

IMPLEMENTATION OF THE VIRAL MARKETING CAMPAIGNS

INNOCULTOUR | RERA

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INNOCULTOUR – CHANNELS, ACTIVITIES AND MESSAGES

MESSAGES

In order to create singular and consistent communication on joint web page and social media channels, **all participants delivered similar content on their activities and Sinfonia agency masterfully formatted and distributed it on social media channels.**

Heritage sites followed the same direction in terms of themes that were covered and distributed on mutual online channels, and **Sinfonia agency, in-charge of Innocultour digital presence, managed to synchronize their stories and equally promote all 8 sites.**

Unified messages and formats were necessary in order to make the Innocultour online communication consistent, the messages about all heritage sites balanced, and, simply, **to get the message through.**

Additionally, **every heritage site involved in the project distributed exactly the same messages** on their own social media profiles, web pages and/or general and specialized media, and that drew even more attention to Innocultour project.



WEB PAGE

Innocultour **does not have autonomous website**. Its central online destination is subpage within **Interreg** (Italy Croatia cross-border EU funding cooperation programme)

Italy Croatia cross-border EU funding cooperation programme encourages cooperation among the two countries by supporting 144 projects in 4 priority areas. Innocultour is one of the projects within 'Environmental and Cultural Heritage' area, one of four that Interreg is focused on.

On [Innocultour website](#) visitors can find detailed information about the project, its purpose and goals, basic information about partners of the project, multimedia library with selected visuals from all heritage sites, as well as news about all activities done by the partners in this project.

Due to the Interreg website malfunction, Sinfonia agency couldn't enrich Innoculour part of the web with more content about heritage sites who participated in the project nor was it possible to upload video clips created by participants.

SOCIAL MEDIA PRESENCE

Innocultour project opened joint social media profiles on **Facebook, Instagram and Twitter in October 2018. and Youtube channel was launched beginning of July 2019.**

Since focus was on organic growth of the community and no budget was allocated for social media campaigns, Innocultour managed to attract as few as cca 300 fans and followers.

But, thanks to Sinfonia agency who tracked and published every bit of content about participants, information about Innocultour on 4 social media networks reached thousands of people. Credit for this success also goes to every participant who published and shared information on this project on their sites and profiles.

For future reference – even the smallest budget allocated to advertising campaigns will immensely help projects to reach desired goals and targeted audience. Especially when they are a part of the enormously competitive tourism industry. Without it, it is almost impossible to successfully communicate on social media networks.

VIDEO WITH VIRAL POTENTIAL

Since video is the most popular online format, every participant of Innocultour project, as planned, produced a video that incorporates all key information about the site and experiences it offers.

Goal of every video was to be attractive, inspirational and compelling for key target group, and to underline the benefits Innocultour project had brought to them.

All participants have met the end of the project with high-quality videos that summarize values and beauty of priceless cultural heritage Italy and Croatia were built upon.

As most of the participants finished their videos end of August, this highly valuable content has just started its way towards the hearts and minds of potential visitors, and will serve as key promotional tool for years to come.