

# D.2.2.1 PROMOTIONAL CAMPAIGNS REPORT

InnovaMare project

Blue technology - Developing innovative  
technologies for sustainability of Adriatic Sea

WP2 – Communication activities

## Project References

**Call for proposal 2019 Strategic – InnovaMare**

**Project number:** 10248782

**Work package:** WP2 Communication activities

**Activity title:** A2 Digital activities including social media and multimedia

**Deliverable title:** D.2.2.1. Promotional campaigns report

**Expected date:** 30/06/2023

**Deliverable description:** two social platform based promotional campaigns are organized through the project webpage, they are dedicated to the promotion of developed framework condition and creation and establishment of DIH activities

**Partner responsible for the deliverable:** ARTI Puglia

**Dissemination level:** CO - Confidential

**Status:** Final

**Version:** V1

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## INTRODUCTION

Social media has strongly shaped the communication landscape in the past few years and it seems impossible to leave it out of any communication strategy today. The main reason why social media has emerged as an efficient communication tool lies on its interactivity: users are able to generate contents, as they have become active online members.

Social media are also a powerful tool to capture the attention of a wider public, than the one used to surf on the Programme platform, and to channel it to the project website, containing more detailed contents, stories and documents.

InnovaMare project has in the social media activity an indispensable tool to reach the project stakeholders, raise their awareness about the activities, involve the project target groups.

Digital activities including promotional campaigns through different communication channel are fundamental for the promotion of InnovaMare, DIH and interactive cross-border web platform in the whole Programme area.

This deliverable reports on the performances of the two advertising campaigns launched on Facebook in March and May 2023.

## INNOVAMARE PROMOTIONAL CAMPAIGNS ON SOCIAL MEDIA

Social media advertising is a type of digital marketing that utilizes social networks such as Facebook, Twitter, and Instagram to deliver paid ads to your target audience.

Advertising on social networks is extremely convenient. In fact, it is possible to accurately target the audience that receives your message, thus reaching a highly profiled public interested in your activities. Moreover, it's possible to customize the advertising contents on the basis of the audience interests: this means that the right target can be easily reached with the right message.

Advertising on social media has no fixed costs, and it is cheaper than traditional marketing (press, radio, tv). Furthermore, the tools developed by the different social networks allow to monitor the progress of the campaign in real time, to modify the messages, the contents and the target and check the results obtained.

Starting from these considerations, two promotional campaigns on Facebook were planned, in March and May 2023, relating respectively to the Mairos webplatform and the Digital Innovation Hub. The analysis of the performance of each campaign follows.

The first advertising campaign was launched on March 15 until March 29 and was devoted to InnovaMare webplatform ([www.mairos.org](http://www.mairos.org)). The copy focused on the functionalities of the platform and the campaign call to action was aimed at pushing users to visit Mairos platform.

The target of the campaign was defined according to the following criteria:

- Age: 25-60
- Country: Italy and Croatia
- Interests: research and development, ONG, robotics, universities (marine biology, archeology, engineering), companies.

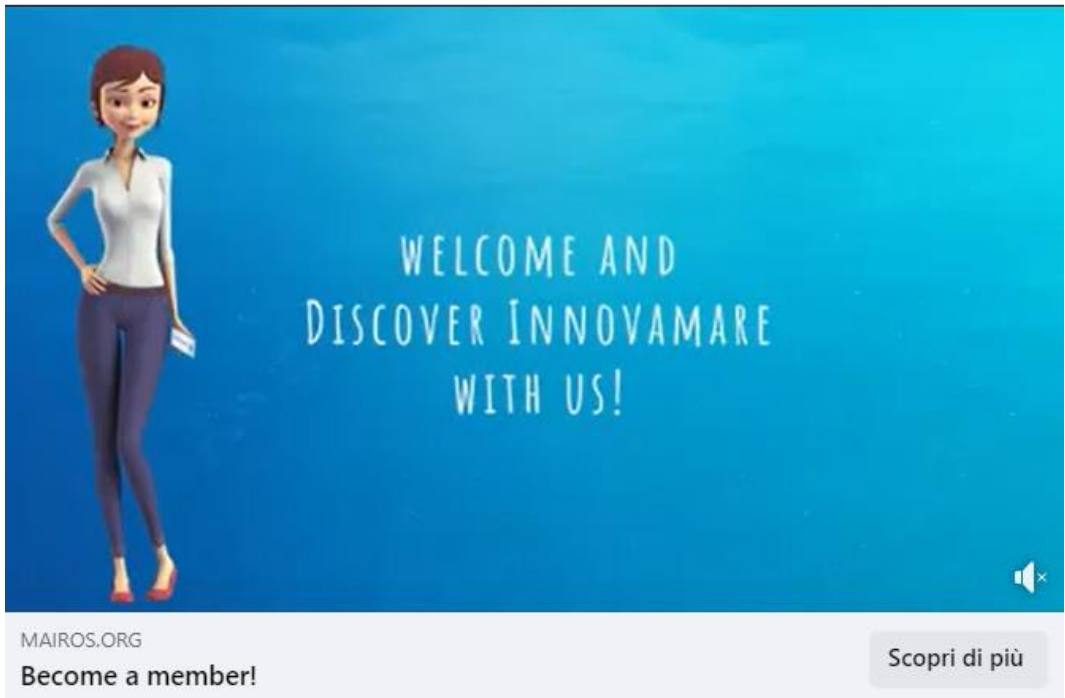
**InnovaMare Project - Interreg Italy Croatia**  
 Pubblicato da Progetti Cube · 15 marzo ·

Discover Innovamare interactive webplatform that connects companies, institutions, researchers, experts, and users from the private and public sectors for the sustainability of the Adriatic Sea using underwater robotics and sensors.

All you need in one place!

- Map of excellence of key innovation players in blue technologies
- Marketplace of human and technological resources, experiences and skills, services and products
- Funding opportunities, investors, partners to turn your idea into reality
- Documents and tools you need for your projects

Innovamare platform is the virtual place where everything takes shape. Dive with us in a sea of opportunities, become a member of Innovamare! <https://mairos.org/>



Source: InnovaMare Facebook fanpage

The post generated **132,207 interactions**, i.e. the total number of actions performed by the people involved in the ads, remaining more or less constant for the duration of the advertising.

Interazioni con il post ⓘ

132.207

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Per interazione con i post ⓘ

€ 0,002

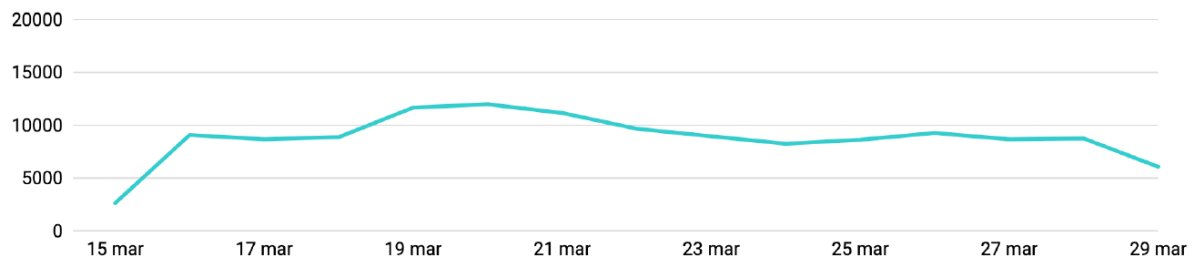
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Importo speso ⓘ

€ 250,00

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Interazioni con il post



Source: Facebook ADS manager

**Impressions**, i.e. how many times the content has been viewed by a single user, amount to **253,505**, in cumulative value.

The **frequency** (the average number of times each person has seen our advertisement) recorded is **2.82**. This means that over time each user has seen the sponsored post almost 3 times.

Impression (valore cumulativo)

253.505

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Frequenza (cumulativa)

2,82

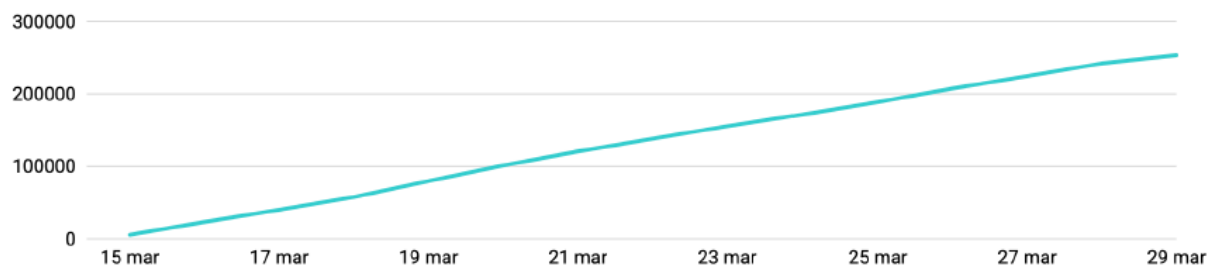
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CPM (costo di 1000 impression) ⓘ

€ 0,99

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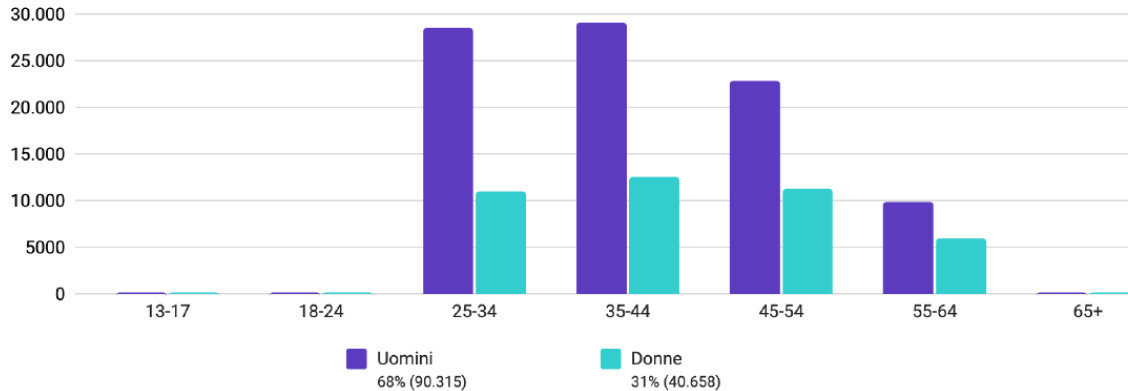
Impression (valore cumulativo)



Source: Facebook ADS manager

The **estimated coverage metric**, i.e. the number of people who viewed Innovamare's content or page, in the indicated period is **89,741**. The **total interactions** (likes, shares, comments, reactions) reached are **132,207**.

As regards the target, the advertising campaign reached a total of **130,973 users**, of which 68% men and 31% women, mainly aged between 25 and 54.



Source: Facebook ADS manager

The second advertising campaign was launched on May 3 until May 17 and was focused on InnovaMare Digital Innovation Hub. A dedicated reel was created for the occasion and the copy underlined the DIH as the central place for technology transfer, strengthening cooperation and connecting stakeholders on a cross-border and transnational level from public, private and scientific research sectors, with the ultimate goal to develop innovation for the blue economy. The campaign call to action invited users to visit Mairos platform ([www.mairos.org](http://www.mairos.org))

The target of the campaign was the same of the previous one:

- Age: 25-60
- Country: Italy and Croatia
- Interests: research and development, ONG, robotics, universities (marine biology, archeology, engineering), companies.



 **InnovaMare Project - Interreg Italy Croatia** ...  
Pubblicato da Progetti Cube · 3 maggio ·

#InnovaMare Digital Innovation Hub (DIH) for underwater robotics is the central place for technology transfer, strengthening cooperation 🍌 and connecting stakeholders on a cross-border and transnational level from public, private and scientific research sectors, with the ultimate goal to develop innovation for the blue economy. 🌊

Follow us, dive into the depth of opportunities!

 [www.mairos.org](http://www.mairos.org)



**INNOVAMARE**  
**DIGITAL**  
**INNOVATION HUB**

Public Sector

Private Sector

COOPERATION

BLUE ECONOMY

TECHNOLOGY TRANSFER

Clicca per ingrandire

0:04 / 0:10

MAIROS.ORG

**Innovamare Digital Innovation Hub** Scopri di più

The post generated **108,578 interactions**, reaching the peak of interactions few days after the start of the campaign (May 7).

Interazioni con il post ⓘ

**108.578**

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Per interazione con i post ⓘ

**€ 0,002**

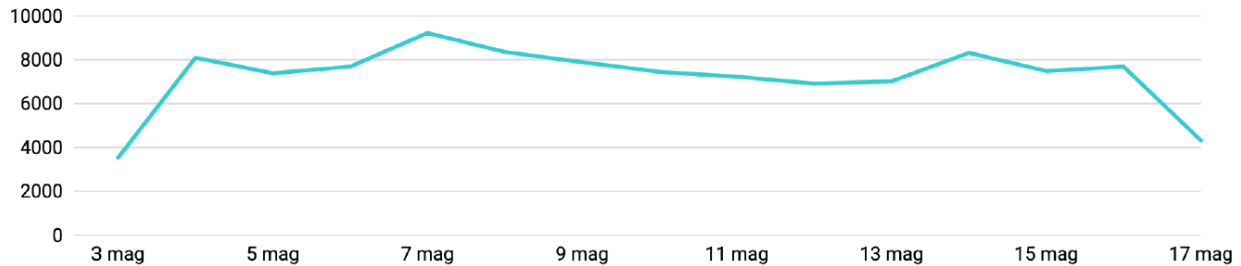
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Importo speso ⓘ

**€ 250,00**

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Interazioni con il post



Source: Facebook ADS manager

The campaign had **311,544 impressions** (how many times the content has been viewed by a single user) and a **frequency** (the average number of times each person has seen our advertisement) recorded is **2.03**, meaning that each user has seen the sponsored post 2 times over the campaign period.

Impression (valore cumulativo)

**311.544**

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Frequenza (cumulativa)

**2,03**

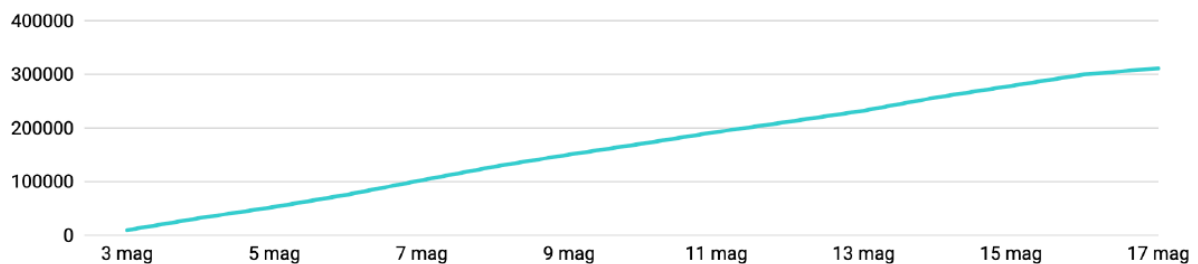
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CPM (costo di 1000 impression) ⓘ

**€ 0,80**

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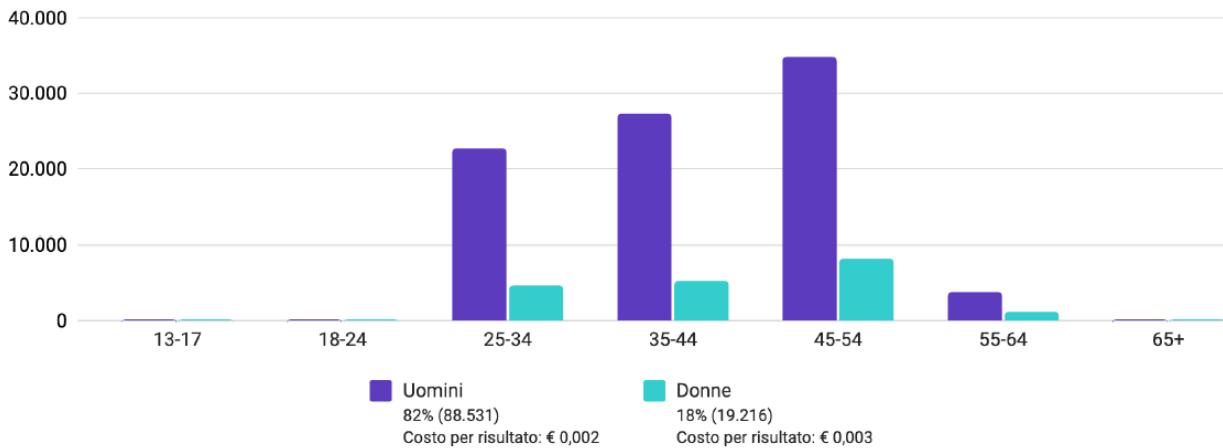
Impression (valore cumulativo)



Source: Facebook ADS manager

The **estimated coverage metric**, i.e. the number of people who viewed Innovamare's content or page, in the indicated period is **153,702**. The **total interactions** (likes, shares, comments, reactions) reached are **108,578**.

As regards the target, the advertising campaign reached a total of **107,747 users**, of which 82% men and 18% women, mainly aged between 25 and 54.



Source: Facebook ADS manager

## CONCLUSIONS

As shown in this deliverable, advertising on social networks is an interesting opportunity to maximize project visibility and raise awareness of a wider audience, difficult to reach with traditional communication and dissemination activities.

It is an extremely convenient activity, both in terms of budget to invest (drastically smaller than the investments necessary for advertising campaigns on traditional media) and in terms of effectiveness of the action. Therefore, advertising on social media should be included in all communication plans, especially for European projects which usually do not have budget for this kind of activity.

