

3.5 Communications Strategy 2019

2019 Communications Strategy

Objectives:

- Increase traffic to website
- Increase number of members

Tools

- IVIS
- Website
- Videos & other collaterals
- LinkedIn presence
- Paid advertisement

Target groups	Tool	Actions	Priority level	Planning	Owner	Budget	KPI	Status September	
Prospect members	1. IVIS	Sponsor and attend IVIS 2019 & approach potential members	1	Q3 2019	Office & members	7,000€ for sponsorship (not under COMMA budget)	Get 2 new full members to join	IVIS • Sponsorship agreement signed in May - 5,000€ • 100€ discount in registration fee for all VIPA members • Speaking slot to President • Collaterals for event advertisement in conference book (2 pages), conference bag insert, roll-up banner: all ready for printing/production in Japan Membership outreach • 1 academia member joined in March –Oak Ridge National Lab, USA • Key prospect members emailed with some support of members • Meetings all IVIS with prospect members	
	2. Website	2.1 Website optimization internally & with developers; increasing website traffic & ranking; 2.2 Generate more content 2.3 Enhance Chinese section of the website/ evaluate other channels	1	1) Q1 2019 2) All 2019 3) Q1 2019	Office & developers	1) Alias: 750 €; VIPA Office: 5h	• SEO upgrade completed by Alias with support of office (re-drafting text of website) • LinkedIn page and Youtube banner logos added in upper-right corner • Changes to homepage: video box & better configuration of news section 4 press releases published, website sections have been re-drafted for SEO Agreed in board meeting Leeds not to invest on Chinese section of website cause not sure that's best platform to reach out to Chinese companies		
Prospect members; stakeholders; policy	3. Press releases	3.1 Produce press releases (using sufficient keywords) or reuse press releases from the past in case new content is missing 3.2 Translate press releases to Mandarin	1	1) All 2019 2) All 2019	Members & office	1) VIPA Office: 3h/press release 2) Awaiting quote	4 press releases published, 1 technical bulletin Agreed in board meeting Leeds not to invest on Chinese translation because little value		
	4. Case studies	4.1 Produce case studies (using sufficient keywords) or reuse case studies from the past 4.2 Make use of VIPA conference case studies	1	1) All 2019 2) Q1 2019	Members & office	1) VIPA Office: 3h/case study 2) VIPA Office: 2h/case study	• 1st case study published - Pouget Consultants 29 Jan • 2nd case study of Kingspan published in May Case study Pouget Consultants 29 Jan		
	5. Newsletters	5.1 Create newsletter bi-annually for members 5.2 Create external version of newsletter for	1	1) June & Dec 2019 2) June & Dec 2019	Office	182) VIPA office	Website traffic: new requests via website's Issued 2 September - on 9 Sept. - 41% open rate To be issued September		

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Website optimisation & SEO upgrade

- All pages have been rewritten in line with SEO requirements
- Homepage layout was optimised: video section created and added at the top

Next steps: results of SEO upgrade will be visible over time – provided website is populated with new content on regular basis

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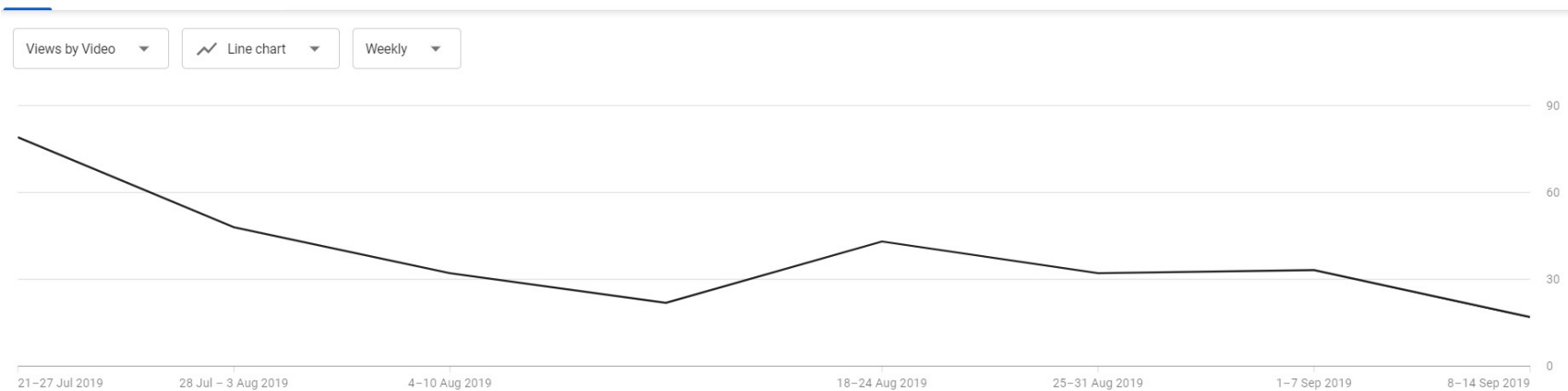


Video on appliances published July 2019

- Voice-over English
- Subtitles: JP, CN, NL, FR, GE, SL
- Also available on Youku (Kellen office China)



No paid promotion - 300 views at the moment



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Video on appliances published July 2019

How to get more views?

Compared YouTube analysis - 1st general video

Views from external traffic source

- Members
- linkedIn

VIPA International - Vacuum Insulation Panel Association		Vacuum insulation panels in home appliances	
13 Dec 2018 - 13 Dec 2018		13 Dec 2018 - 13 Dec 2018	
Since uploaded (lifetime)		Since upload	
Video	Traffic source	Views	Subscriptions
VIPA International - Vacuum Insulation Panel Association		1,383	100.0%
External		1,383	100.0%
YouTube search		181	9.2%
Other YouTube features		175	8.9%
Direct or unbranded		138	7.7%
Channel pages		38	1.9%
Suggested videos		35	1.8%
Playlist page		4	0.2%
Browse features		3	0.2%
Playlists		—	0.0%
Vacuum insulation panels in home appliances		319	100.0%
External		146	45.8%
Other YouTube features		86	27.0%
Direct or unbranded		36	9.4%
Channel pages		27	8.5%
YouTube search		22	6.9%
Browse features		5	1.6%
Suggested videos		3	0.9%

Traffic source > External		Views	
VIPA International - Vacuum Insulation Panel Association		1,383	100.0%
va-q-tec.com		251	18.1%
Google Search		90	6.5%
YouTube		82	5.9%
linkedin.com		31	2.2%
vacuum-panels.co.uk		18	1.3%
vipa-international.org		15	1.1%
linkedin.android		9	0.7%
WhatsApp		5	0.4%
collabserv.com		5	0.4%
Gmail		4	0.3%
Google		4	0.3%
bing.com		4	0.3%
com.samsung.android.email.provider		3	0.2%
kasserver.com		3	0.2%
com.linkedin.android		2	0.1%
com.microsoft.office.outlook		2	0.1%
euractiv.com		2	0.1%

Vacuum insulation panels in home appliances		146	100.0%
linkedin.com		16	11.0%
panasonic.com		10	6.8%
Google Search		9	6.2%
linkedin.android		8	5.5%
Gmail		7	4.8%
YouTube		6	4.1%
Facebook		5	3.4%
vipa-international.org		5	3.4%
lnkd.in		2	1.4%
Samsung Internet for Android		1	0.7%

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Paid advertisement

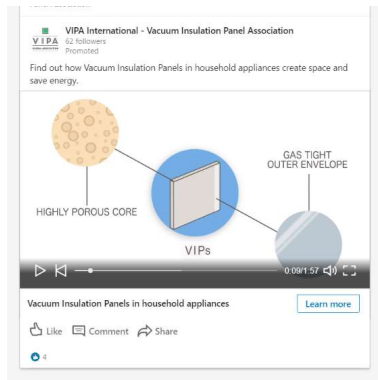
- To start after SEO upgrade which was finished in August
- Test case with LinkedIn - new company page created recently but still low n° of followers
 - Campaign running for 1 week: 80€
 - Targeted audience: LinkedIn member groups (Appliance manufacturers, Insulation experts, Global Insulation, Insulation Network): Belgium, Germany, France, UK
 - Objective: video views (inside LinkedIn only) + click through to website page on appliances

Next steps: evaluate LinkedIn and compare with google ad - to be further discussed with the Digital Communication WG

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LinkedIn Campaign: video views



1172 views (saw the video)

CAMPAIGN MANAGER				
CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS ACCOUNT ASSETS				
Demographics for campaign: Videoweeergaven - Sep 5, 2019				
View Demographics Display Company industry Time range: 9/5/2019 - 9/12/2019				
Demographic metrics and associated to product (member privacy) Learn More				
Name	Impressions	Clicks	Average CTR	Cost
Construction	722 (22.11%)	7 (21.62%)	0.97%	Bids
Building Materials	521 (16.61%)	4 (16.16%)	0.76%	Bids
Oil & Energy	231 (7.67%)	Below reporting minimum	-	Bids
Mechanical or Industrial Engineering	156 (5%)	Below reporting minimum	-	Bids
Chemicals	166 (5.17%)	4 (12.27%)	3.22%	Bids
Consumer Goods	149 (4.54%)	Below reporting minimum	-	Bids
Information Technology and Services	130 (3.98%)	Below reporting minimum	-	Bids
Management Consulting	103 (3.15%)	Below reporting minimum	-	Bids
Consumer Electronics	101 (3.09%)	Below reporting minimum	-	Bids
Automotive	85 (2.64%)	Below reporting minimum	-	Bids
Machinery	78 (2.39%)	Below reporting minimum	-	Bids
Renewables & Environment	76 (2.33%)	Below reporting minimum	-	Bids
Electrical/Electronic Manufacturing	71 (2.17%)	Below reporting minimum	-	Bids

Name	Impressions
BSH Home Appliances Group	65 (1.99%)
Knauf Insulation	33 (1.01%)
Recticel	30 (0.92%)
Encon Insulation & Nevill Long	12 (0.37%)
Knauf	12 (0.37%)
Siniat	9 (0.28%)
Stork, a Fluor company	9 (0.28%)
European Commission	9 (0.28%)
Total	9 (0.28%)
Electrolux	8 (0.24%)
BASF	8 (0.24%)
Etex	8 (0.24%)
Hertel	7 (0.21%)
ALTRAD	7 (0.21%)
Bosch	7 (0.21%)
Eureka Network	7 (0.21%)
Cape plc	7 (0.21%)
Altrad Balliauw Multiservices NV	7 (0.21%)
KAEFFER	7 (0.21%)
Bilfinger Salamis UK	7 (0.21%)
ENGIE Fabricom Belgium	6 (0.18%)
Insaver	6 (0.18%)
Courtney Smith Group	6 (0.18%)
Magimix	6 (0.18%)
Huntsman Corporation	6 (0.18%)

Contact via website

Campaign results

3266 impressions (saw the ad)



22 clicks (CPC 3,67€): to website page on VIPs in appliances

LinkedIn Analytics: organic blue, paid red



Evaluation: numbers still small but qualitative results (LinkedIn = B2B platform with highly educated, professional user base).

22 clicks - 10 new connections (total 62) - 1 contact form via website.

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Next steps implementing Communications Strategy 2019

- **Evaluate website upgrade**
- **Publish video on transportation – November**
 - Invest in paid promotion to have better view count
 - Use Kellen office for further activities in China (create WeChat account vs continue with Youku)
- **Paid advertisement**
 - Continue with LinkedIn or change to google ads or to other platform

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Communications Strategy 2019 – Budget

12,000 € budgeted and roughly 4,000€ used so far

	Supplier	Communication costs	Cost (€)
Q1			
	Coffee & bacon	Design banners linkedin header	102
Q2			
	Coffee & bacon	Graphic design of web banner	50
	Alias	SEO html Improvements	785
	Alias	Redesign VIPA homepage	600
	Painting Pixels	2D Explainer Animation for VIP use in appliances (direct billing)	1998
July	Coffee & Bacon	Graphic design logo for Düsseldorf conference 2020	302
Total communication expenses until 1 Sept 2019			3.837
		Estimated costs 1 Sept to 31 Dec	
	Coffee & bacon	Re-design IVIS flyer	300
	Printing company	Printing 2019 annual report	150
	Printing company Japan	Printing IVIS roll-up banner & flyer in Japan	
	Kellen China	Youku page creation and adding appliances video	455
	LinkedIn Ad campaign	5/9 to 12/9	100
	Painting Pixels	new video on logistics	1998
	Total estimated COM costs 1 Sept to 31 Dec		3003
Total communications expenses 2019			6.840