Paid social media – ‘Share solutions for success’ case study

Raluca Toma | Communication officer
r.toma@interregeurope.eu

INFORM Networking Meeting, Bucharest, 10-11 December
Contents

- Interreg Europe programme

- Social media paid campaign – ‘Share solutions for success’ case study
  - Objectives
  - Implementation
  - Evaluation
EU Cohesion policy

Goal 1: Investment for growth & jobs
EUR 340 billion

Goal 2: European Territorial Cooperation
EUR 10.2 billion

Interreg Europe
EUR 359 m
European Territorial Cooperation

Interreg

3 strands
79 different programmes
EUR 10.2 billion

A  cross-border  60 programmes  74% - 7,548 MEUR
B  transnational  15 programmes  20.3% - 2,075 MEUR
C  interregional  1 programme  Interreg Europe
    networking  3 programmes  URBACT INTERACT ESPON

5.6%  571.6 MEUR
‘Share solutions for success’
28 EU members states, NO&CH
4 themes
Main aspects of the campaign
Change in strategy

- new programming period with change in strategy
- new target group
Opportunities

- new website live: www.interregeurope.eu

- participation to the European Week of Regions and Cities
Objectives

- Reach maximum of views for video
- Website traffic (similar to interreg4c.eu) & reduce bounce rate
- Increase newsletter subscriptions
- Increase social media accounts followers/likes
Main actions

Primary: online focused
  - High visibility on website
  - E-mailing & newsletter
  - Social media advertising

Secondary
  - Mentions in events
  - PR
  - E-mail signature update
SOCIAL MEDIA
Facebook

- Very high advertising reach: 1 billion registered users (33% of ALL internet users worldwide) who look at Facebook nearly daily

- Not expensive

- Incredibly sticky: no 1 site to spend time

- Audience: precise targeting options

- It is all measurable!
The importance of the News Feed
### Account: IR-E advertising campaign

**Spent last 7 days: €0.00**

<table>
<thead>
<tr>
<th>Date</th>
<th>Cost</th>
<th>Video Views</th>
<th>Per Video View</th>
</tr>
</thead>
<tbody>
<tr>
<td>27/10</td>
<td>€0.00</td>
<td>48,967</td>
<td>€0.01</td>
</tr>
<tr>
<td>28/10</td>
<td>€0.00</td>
<td>103,967</td>
<td></td>
</tr>
<tr>
<td>29/10</td>
<td>€0.00</td>
<td>2,333</td>
<td>€0.01</td>
</tr>
<tr>
<td>30/10</td>
<td>€0.00</td>
<td>1,869</td>
<td></td>
</tr>
<tr>
<td>31/10</td>
<td>€0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>01/11</td>
<td>€0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Today</td>
<td>€0.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Campaigns

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Delivery</th>
<th>Results</th>
<th>Reach</th>
<th>Cost</th>
<th>Amount Spent</th>
<th>Ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>IR-E video large audience</td>
<td>Not Delivering Advert Set Completed</td>
<td>48,967</td>
<td>103,967</td>
<td>€0.01</td>
<td>€350.00</td>
<td>18 October 2015</td>
</tr>
<tr>
<td>IR-E video</td>
<td>Not Delivering Advert Set Completed</td>
<td>2,333</td>
<td>1,869</td>
<td>€0.01</td>
<td>€25.00</td>
<td>16 October 2015</td>
</tr>
<tr>
<td>2015-09-30 IVC go to IR-E campaign</td>
<td>Inactive</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>€0.00</td>
<td>2 October 2015</td>
</tr>
<tr>
<td>Results from 3 Campaigns</td>
<td></td>
<td>—</td>
<td>105,878</td>
<td>—</td>
<td>€375.00</td>
<td></td>
</tr>
</tbody>
</table>

**Holiday Sales Start Now**

People are getting started with their holiday shopping. We've compiled a list of tips and best practices to make sure you're on their shopping list.
Edit Advert Set: IR-E video large audience advert set

View or edit your advert set's targeting, placement, budget or schedule. Go to your Campaign Settings to view the objective. Go to your Advert Settings to edit images, videos, text or links.

Advert Set Name: IR-E video large audience advert set

Targeting

Saved Audience: EU regional policy public sector energy efficiency

Audience Details

- Location: Austria, Belgium, Bulgaria, Czech Republic, Germany, Denmark, Estonia, Spain, Finland, France, Greece, Croatia, Hungary, Ireland, Italy, Lithuania, Luxembourg, Latvia, Malta, Netherlands, Norway, Poland, Romania, Sweden, Slovenia
- Interests: Green economy, Public sector, Sustainable development, energy efficiency or Cooperation
- Education Level: University graduate
- Excluded Connections: Exclude people who like Interreg Europe
- Age: 22–65+

Budget & Schedule

Budget: Lifetime Budget - €350.00

Potential reach: 1,100,000 people

Estimated Daily Reach: 23,000–60,000 people on Facebook

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.

1 Advert
Check out the new Interreg Europe video where you'll find out how we can help you save time, money and plug into our new and expanded services. Spread the word!
Audience Retention
Views of your video at each moment as a percentage of all views.

Average View Duration: 0:19
People Reached: 7,621

Video Views:
- Organic: 1,554 (40%)
- Paid: 2,339 (60%)

30-second Views:
- Organic: 325 (49%)
- Paid: 342 (51%)
Do you represent a European city/region/local authority? Check out the Interreg Europe video where you’ll find out how we can support you create jobs, lift-up your city/region and access funding. Let’s get in touch!
<table>
<thead>
<tr>
<th></th>
<th>BEFORE</th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REACH</strong></td>
<td>2,500 impressions for video</td>
<td>113,492 impressions</td>
</tr>
<tr>
<td><strong>ENGAGEMENT</strong></td>
<td>101</td>
<td>412, mainly shares!</td>
</tr>
<tr>
<td>(likes, comments,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>shares)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VIDEO VIEWS</strong></td>
<td>260</td>
<td>52,879</td>
</tr>
<tr>
<td><strong># FANS</strong></td>
<td>2,681</td>
<td>3,027 fans (+346)</td>
</tr>
</tbody>
</table>

Budget: 375 EUR for 1 week

-> 0,01 EUR/video view
people actively use LinkedIn to consume business content

professional network (switch between “spend time” & “invest time”)

What **location** do you want to target? (required)

- Start typing a country, state, city, or town...
- Europe

What **ages** do you want to target?

- 18-24
- 25-34
- 35-54
- 55+

What **groups** do you want to target?

- InterReg
- European Affairs Network
- European Urban Knowledge Network
- European Project Communications
- EU Funds
- Managing European Structural Funds
- EuroPCom
- INTERREG IVC projects

Your estimated target audience

33,000+ LinkedIn members
Recent Updates

**Interreg Europe** Check out the new Interreg Europe video where you’ll find out how we can help you save time, money and plug into our new and expanded services. Spread the word!

Interreg Europe video - share solutions for success
youtube.com • www.interregeurope.eu

Organic
Targeted to: All Followers

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>Interactions</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,508</td>
<td>30</td>
<td>90</td>
<td>1.84%</td>
</tr>
</tbody>
</table>

Gained from Sponsoring
Sponsored in: IR-E video campaign - boost post (currently running)

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>Interactions</th>
<th>Followers Acquired</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>+22,086</td>
<td>+91</td>
<td>+35</td>
<td>+29</td>
<td>+0.70%</td>
</tr>
</tbody>
</table>

Manage

Like (73) • Comment • Pin to top • 22 days ago

Gabriella Dellino, athena foka +71

Add a comment...
Recent Updates

**Interreg Europe** Do you work for a public authority? Check out the Interreg Europe video where you'll find out how we can help you save time and money, and access funding. Let's get in touch!

![Interreg Europe - share solutions for success](https://www.youtube.com) • For more details visit: [www.interreg.eu](http://www.interreg.eu)

Gained from Sponsoring
Sponsored in: IR-E video campaign - black post (currently running)

- **63,245** impressions
- **218** clicks
- **49** interactions
- **61** followers acquired
- **0.52%** engagement

Like (34) • Comment (3) • 1 month ago

- **Younes Filali, Maija Kale** +32
  - Amen.
  - 1 month ago
- **Therese Mithander**
  - Let's make it work!
  - 26 days ago
- **Eleonor Ewald**
  - 9 days ago
- **Robert Klaassen**
  - Drechtstadsboer is met Interreg aan de slag. Wat is dat een uitdaging!
<table>
<thead>
<tr>
<th></th>
<th>BEFORE</th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REACH</strong></td>
<td>3,000 on an average</td>
<td>85,331 impressions</td>
</tr>
<tr>
<td><strong>ENGAGEMENT</strong></td>
<td>~200</td>
<td>580 social actions</td>
</tr>
<tr>
<td>(likes, comments, shares)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Video views</strong></td>
<td>~50</td>
<td>637 views (youtube analytics)</td>
</tr>
<tr>
<td>(interactions with content)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong># FANS</strong></td>
<td>1,837</td>
<td>2,136 fans (+299)</td>
</tr>
</tbody>
</table>

1,721.81 EUR (1 month)

20,18 EUR/ 1,000 impressions
- ultimate network for influencers and real time information – conversational medium

- insured reach of one’s followers

- more relevant targeting options in our case than facebook
IR-E video campaign

VIDEO VIEWS
Targeting: 6 users · 28 locations · 3 platforms
View audience reached ➤

Started 12 Oct 2015
Ends 15 Oct 2015

TOTAL BUDGET
€500.00

DAILY BUDGET
€100.00

AUTOMATIC BID
-

Select additional targeting criteria.
Users falling into any of the categories below will be targeted.

+ Add keywords

Add followers  Remove follower targeting
Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. Search Twitter for @handles to include.

Search for @usernames

or  Import multiple @usernames

✓ FEDARENE @Fedarene
✓ Interreg IVC @InterregIVc
✓ CoR @EU_CoR
✓ EU Regional Policy @EU_Regional
✓ Market, Industry & SMEs @EU_Growth

Add @usernames like @EU_Social, @EU_Commission and more to expand your audience

✓ Also target your followers  ✓ Also target users like your followers
<table>
<thead>
<tr>
<th>Tweet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign totals</strong></td>
</tr>
<tr>
<td><strong>Interreg Europe</strong> @interregeurope</td>
</tr>
<tr>
<td>Working in #SMEs #lowcarbon? @interregeurope fosters exchange of experience and capacity building! #EUfunds amp.twimg.com/v/10d44faa-fcc…</td>
</tr>
<tr>
<td><strong>Interreg Europe</strong> @interregeurope</td>
</tr>
<tr>
<td>Do you represent a region/local authority? Check out @interregeurope video &amp; find out how we can support you! amp.twimg.com/v/3de50fd9-381…</td>
</tr>
<tr>
<td><strong>Interreg Europe</strong> @interregeurope</td>
</tr>
<tr>
<td>Working in #research #innovation? @interregeurope fosters exchange of experience and capacity building! #eupendays amp.twimg.com/v/5382de5a-e61…</td>
</tr>
</tbody>
</table>
## Video details

### Retention

<table>
<thead>
<tr>
<th>Retention Level</th>
<th>Organic</th>
<th>Promoted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starts</td>
<td>30.0K</td>
<td></td>
</tr>
<tr>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Key metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Organic</th>
<th>Promoted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video views</td>
<td>390</td>
<td>6,057</td>
</tr>
<tr>
<td>Number of times users viewed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>this video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minutes viewed</td>
<td>120</td>
<td>1,697</td>
</tr>
<tr>
<td>Total number of minutes users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>spent viewing this video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Completion rate</td>
<td>7.6%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Percentage of users who</td>
<td></td>
<td></td>
</tr>
<tr>
<td>completed this video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call to action clicks</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Clicks on the call to action</td>
<td></td>
<td></td>
</tr>
<tr>
<td>button in this video</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Tweet Activity

**Interreg Europe @interregeurope**  
Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services!  
https://amp.twimg.com/v/90893bc9-7867-4d19-b013-1f98bd8db2e3 ...

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>5,050</td>
</tr>
<tr>
<td>Media views</td>
<td>331</td>
</tr>
<tr>
<td>Total engagements</td>
<td>107</td>
</tr>
<tr>
<td>Media engagements</td>
<td>40</td>
</tr>
<tr>
<td>Retweets</td>
<td>28</td>
</tr>
<tr>
<td>Profile clicks</td>
<td>16</td>
</tr>
<tr>
<td>Likes</td>
<td>13</td>
</tr>
<tr>
<td>Detail expands</td>
<td>8</td>
</tr>
<tr>
<td>Link clicks</td>
<td>2</td>
</tr>
</tbody>
</table>

Promote your Tweet

Your Tweet has 107 total engagements so far. Get more engagements on this Tweet!

Promote your Tweet
Anne Marie O'Hagan @ohaganam
RT @interregeurope: Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services! ht...
10 days ago  Reply  Retweet  Favorite

Juan Ruiz Alzola @juanruizalzola
RT @interregeurope: Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services! ht...
10 days ago  Reply  Retweet  Favorite

Simon Dyhr @simondyhr
RT @interregeurope: Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services! ht...
10 days ago  Reply  Retweet  Favorite

EU Maritime & Fish @eu_mare
RT @interregeurope: Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services! ht...
10 days ago  Reply  Retweet  Favorite

Sara Di Falco @sara_difalco
RT @interregeurope: Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services! ht...
13 days ago  Reply  Retweet  Favorite

Interreg.no @interregnorge
RT @interregeurope: Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services! ht...
13 days ago  Reply  Retweet  Favorite

Interreg Tweets @interregtweets
RT @interregeurope: Check out @interregeurope video: find out how we can help you save time, money & plug into our new expanded services! ht...
13 days ago  Reply  Retweet  Favorite
<table>
<thead>
<tr>
<th></th>
<th>BEFORE</th>
<th></th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REACH</strong></td>
<td>~2,000</td>
<td></td>
<td>41,353 impressions</td>
</tr>
<tr>
<td><strong>ENGAGEMENT</strong></td>
<td>~60</td>
<td></td>
<td>360 actions</td>
</tr>
<tr>
<td>(media, retweets, likes etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VIDEO VIEWS</strong></td>
<td>-</td>
<td></td>
<td>6,439</td>
</tr>
<tr>
<td><strong># FANS</strong></td>
<td>1,460</td>
<td></td>
<td>1,677 fans (+217)</td>
</tr>
</tbody>
</table>

Budget: 500 EUR for 4 days

-> 0.08/video view
WEBSITE TRAFFIC
Audience Overview

Overview

Sessions: 13,101
Users: 8,732
Pageviews: 59,109
Pages / Session: 4.51

Avg. Session Duration: 00:03:42
Bounce Rate: 39.89%
% New Sessions: 63.90%

New Visitor: 33.6%
Returning Visitor: 64.4%
## Overall campaign evaluation

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach maximum of views for video</td>
<td>▪ 52,879 video views on Facebook</td>
</tr>
<tr>
<td></td>
<td>▪ 6,439 video views on twitter</td>
</tr>
<tr>
<td></td>
<td>▪ 637 views on Youtube (LinkedIn &amp; website)</td>
</tr>
<tr>
<td>Average before: 300 views/month</td>
<td></td>
</tr>
<tr>
<td>Increase website traffic &amp; reduce bounce rate</td>
<td>▪ 13,101 sessions/first month of existence</td>
</tr>
<tr>
<td><a href="http://www.interreg4c.eu">www.interreg4c.eu</a> average website traffic: 18,000 sessions/month</td>
<td>▪ Bounce rate: less than 40%</td>
</tr>
<tr>
<td>bounce rate: between 49% and 56%</td>
<td></td>
</tr>
<tr>
<td>Increase by 1/3 newsletter subscriptions</td>
<td>▪ 2,567 subscribers</td>
</tr>
<tr>
<td>opening rate &lt; 40%</td>
<td>▪ opening rate: 35.8%</td>
</tr>
<tr>
<td>2,138 subscriptions</td>
<td></td>
</tr>
</tbody>
</table>
Value for money?

Raising awareness throughout video content

Objective: awareness raising

Costs: 10 000
- Video production (7,000 EUR)
- Social media advertisement (3,000 EUR)

Results: 60 000 video views
Thank you!

www.interregeurope.eu