Marketing Campaign Plan

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Work Package 6:

Communication, Dissemination and reporting on the improvement in the uptake of digitalization by SMEs

Deliverable 6.3 Marketing Campaign Plan

Project Acronym: Euro-Emotur

Project Full Title: Euro-Emotur: The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions

Project number: 101038111

Type of Deliverable: Report

Level of Dissemination: Public

By: OTC. Victur/ULPGC-TIDES

Call: COS-TOURINN-2020-3-04

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October

2023

HISTORY OF CHANGES

Version	Publication Date	Change	Page
1.0	20.07.2023	▪ Initial version	
1.2	05.09.2023	▪ Addition of the Gantt diagram that reflects the identified project milestones, initiatives and upcoming key events, whilst including target dates	31

Disclaimer:

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1. Introduction

The mission of this deliverable is to clarify the promotion of the project in order to make it as successful and far-reaching as possible.

The marketing campaign plan will detail the general actions to follow to:

a) reinforce awareness about digitalization within the tourism.

b) communicate the hub as an innovative, cross sectorial, and useful networking.

c) to boost recovery tourism sector through digitalization.

d) to create a critical mass of interest in digitalization through emotions.

d) to generate high social media impact.

e) to Foster the project dissemination not only to scientists but also to the tourism industry, authorities, stakeholders, and civil society.

1.1. Reinforce awareness about digitalization within the tourism

To raise awareness among our audience (tourism SMEs) it is necessary to identify the pillars when competing in the tourism sector. From the Euro-emotur team we want to emphasize that in our promotional development, we want to promote accessibility, sustainability and digitalization.

a) Accessibility:

Euro-emotur strives to ensure that all aspects of our project are accessible to individuals with different abilities, including those with physical, sensory, or cognitive challenges.

Our commitment to accessibility means providing equal opportunities for all individuals to engage with and benefit from our neuromarketing strategies.

We work closely with experts in the field to identify barriers and develop solutions that promote accessibility and enhance the overall customer experience.

Through the application of neuromarketing techniques, we strive to create engaging and personalized experiences that resonate with individuals of varying backgrounds and preferences.

We collaborate with tourism stakeholders, including SMEs, to raise awareness about the importance of accessibility and foster a culture of inclusivity within the industry.

Our goal is to contribute to the growth and success of European tourism SMEs by harnessing the power of neuromarketing while ensuring that accessibility remains a top priority.

b) Sustainability:

Within Euro-emotur project aimed at empowering small and medium-sized tourism enterprises across Europe, sustainability takes center stage. We recognize the crucial role of sustainable practices in ensuring the long-term success and viability of these businesses. Our initiative fosters a comprehensive approach to sustainability, encompassing environmental, social, and economic aspects.

Furthermore, our project encourages SMEs to engage in responsible community tourism, forging partnerships with local stakeholders to create shared value. We emphasize the preservation of cultural heritage, support for local artisans, and promotion of authentic experiences. These efforts not only benefit the local communities but also create a unique and memorable experience for tourists.

As part of our marketing strategy, we highlight the sustainability credentials of participating SMEs, showcasing their commitment to responsible tourism. By aligning with our project, these businesses gain a competitive edge, attracting conscious travelers who prioritize sustainable options. Together, we contribute to a more sustainable and resilient tourism sector in Europe, fostering long-term prosperity for all stakeholders involved.

c) Digitalization:

Euro-emotur aimed at empowering small and medium-sized tourism enterprises across Europe, digitalization plays a pivotal role. We recognize the transformative power of digital technologies in enhancing the competitiveness and efficiency of these businesses. Our initiative focuses on harnessing digital tools and strategies to drive innovation and growth.

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Through targeted training programs, we equip SMEs with the necessary digital skills and knowledge to adapt to the rapidly evolving landscape. This includes leveraging online marketing techniques, adopting e-commerce platforms, and implementing customer relationship management systems. By doing so, we enable SMEs to expand their reach, attract a wider audience, and optimize their operations.

As part of our marketing strategy, we emphasize the digital transformation achievements of participating SMEs, highlighting their ability to leverage technology to enhance the customer experience. By aligning with our project, these businesses gain a competitive advantage, attracting tech-savvy travelers and positioning themselves as leaders in the digital era.

Digitalization is the pillar is of this project, which will lever the other two critical cues: sustainability and accessibility.

1.2. Communicate the hub as an innovative, cross sectorial, and useful networking

The Euro-emotur team will work to ensure good dissemination of the Call through our social networks and our international webinar, in addition to the webinars that will be held in the different local languages that make up the Consortium (Spanish, English, French, Italian, Finnish). This is noteworthy, as in the Euro-emotur project, in case of not being a selected tourism SME, there will be the opportunity to join the digital hub in which such tourism SMEs without funding can benefit from the necessary knowledge to boost their business. This hub and its communication will be guided by the following principles:

To boost recovery tourism sector through digitalization

Europe is the leading tourist destination in the world. Tourism is at the center of a huge ecosystem of businesses that contribute substantially to prosperity and jobs in all Member States. However, the coronavirus outbreak put the

EU's tourist industry under unprecedented pressure. Travelers and businesses alike faced uncertain prospects. In this context, the Technological gap is one of the biggest challenges faced by tourism SMEs and there is no doubt that Innovation and Digitalization will be paramount issues for SMEs in this new post-COVID era.

This is why this project will support these small and medium-sized enterprises by means of digital tools. This will also be one of our pillars when promoting our project.

To create a critical mass of interest in digitalization through emotions

Neuromarketing may assist companies to explain, for instance, how tourists perceive prices in holiday advertisements in terms of design features, positioning, and content. Physiological data collection (currently referred as biometric measurement) methods can be used on consumers' buying decisions in tourism. Positive statements from previous clients in visual ads shapes potential guests' impulsive preferences. The consumers pay much more attention to the discount rate than the reduced price. The presentation of early reservation discounts along with the prices is much more effective. The labels of discount rates and reduced prices should be placed at the center of the visual promotion (Boz, Arslan, and Koc, 2017). These examples illustrate how the SMEs `interest in digitalization through emotions will be cached.

In the digital era in which we find ourselves, for the tourism sector to take off, we must emphasize neuromarketing tools, as to improve the experience of tourists we must focus on their emotions. For this reason, part of our campaign will be aimed at promoting the tools to carry out these analyses in our social media channels and in our workshops.

Promotional actions to create a high social media impact.

The objective of this promotional action plan is to increase awareness and engagement with the Euro-Emotur project among the target audience. By implementing effective marketing strategies, we aim to attract more participants and create a positive impact on the tourism industry.

Promotional Channels and Activities:

- **Digital Marketing:**

a) Use the project´s website https://euroemotur.eu/ with comprehensive information about Euro-Emotur, its goals, and participating stakeholders.

b) Optimize the website for search engines (SEO) to improve visibility.

c) Create engaging content, including blog posts, articles, and videos, highlighting the emotional aspects of the participating destinations.

d) Leverage social media platforms (Facebook, Instagram, Twitter, Linkedin and Youtube) to share captivating stories, testimonials, and updates.

e) Launch targeted online advertising campaigns to reach potential participants.

f) The use of the newsletter to close our project to the targeted audience.

g) Regularly monitor and evaluate the effectiveness of the promotional activities by tracking website traffic, social media engagement, media mentions, and participant registrations (Google analytics). Use the gathered data to refine and optimize the promotional strategies for better results.

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h) Collaborate with sister projects, partners and awarded SMEs to showcase their emotional experiences with Euro-Emotur.

Offline Promotion:

a) Organization of relevant events and exhibitions organized by the project (e.g. euro-emotur week) to reach target audience and network with key stakeholders.

Examples of relevant events: face-to-face meeting 22nd -24th March in Gran Canaria; Consortium online meeting in February 22nd related to the launch of the Call and in October 2023 -face-to-face meeting in Finland (Euro-emotur week).

b) Conduct Workshops and training sessions to educate and inform target audience on the benefits of digitalization in tourism and use

of neuromarketing in the lab. With the aim of sharing and building knowledge it will be organized 2 project workshops and 2 webinars about digitalization through emotions. These actions will be organized with the aim of disseminating the project, exchange experiences, boost new initiatives and networking, transfer knowledge and share new trends and opportunities with SMEs, destinations, tech providers and stakeholders.

- **Collaborations:**

a) Establish partnerships with other EU-funded projects, tourism associations, and organizations to leverage their networks and promote cross-promotional activities.

b) Collaborate with European tourism boards and visitor centers to distribute and disseminate the project and its activities and results.

c) Collaborate with local institutions -three clusters: Veneto, Canary Islands and Finland) to create unique experiences that combine emotion, digitalization, and tourism, using the results of the project.

2. Marketing Campaign Plan

For the correct development of the project and its dissemination, the Euro-emotur team has worked in a Marketing plan in which we initially address our audience and our objective.

Audience: tourism SMEs

a) Travel agencies, tour operators, and accommodation businesses (all the eligible tourism SMEs to this call).

b) Other tourism SMEs.

c) Tourism industry professionals and stakeholders.

d) Neuromarketing Labs.

e) Technological service providers.

f) Policymakers and decision-makers in the tourism industry.

g) Tourism researchers and academics in related fields.

h) Travelers and tourists who are interested in learning more about the tourism digitalization trough emotions.

i) Local communities and stakeholders involved in the tourism sector.

Objective: to reach the tourism ecosystem of European SMEs.

a) Raise awareness about Euro-Emotur and its research among the target audience.

b) Position Euro-Emotur as a thought hub in the tourism industry.

c) Drive engagement with stakeholders and the wider public.

d) Increase the number of people visiting the Euro-emotur website.

e) Increase the number of stakeholders who subscribe to Euro-Emotur newsletter.

f) Create a critical mass of interest in digitalization through emotions.

g) Generate high social media impact.

2.1.   Inbound Marketing Actions

a) Content creation and optimization to inform and educate target audience on the benefits of digitalization in tourism.

b) SEO optimization to improve visibility on search engines (use of Google Analytics on Euro-emotur Website).

c) Use of relevant hashtags and influencer outreach to reach wider audience.

d) Other actions to be taken:

- Corporate Identity
- Communication content and implementation (Social-media configuration, management and weekly updating; Thematic audio-visual content produced by internal social media management; Online marketing actions such as social media awareness posts, promotional advertising campaigns
- HUB Launch
- Attendance at sectorial fairs (It will be showed some of the technology used by SMEs for their promotion, such

as, Virtual and Augmented Reality, Mixed Reality Technology, Eye Tracking, EEG, Face coding, etc. Moreover, presentations, digital fact sheets, press material and press notes, will be developed.

- Final Conference – Promotional Event.

2.2. Email Marketing campaign

a) Development of email templates to reach target audience and communicate the benefits of digitalization in tourism.

b) Email list segmentation to tailor messages to specific groups (Using Mailchimp).

c) Personalized and targeted email messages to engage with the target audience.

d) Marketing campaign (Once the call is launched, an initial marketing campaign will be developed to increase visibility and awareness).

2.3. Website analysis

To ensure the success of this marketing Plan we will make use of Google Analytics (see annex 1) in order to understand the impact of our publications, improving and adapting them if necessary. Google analytics will be a useful tool to track the impact on the target audience such as:

- Measure our website KPIs:

  Every time a user visits a webpage, the tracking code will collect pseudonymous information about how that user interacted with the page.

- Process and report

  Google analytics packages that send the data to be processed into reports. When Analytics processes data, it aggregates and organizes the data based on Euro-emotur aspects and expectations. This way Euro-emotur teams can track the website traffic, analyze the segments and the audience.

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2.4. Social Media and Ad Campaign

a) Development of social media content and graphics to communicate the benefits of digitalization in tourism.

b) Use of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to reach target audience.

c) Running targeted social media ads to reach a wider audience and generate leads.

d) Media coverage (e.g., press releases, online newspapers, International TV Channels, etc.).

The project can target audiences according to territory and activity and identify individuals within organizations with interests relevant to the project. In addition to its social media presence, it issues monthly newsletters to a broad audience including many nonmembers, who will act as a multiplier.

Direct marketing activity is complemented by the project's partners which cultivate networks of SMEs across Europe. While English is used as primary common language, we also communicate in French, Finish, Italian and Spanish.

Promotional and explanatory materials will be devised and produced initially in English for both direct marketing and social media placement to generate interest. To engage the breadth of SMEs, a budget will be allocated for translation. Supplementary materials in other languages will be used to raise awareness, depending on the analysis of market needs.

In line with the Call's scope, potential candidates will be sought via direct email campaigns drawing attention to the Open Call procedure. The messaging and targeting will be emulated by other programme partners.

The dissemination on our social media (see annex 2. Examples of posts in Euro-emotur social media) and the publication of relevant news on our website has been developed on regular basis. (see table 1).

Table 1 – Euro-emotur Social Network

Icon	Social Network	Link Social Network	Actions
	Facebook	https://www.facebook.com/euroemotur/	2 posts every month
	Instagram	https://www.instagram.com/euroemotur/	3 stories and 2 posts every month
	Twitter	https://twitter.com/euroemotur	4 posts every month
	Linkedin	https://www.linkedin.com/company/euroemotur/	4 posts every month
	Youtube	https://www.youtube.com/channel/UCChvlr8UHW60KPZIrYCBHqA	2 videos every two months

3. Main tools to reach the Euro-emotur audience target

Newsletter and Mailchimp are two effective marketing tools that are going to be utilized in Euro-emotur to approach the project to our target audience and implement the marketing campaign plan.

In summary, incorporating newsletters and leveraging the functionalities of Mailchimp in the marketing plan of a Euro-emotur can significantly enhance communication efforts, increase audience engagement, and effectively track the impact of email campaigns and track the effectiveness in the launching of our Call for the SMEs and the Euroemotur hub.

3.1. Mailchimp

Mailchimp, on the other hand, is a widely used email marketing platform that provides a comprehensive set of features for creating, managing, and analyzing email campaigns. It offers user-friendly templates, customization options, and automation tools to streamline the process of designing and sending professional-looking emails. Mailchimp enables the project team to segment their subscriber list based on specific criteria, allowing them to

target different audience segments with tailored content and messages. The platform also provides robust analytics and reporting capabilities, which help measure the effectiveness of email campaigns through metrics like open rates, click-through rates, and conversion rates.Our mailchimp database has our target audience as companies related to the tourism sector, public bodies.

3.2. Newsletter

A newsletter is a recurring email publication that is sent to a group of subscribers who have willingly opted in to receive updates and information regarding the project. It functions as a potent communication channel for actively engaging with the project's intended audience and ensuring they are well-informed about the most recent progress, events, and accomplishments. Newsletters can be personalized, visually attractive, and incorporate diverse content formats such as articles, announcements, interviews, and success stories. By nurturing a sense of community, newsletters contribute to fortifying relationships with the project's stakeholders.

Newsletter Objectives:

- Inform and Update: The newsletter will serve as a platform to disseminate updates, news, and key achievements of the Euro-emotur project. It will keep stakeholders, partners, and the wider community informed about the latest developments, events, and outcomes.

- Engage and Inspire: The newsletter will engage readers by featuring compelling stories, interviews, and success stories related to the project's activities. It will aim to inspire individuals and organizations to get involved and contribute to the project's mission.

- Promote Collaboration: The newsletter will highlight collaboration opportunities, such as workshops, conferences, and networking events, to encourage interaction and knowledge exchange among project participants.

- Raise Awareness: The newsletter will help raise awareness about the Euro-emotur project, its goals, and the positive impact it aims to achieve within the tourism sector. It will promote the project's values, initiatives, and innovative approaches.

Newsletter Content:

- **Project Updates:** A section dedicated to sharing project updates, including milestones reached, completed activities, and ongoing research initiatives.

- **Spotlight on Partners:** Highlighting the contributions and success stories of project partners, showcasing their expertise and involvement in Euro-emotur.

- **Event Announcements:** Promoting upcoming Euro-emotur events, workshops, conferences, and seminars, including registration details and topics to be covered.

- **Case Studies:** Showcasing successful case studies that demonstrate the positive impact of emotional tourism in different regions and destinations.

- **Call for Contributions:** Encouraging stakeholders and project participants to share their experiences, research findings, and innovative ideas related to emotional tourism.

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Newsletter Design:

- **Visual Appeal:** The newsletter design will be visually engaging, incorporating high-quality images, infographics, and illustrations related to emotional tourism and sustainable travel.

- **Brand Consistency:** The design will align with the Euro-emotur brand identity, including the project's logo, color palette, and typography, ensuring a cohesive visual representation.

- **Responsive and Accessible:** The newsletter design will be responsive, adapting seamlessly to different devices and screen sizes. It will also comply with accessibility standards, allowing all recipients to access the content easily.

- **Clear and User-Friendly Layout:** The newsletter will have a clear and intuitive layout, enabling readers to navigate the content effortlessly.

Sections will be properly organized, and a table of contents will be included for quick reference.

- Engaging Call-to-Action: Each newsletter issue will include interactive elements and clear call-to-action buttons, directing readers to relevant resources, events, or opportunities for engagement.

Distribution and Frequency:

- Distribution Channels: The newsletter will be distributed via email to project stakeholders, partners, and individuals who have expressed interest in the Euro-emotur project. It will also be accessible on the Euro-emotur website, allowing visitors to subscribe and receive future issues.
- Frequency: The newsletter will be published every 3 months.

Example of newsletter

Coming soon...

THE JOURNEY TOWARDS DIGITALISATION. THINKING DIGITAL TOURISM THROUGH NEUROMARKETING AND EMTOIONS

Launching of the Call forProposal - Mid-June 2023

EURO-EMOTUR. The Journey towards digitalization. Thinking digital tourism through neuromarketing and emotions. start in June 2023!

The Euro-emotur Digital Acceleration Programme aims to support more than 100 tourism SMEs in their digital transformation processand build their capacity to uptake digital and innovative solutions.

By presenting their project of digital transformation, tourism SMEs will have the chance to get funding (up to max € 10.000 and to implement it with the support of a mentor/expert and get access to an international network.

More info

Join our online community EURO-EMOTUR!

Brings together tourism businesses and stakeholders. We connect your peers and providers to build a network within and across ians. If you are eager to exchange and discuss ideas, share goods, and make tourism better for everyone, join us in this community.

Join us

EUROEMOTUR WEB

Follow us in
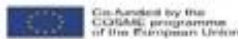
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ETOA   emotur lab   NECSTouR

CISET   Instituto Universitario de Turismo y Desarrollo Económico Sostenible   Tidus   Haaga-Helia

4. Euro-emotur corporate identity material

Euro-emotur project partners will use the project corporate identity in their communication and dissemination actions, with messages and tools suitable for each type of target group. This corporate identity is especially useful for beneficiaries, as it lays the foundations of how the project will be developed (see applied examples in annex 3). It is also a reminder that this project is aimed at all those SMEs that want to benefit from this program with the motive of promoting the tourism sector and innovating through the emotions of tourists. .

These guidelines will lay the groundwork for how the project idea will be disseminated throughout its life cycle effectively and practically:

The manual is mandatory (see D6.1 Corporate Identity Report).

The graphic brand must be used as stated in the provisions of this manual, therefore any kind of alteration is prohibited, such as those described in the "Incorrect use" section.

The hierarchy of colour range usage described in this manual will prevail.

The use of the official Montserrat font is mandatory in corporate media, and its use should prevail in materials from Public bodies/entities related to the EuroEmotur project.

When using activities or corporate publications in communication or promotional materials (printed or digital), in the case of coexistence of 2 or more Public bodies/entities of this project, the generic brand must appear only once.

This manual does not affect the identity of Organisations, Foundations and Legal Entities linked to the project, which maintain their own regulations, but it regulates their visual relationship with that of the project.

The presence and use of the EuroEmotur brand, in digital media (websites, social media, etc.) and physical media (stationery, signage, merchandising, etc.) is regulated.

Figures from the Brand book:

LOGO V.1

The V.1 version of the logo corresponds to its horizontal
version. It must always be accompanied by the EU logo.
In addition, the EU logo must always be accompanied by
the following text: Co-financed by EISMEA - COSME
program of the European Union under grant agreement
101038111.
A security area has been created so that the logo is always
legible and respects the spaces.
The minimum height of the EU emblem shall be 1 cm.

v.1.A

euro-emotur

Security area

euro-emotur

COLOURS V.1

The logo must always be in a single ink, the
specified blue or black one.
Furthermore, the EU logo must respect the
colours provided in its manual.

v.1.A

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v.1.B

euro-emotur

v.1.C

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v.1.D

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PANTONE 635C	PANTONE REFLEX BLUE	PANTONE YELLOW C	PANTONE BLACK C	PANTONE COOL GRAY 5 C
CMYK 89, 66, 21, 0	CMYK 100, 86, 8, 0	CMYK 0, 21, 91, 0	CMYK 0, 3, 0, 100	CMYK 33, 25, 26, 5
RGB 45/68/128	RGB 3/51/153	RGB 253/204/0	RGB 29/29/27	RGB 179/178/178
HEXADEC. #2d4480	HEXADEC. #003399	HEXADEC. #FFCC00	HEXADEC. #1D1D1B	HEXADEC. #B2B2B2
RAL 290 30 35	RAL 290 30 40	RAL 090 80 90	RAL 000 15 00	RAL 000 70 00
VINILO MACal 8339-02 Pro				

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LOGO V.1 + PARTNERS INSTITUTIONS

Euro-emotur logo can also be accompanied by
that of its partner intitutions, both in the
horizontal and vertical version.

v.3.A

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Consejería de Turismo,
Industria y Comercio

NECSTouR   ULPGC   Tides
Instituto Universitario de
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Económico Sostenible

v.3.B

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of the European Union   Instituto Universitario de
Turismo y Desarrollo
Económico Sostenible

TYPOGRAPHY

The Bauhaus Std font corresponds to that of the
logo, it has no other uses further than that. The
Montserrat font is the one used in the logo
applications and its variants.

Bauhaus Std

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ 1234567890 #@¡!¿?
abcdefghijklmnñopqrstuvwxyz

Montserrat

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ 1234567890 #@¡!¿?
abcdefghijklmnñopqrstuvwxyz

INCORRECT USES

Any version of the logo that does not respect the
above specifications is not allowed. We will see
some examples below:

euro-emotur   euro   euro-emotur

euro emotur   euro-emotur   euro-emotur

euro-emotur

GRAPHIC CONCEPT

We have created an image that represents the brand concept and that will bring dynamism to its applications.

APPLICATIONS

Here are some standard stationery applications.

Vertical Din-A4

Business card (two-sided)

Horizontal Din-A4

APPLICATIONS

Here are some standard stationery applications.

Folder

Envelope

APPLICATIONS

Here are some printed applications.

Deliverable cover

Deliverable interior

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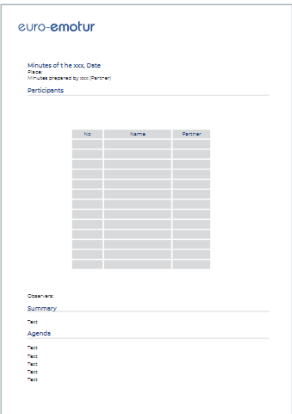
APPLICATIONS

This is how the image is displayed in public spaces.

Totem

Billboard

Mupi

APPLICATIONS

Brand applied to merchandising.

Bag

Notebook
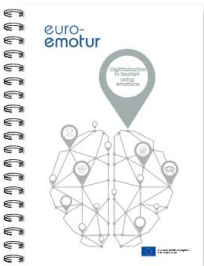
Pendrive

Pen

5. The role of the partners and their effort in the Marketing Plan

Each partner will have a role in the marketing plan taking into account their PM and approved GA.

ULPGC-TIDES

ULPGC-TIDES will have a greater workload in the marketing plan, as it will be coordinating the actions:

- Create the material to disseminate;
- Media coverage;
- Thematic audio-visual content produced by internal social media management, aligned to the messages of the campaign and focused on social channels, advertising, and public use.

Meanwhile, the rest of the partners (Haaga-Helia; NECSTouR; ETOA and CISET) will have a supporting role in which they, among others, will share the progress of the project on their social networks and events.

Cabildo de Gran Canaria (Turismo de Gran Canaria), replacing OTC-VICTUR, will be the Leader of WP6 "Communication, Dissemination and reporting on the improvement in the uptake of digitalization by SMEs". Turismo de Gran Canaria together with ULPGC-TIDES is also the task Leader of the T6.2 "Marketing camping" and deliverable 6.3 "Marketing Campaign Plan". The effective communication and dissemination of Euro-emotur project is a joint effort, so all consortium partners will be proactively engaged in the implementation of WP6 activities. Detailed roles and responsibilities under WP6, as well as the allocated effort per partner, are described in D6.

6. KPIs

Within this section, we will delve into both the anticipated and current key performance indicators (KPIs) for the dissemination of the project.

To ensure widespread coverage across regions and maximize the project's influence, we have established an extensive network and diverse communication tools, known as our "own media." These resources will be effectively employed to disseminate information and expand outreach. The following enumeration presents compelling data and statistics related to our own media channels.

- More than 2K followers/ interactions on Facebook
- More than 18K views/ interactions on YouTube
- 17K Followers/interactions on Twitter
- 35K Followers/ interactions on Instagram
- 5.000 Newsletter subscribers, including tourism professionals, media, public administrations, and general public.

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Annex 1. Example of Google analytics applied to the project website after its launch.

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¿CUÁL ES LA TENDENCIA DE USUARIOS ACTIVOS?

Actividad de los usuarios a lo largo del tiempo

• 30 DÍAS
15

• 7 DÍAS
3

• 1 DÍA
1

¿CÓMO RETIENE A LOS USUARIOS?

Actividad de los usuarios por cohorte
Basados solo en los datos del dispositivo

	Semana 0	Semana 1	Semana 2	Semana 3	Semana 4	Semana 5
Todos los usuarios	100,0 %	7,7 %	0,0 %	0,0 %	0,0 %	0,0 %
9 abr - 15 abr						
16 abr - 22 abr						
23 abr - 29 abr						
30 abr - 6 may						
7 may - 13 may						
14 may - 20 may						

6 semanas, hasta el may 20

Ver retención →

¿QUÉ PÁGINAS Y PANTALLAS OBTIENEN MÁS VISUALIZACIONES?

Vistas por Título de página y clase de pantalla

TÍTULO DE PÁGINA Y CLASE DE…	VISTAS
Digitization proj...MEs | EURO-EMOTUR	17
Proyecto de digita...cas | EURO-EMOTUR	10
Partners - The EUROEMOTUR Project	6
EUROEMOTUR Proj...OEMOTUR Project	3
Consortium - Le projet EUROEMOTUR	1
Consortium - The...ROEMOTUR Project	1
El Proyecto - Proyecto EUROEMOTUR	1

Ver páginas y pantallas →

¿CUÁLES SON SUS EVENTOS PRINCIPALES?

Número de eventos por
Nombre del evento

NOMBRE DEL EVENTO	NÚMERO DE EVENTOS
page_view	39
session_start	28
user_engagement	27
first_visit	11
scroll	9

Ver eventos →

¿CUÁLES SON SUS CONVERSIONES PRINCIPALES?

Conversiones por Nombre del evento

NOMBRE DEL EVENTO	CONVERSIONES

No hay datos disponibles

Ver conversiones →

¿CUÁLES SON SUS PRODUCTOS MÁS VENDIDOS?

Artículos comprados por
Nombre del artículo

NOMBRE DEL ARTÍ...	ARTÍCULOS COMP...

No hay datos disponibles

Ver elementos →

DATOS SOBRE LA ACTIVIDAD EN SUS PLATAFORMAS

Conversiones ▾ por Plataforma

No hay datos disponibles

Ver detalles de la tecnología →

7. Gantt Diagram – marketing activities and KPIs

Euro-emotur Project

Tasks	number of the Task	Miletstone	2022											2023										2024												2025
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Communication content and implementation	Communication content and implementation	MS8 - Brand image evolution of the project and the SMEs is analysed				Task 6.3.																			MS8												
Attendance at sectorial fairs	Task 6.7. Attendance at sectorial fairs.	MS8 - Brand image evolution of the project and the SMEs is analysed														Task 6.7.									MS8												
Generate high social media impact		MS8 - Brand image evolution of the project and the SMEs is analysed																							MS8												
HUB Launch and maintenance	Task 6.5. HUB Launch	MS9 - The progress in the uptake of digital solutions and transformation of 100 SMEs is evaluated through the emotional-reputational index																				Task 6.5.														MS9
Email list segmentation to tailor messages to specific groups (Using Mailchimp)	Task 6.3. Communication content and implementation	MS8 - Brand image evolution of the project and the SMEs is analysed																							MS8												
Newsletter	Task 6.1. Corporate Identity	MS8 - Brand image evolution of the project and the SMEs is analysed																				Task 6.1			MS8												
Webinars & workshops	Task 6.8. Webinars & Workshops.	MS9 - The progress in the uptake of digital solutions and transformation of 100 SMEs is evaluated through the emotional-reputational index														Task 6.8.																					MS9
Euro-emotur week	Task 6.8. Webinars & Workshops.	MS8 - Brand image evolution of the project and the SMEs is analysed																				Task 6.8.			MS8												
Scientific Conferences & Events	Task 6.9. Scientific Conferences & Events	MS8 - Brand image evolution of the project and the SMEs is analysed																				Task 6.9.			MS8												
Final Conference – Promotional Event	Task 6.12. Final Conference – Promotional Event	MS8 - Brand image evolution of the project and the SMEs is analysed																							MS8												T6.12
EURO - EMOTUR Website	Task 6.4. EURO - EMOTUR Website	MS10 - EURO EMOTUR Website and Hub platform are launched and optimized								Task 6.4														M10	MS8												
Manuals and best practices	Task 6.6. Manuals and best practices	MS10 - EURO EMOTUR Website and Hub platform are launched and optimized																				Task 6.6.															

Euro-emotur Project

KPI WP6	Miletstone	2022											2023											2024												2025
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Corporate Identity	MS8 – Brand image evolution of the project and the SMEs is analysed																																			
Marketing campaign	MS8 – Brand image evolution of the project and the SMEs is analysed																																			
Communication content and	MS8 – Brand image evolution of the project and the SMEs is analysed																																			
EURO– EMOTUR Website	MS10 – EURO EMOTUR Website and Hub platform are launched and optimized																																			
HUB Launch	MS9 – The progress in the uptake of digital solutions and transformation of 100 SMEs																																			
Manuals and best practices	MS10 – EURO EMOTUR Website and Hub platform are launched and optimized																																			
Attendance to sectorial fairs	MS8 – Brand image evolution of the project and the SMEs is analysed																																			
Webinars & Workshops	MS9 – The progress in the uptake of digital solutions and transformation of 100 SMEs																																			
Scientific Conferences & Events	MS9 – The progress in the uptake of digital solutions and transformation of 100 SMEs is evaluated through the																																			
Online Living Lab Week	MS9 – The progress in the uptake of digital solutions and																																			
Financial Indicators of Score Card	MS9 – The progress in the uptake of digital solutions and transformation of 100 SMEs is evaluated through the																																			
Final Conference – Promotional Event	MS8 – Brand image evolution of the project and the SMEs is analysed																																			

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Annex 2. Examples of posts in Euro-emotur social media
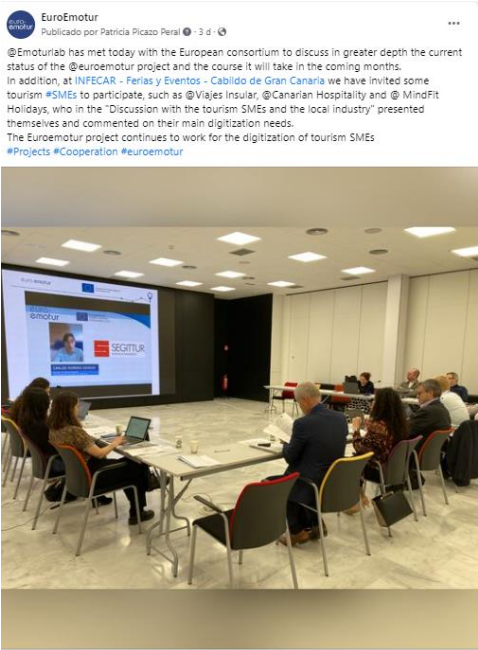
Figure 1 – Post Facebook
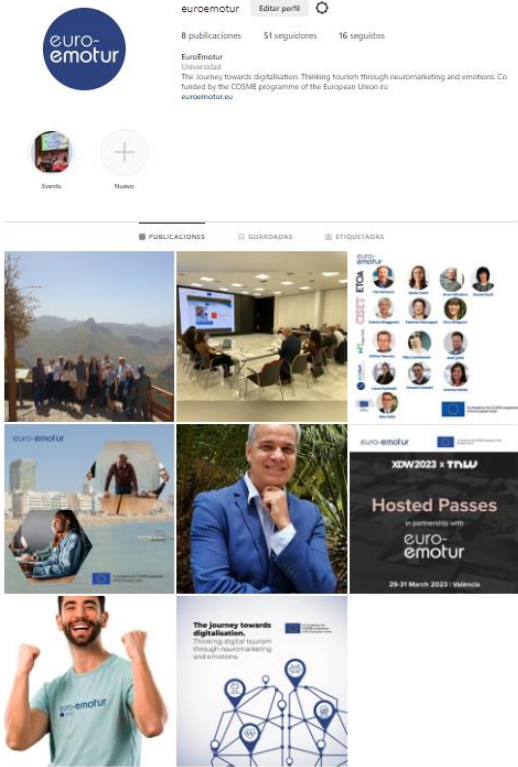
Figure 2 – Feed Instagram

Figure 3 – Post Twitter

Figure 4 – Post LinkedIn

Annex 3. Examples of applied practices of the corporate identity of the project
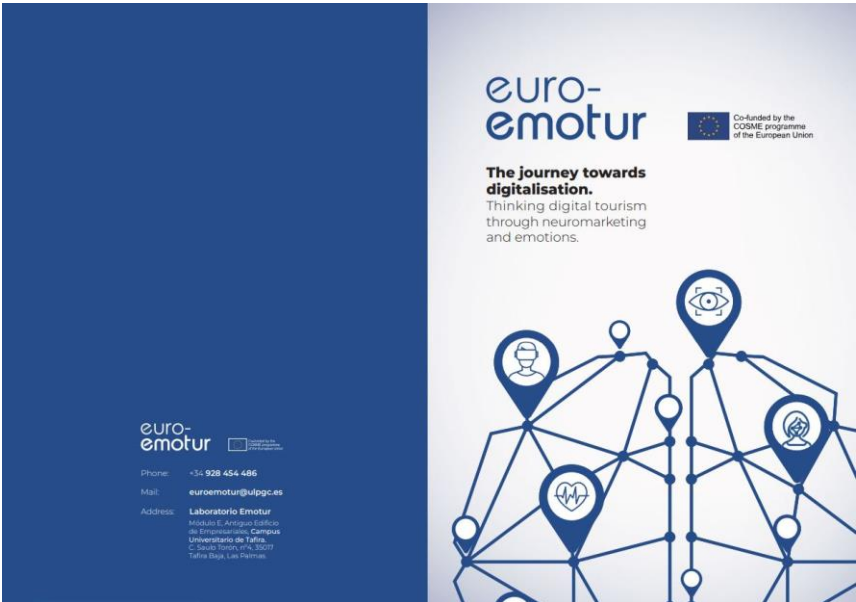
Figure 5 – Example of file version 1
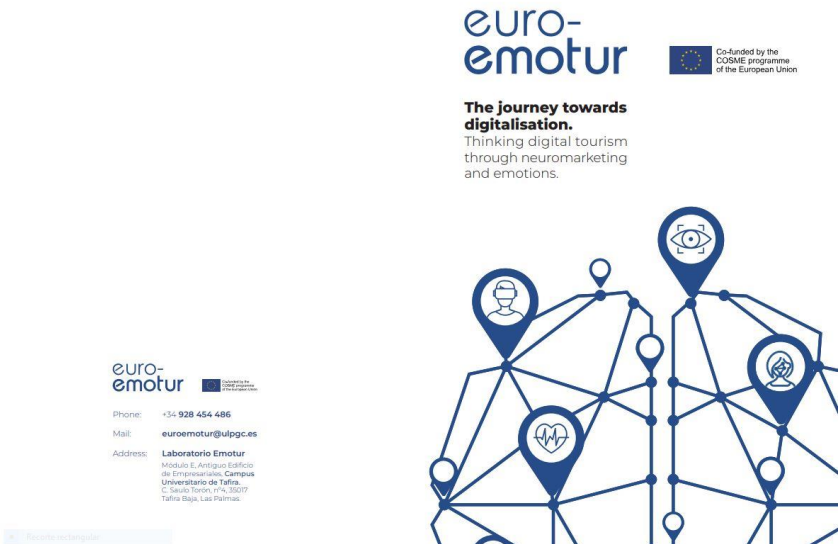

Figure 6 – Example of file version 2

Figure 7 – Euro-emotur PPT template