awareness on SP (b) Market Services 1 & 2. Both with CTAs to collect new-Members data and drive traffic to your landing pages. Create an ad group (at least 3 different ads per group) for different audiences and then monitor at least 2/wk and adjust the budget.

## NEWSLETTER (MEMBERS AND NON-MEMBERS)

Details of non-members will be captured throughout the campaign, mainly through Facebook and Google Display Ads.

# MONTH 4



CAMPAIGN OBJECTIVE: **CONSIDERATION & CONVERSION**

- Targeting new members
- (re)Engaging members
- Capturing details on non-members
- Driving visitors to your website
- Confirming new members
- Re-targeting interested audiences for conversion

## NEWS PORTAL (SPONSORED CONTENT)

Special feature on your services, including quotes from testimonials, how to seek help, the benefits of membership, and experience with assistance provided.

## FACEBOOK

Posts on Service 3, incl. boosting of most popular posts.

Facebook Ads: Promote awareness of your organisation (you can use the same ads as M1) and Service 3 through Facebook Ads. Create an ad set (at least 3 different ads per set) for different audiences and then monitor at least 2/wk and adjust the budget.

Include 2 infographics per week on Service 3.

## GOOGLE

Paid Search Ads: Continue with search ads as per previous months. Monitor weekly and adjust ads and budgets as per performance insights.

## INSTAGRAM

Introduce testimonials to market your organisation and its services (using the same as per sponsored content in News Portal).

Continue frequent (visual) posts, including stories (ex., events taking place).

Include 2 infographics per week.

From this month, you can introduce remarketing ads for Facebook and Google. These ads will target users who have already engaged with your content – for example, they have visited your website but went out without taking any action (like submitting their details, asking for more info etc.)<sup>[1]</sup>.

## NEWSLETTER (MEMBERS AND NON-MEMBERS)

*[1] Remarketing campaigns must comply with privacy and data protection regulations, ensuring that user information is handled appropriately and that users have the ability to opt out.*

# MONTH 5



CAMPAIGN OBJECTIVE: **CONSIDERATION & CONVERSION**

- Targeting new members
- (re)Engaging members
- Capturing details on non-members
- Driving visitors to your website
- Re-targeting interested audience for conversion

## FACEBOOK

Posts on Service 4, incl. boosting of most popular posts.

Include 2 infographics per week on Service 4.

## INSTAGRAM

Continue frequent (visual) posts, including stories (ex., events taking place).

Include 2 infographics per week.

## GOOGLE

Paid Search Ads: Continue with search ads as per previous months. Monitor weekly and adjust ads and budgets as per performance insights.

Google Display Ads: (a) Awareness on SP targeted at new Members (b) Market Service 4. Both with CTAs to collect new-Members data and drive traffic to your landing pages. Create an ad group (at least 3 different ads per group) for different audiences and then monitor at least 2/wk and adjust the budget.

The suggested Google display ads can include remarketing ads as suggested in M4.

## NEWSLETTER (MEMBERS AND NON-MEMBERS)

# MONTH 6



CAMPAIGN OBJECTIVE: **CONSIDERATION & RETENTION/LOYALTY**

- Targeting new members
- (re)Engaging members
- Capturing details on non-members
- Driving visitors to your website
- Leveraging on the awareness created over the past months to attract new members (ease conversion)

## FACEBOOK

Boosting the most engaging Facebook posts of the campaign. Re-post the infographics with the most engagement, possibly with boosting.

Facebook Ads: Run a Facebook ad campaign targeted at attracting new members (incl. CTA).

## GOOGLE

Paid Search Ads: Continue with search ads as per previous months. Monitor weekly and adjust ads and budgets as per performance insights.

Google Display Ads: (a) Awareness of SP targeted at new members (b) Market of Services 1-4. Both with CTAs to collect new-Members data and drive traffic to your landing pages. Create an ad group (at least 3 different ads per group) for different audiences and then monitor at least 2/wk and adjust the budget.

Remarketing ads can be used in Facebook ads and Google display ads as per previous months.

## INSTAGRAM

Continue frequent (visual) posts, including stories (ex., events taking place).

Re-post the most popular infographics from previous months.

## NEWSLETTER (MEMBERS AND NON-MEMBERS)

# CONCLUDING REMARKS

As highlighted in other sections of this report, content is the main tool for convincing new and current members that you are an authority in representing their interests to multiple stakeholders and providing them with information and services that are of value to their enterprise.

The drafting and communication of content is the main pillar of this effort. Internal (or if not available external) resources are recommended to be invested in creating the right content that provides value and assistance. Your audience is very short of time, and thus very important to grab their attention in the first few seconds. Your entrusted partner to complete the delivery of this campaign will guide you further, but the above should be considered as the template for discussion towards the finalisation of your plan for this education and awareness effort.

The populating of your website and landing pages is crucial to keep the audience engaged and interested, leading them to complete any CTAs included in your social media advertising. The ads in your campaign need to be monitored on a consistent basis adjusting the budgets according to engagement. Experiment with your SM ads, but do not change more than one variable at a time. Leverage all content to the maximum, posting it on different channels but keeping your posting frequent and consistent.

ioreSME project aims to raise awareness of and give visibility to the activity/function/responsibility of SME employer organizations in the EU and foster their role as social partners. ioreSME seeks to understand the expectations of the members of the Social Partners (SPs) while providing the opportunity for the SPs to raise awareness of their services and their role in the social dialogue discourse in their country.

The Partners of the Project are Malta Chamber of SMEs (smechamber.mt); About | GSEVEE: Hellenic Confederation of Professionals, Craftsmen, and Merchants; CNA | Confederazione Nazionale dell'artigianato e della Piccola e Media Impresa; Home | UNIZO; home - Confartigianato Imprese; SMEUnited | Crafts & SMEs in Europe; About us (ozs.si)

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