
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

Digital Communications Working Group

Conference Call | 26 November 2020

15:00 – 16:30 CET



Antitrust compliance statement

Adherence to the following Antitrust Compliance Statement is a pre-requisite of participating in the VIPA International meetings. These rules apply during the meetings and at all times around such meetings including, for example, travelling to and from meetings and during pre-meeting and post-meeting gatherings.

1. Participants shall neither exchange nor discuss competitively sensitive information at the meetings. Competitively sensitive information includes the types of discussions expressly prohibited in the following paragraphs but these examples are not exhaustive.
2. Participants shall not discuss nor exchange competitively sensitive information regarding their current or future pricing strategies or any information that affects price such as discounts, costs or profit margins.
3. Participants shall not discuss nor exchange competitively sensitive information regarding limiting production capacity or output.
4. Participants shall not discuss nor exchange competitively sensitive information regarding allocating customers or geographic areas.
5. Participants shall not discuss nor exchange competitively sensitive information regarding boycotting third parties or discriminating against or excluding other competitors, suppliers or customers.
6. While the Working Group may discuss particular technologies, best practices or industry standards, each participant must themselves decide individually whether or not to support the particular technology, practice or standard. There is no legal obligation to support or adopt a particular technology, practice or standard.

Agenda

1. Welcome

- VIPA International Antitrust Compliance Statement
- Approval of the agenda
- Approval minutes of the previous conference call (17 March 2020) & review of actions

2. Communications activities 2020

- Website and LinkedIn
 - Stats, keywords and SEO
- Review of deliverables
 - Case study, Google and LinkedIn ads

3. Communications activities 2021

- Proposed activities
- New website
- Marketing agencies
- Videos

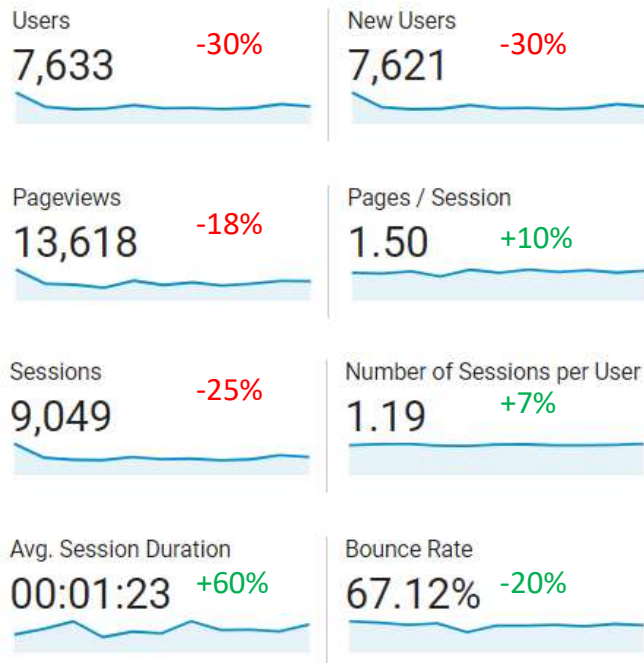
4. AoB and next call

Review of actions

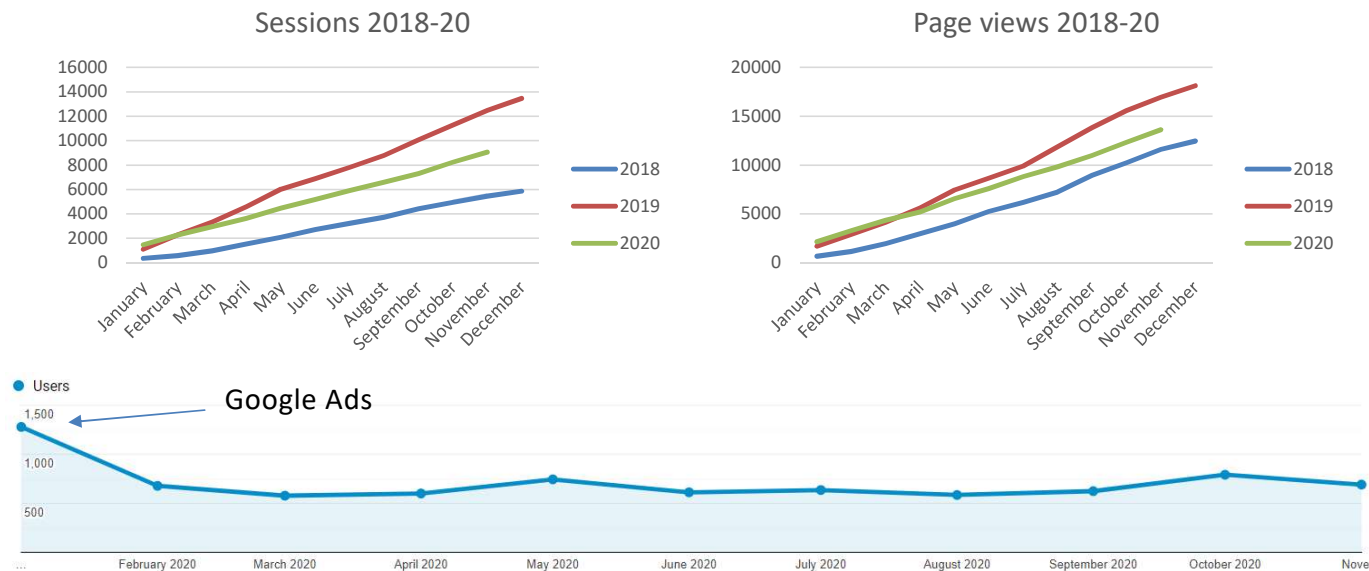
- ✓ Maria to check the available studies on VIPs in buildings and see what information (particularly on energy savings) can be used for the VIPA video on VIPs used in buildings
- ✓ Maria to initiate work on the VIPA video on VIPs used in buildings
- ✓ Maria to analyse in more detail the results of the Google Ad campaign initiated last year
- ✓ Maria to follow-up on the work performed by Alias on SEO upgrades and keywords and work on website optimisation ensuring that all the correct keywords are used
- Maria to rerun the Google Ad campaign
- ✓ Maria and members will continue to promote the survey on VIPs used in the building sector via own channels
- Members to share case studies with Maria

Communications activities 2020

VIPA website: 1 Jan to 24 Nov



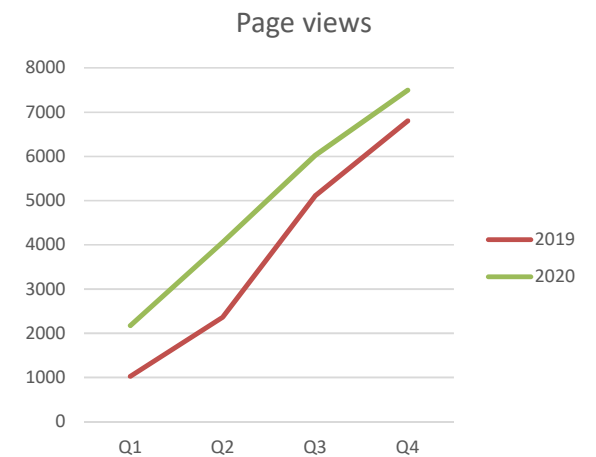
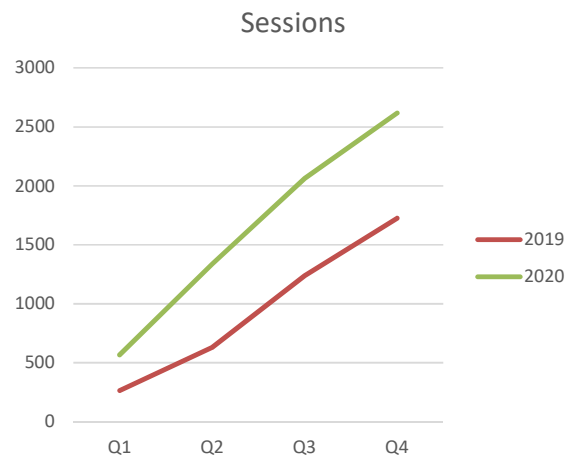
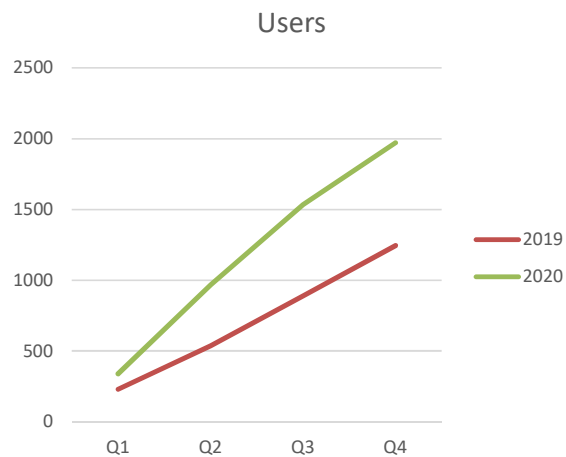
- Traffic is down overall compared to the same period last year
- Numbers started to recover in September
- Key indicators of higher engagement are all improved: pages per session, sessions per user, session duration and bounce rate



Communications activities 2020

VIPA website: 1 Jan to 24 Nov

- Engaged users are already higher than last year, with over a month still to go
- There's been a big difference after March this year



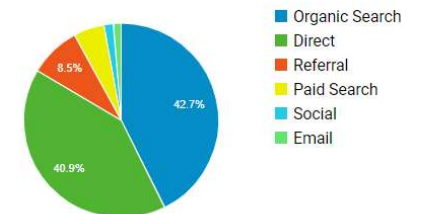
Communications activities 2020

VIPA website: Jan 1 to 24 Nov

	<u>Users</u>
1.  United States	2,098
2.  China	604
3.  Germany	523
4.  United Kingdom	467
5.  Italy	323
6.  Canada	303
7.  France	274
8.  Japan	267
9.  Belgium	254
10.  India	235

	<u>Page views</u>
1. /	4,456
2. /vacuum-insulation-panels	2,299
3. /members	807
4. /vips-used-in-buildings	564
5. /iea-ebc-annex-65-project	438
6. /contact-us	407
7. /case-studies	307
8. /vip-applications	301
9. /news	283
10. /vips-used-in-transport	257

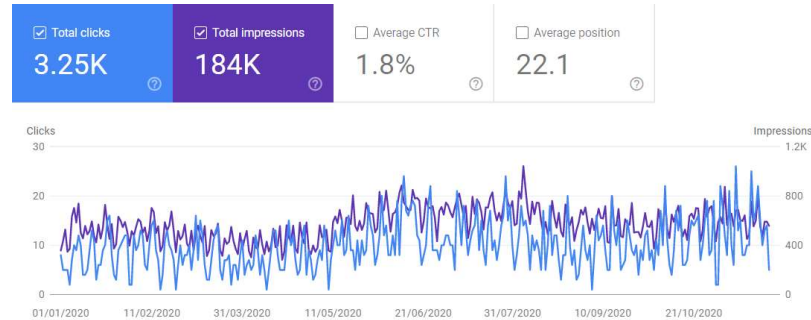
Top Channels



- Traffic evenly split among Europe, N. America and Asia
- 99% of traffic is to the English language site
- European audience is significantly down compared to 2019
- Top pages similar to last year, but VIPs in buildings has done much better
- Direct visits and organic searches are down, but referrals and social media traffic is up (though numbers are small)

Communications activities 2020

Search Engine Optimisation



Best performing pages

Page ↑	↓ Clicks	Impressions
https://vipa-international.org/vacuum-insulation-panels	1,475	86,891
https://vipa-international.org/	772	29,213
https://vipa-international.org/uploads/kcFinder/files/Proceedings.pdf	206	15,419
https://vipa-international.org/uploads/kcFinder/files/EBC Annex 65-Report-subtask-I-SoA-2020-01-03-v0(1).pdf	140	6,049
https://vipa-international.org/ivis	74	10,609

Most visibility

Query	Clicks	↓ Impressions
vacuum insulated panel	185	10,484
ivis	9	9,171
vacuum insulation	61	8,906
vacuum insulation panels	109	6,607
vacuum insulated panels	84	5,326

Most clicks

Query ↑	↓ Clicks	Impressions
vacuum insulated panel	185	10,484
vipa international	122	1,104
vacuum insulation panel	114	3,644
vacuum insulation panels	109	6,607
vacuum insulated panels	84	5,326

- 2020 is consistent with 2019
- /vacuum-insulation-panels page is around 50% of all clicks
- Impressions and clicks is very low
 - A combination of low visibility and poor search presentation

Communications activities 2020

Keywords

Query	Clicks	Impressions	Ave. Position	Competition	Monthly search volume
Vacuum insulated panel	185	10,484	8.6	High	1k-10k
VIPA International	122	1,100	1	Low	10-100
Vacuum insulation panel	114	3,644	6.5	High	1k-10k
Vacuum insulation panels	109	6,607	8.3	High	1k-10k
Vacuum insulated panels	84	5,326	8.8	High	1k-10k
Vacuum insulation	61	8,906	8.3	High	1k-10k
super insulation	0	23	92.7	High	100-1k
building insulation	0	3	19.7	High	1k-10k
Insulation panels	0	1,371	55.9	High	10k-100k
Panel insulation	0	152	48.8	High	10k-100k

Communications activities 2020

How to improve?

- Keyword strategy
 - Dedicated keyword per page (low competition, high volume)
 - Optimise content to fit the keyword + SEO title and meta description
 - Optimise images and pdfs – alt attributes, description, title, url
- Connectedness of the website
 - Link to other pages on the website to improve bounce rate, pages per session and SEO
 - Links to external sites + links to ISDI from external sites
- Content strategy
 - Does the website offer value to visitors?
 - Is the core content relevant to key audience?
 - Can pdfs (such as case studies) be put on web pages (enhances SEO and makes them more easily accessible)
 - Can updates be varied and more frequent?
 - Press releases, news updates, newsletter, videos, etc.
 - New content?
- Would a new website make a difference?

Google rewards 'Expertise, Authoritativeness and Trustworthiness'

Communication activities 2020

VACUUM INSULATION PANEL



in

35

+68

13.5k

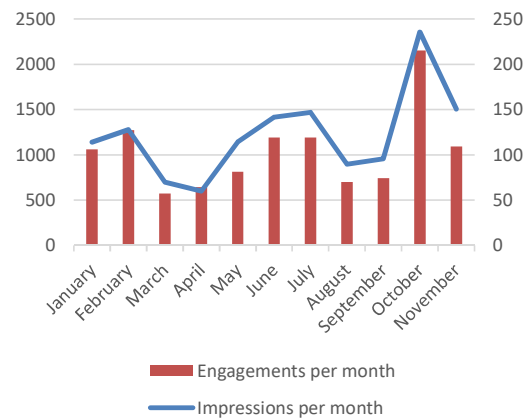
48

378

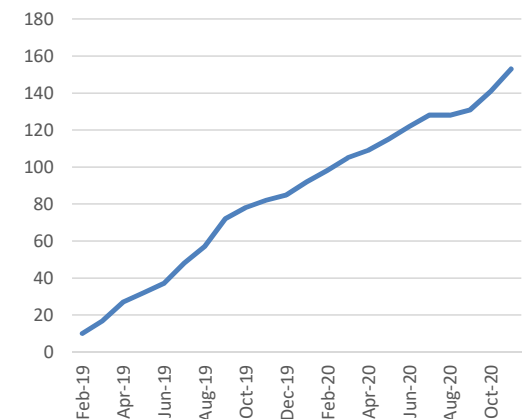
Summary

- Very good engagement rate – 8.5%
- Follower growth is steady, but has picked up in Oct and Nov
- Clicks through to the website are increasing

Impressions and engagements per month



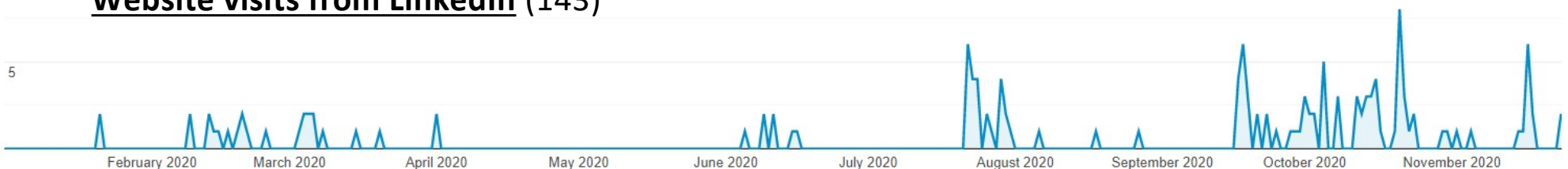
Follower growth Feb 2019-Nov 2020



10

Website visits from LinkedIn (143)

5

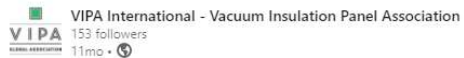


Communication activities 2020

VACUUM INSULATION PANEL



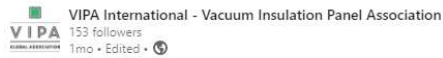
LinkedIn top posts



Are you interested in learning details about **#Vacuum #InsulationPanels** in the **#building** sector and you don't know where to start? Checking out the recently published reports of the International Energy Agency on this topic is a good start. They are available for download on our website here <https://bit.ly/2RkiT1q> **#insulation #energyefficiency**



Impressions: 650
Engagements: 88



We're delighted to announce that **Vaku-Isotherm GmbH** CEO **Sebastian Baars** has been elected the new President of VIPA Intl. He was elected at the VIPA Intl General Assembly on 17 September and replaces Gregor Erbenich of **Porextherm GmbH** who stepped down after 4 years in the position.

We look forward to continuing the work of raising awareness of the space-saving and **#EnergyEfficiency** benefits of **#VacuumInsulationPanels** with Sebastian and thank Gregor for his dedication and leadership over the years.

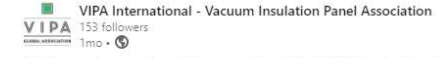
<https://lnkd.in/d85Fiye>

#VacuumInsulation #Insulation



VIPA Intl elects Sebastian Baars as new President

Impressions: 621
Engagements: 79



VIPA Intl welcomes the publication today of the **#CEN** Standard on 'Thermal insulation products for buildings – Factory made Vacuum Insulation Panels (VIP) – Specification' (EN 17140:2020) for the significant benefits it can provide for our industry.

We have been working for over 7 years to get to this standard approved and our members have had an active role throughout the process.

Read our press release to find out more about what this means for the vacuum insulation panel industry: <https://lnkd.in/dj3U-R>

#VacuumInsulationPanels #VacuumInsulation #Insulation #Buildings #Architects #EnergyEfficiency



New CEN Standard on VIPs in buildings to boost vacuum insulation industry in Europe

Impressions: 463
Engagements: 53

Communication activities 2020

2020 deliverables

Deliverable	Status
Animated video on VIPs in buildings	Published
2 case studies	1 published, 2 nd to be discussed
6 news releases	6 published (IEA reports, new member, case study, new president/annual report, video)
2 newsletters	1 published, 2 nd being prepared
Regular posting on LinkedIn	35 posts this year
SEO/keywords	Analysis done, some updates made to the website
1 LinkedIn ads campaign (video)	To be discussed
Rerun Google Ads campaign	To be discussed
Annual Report	Published

Communication activities 2020

Case studies

- Published 14 in total - 13 on buildings and 1 on transport
- Need more on transport and appliance applications
- Any suggestions for contributions?
 - Transportation of vaccines at low temperatures?
 - Food delivery?
 - Reducing appliance sizes, thus increasing living space in small apartments, for example?
 - Or expanding refrigeration space?
 - Shipping containers?

Communication activities 2020

Google Ads

- What is the objective and who are we trying to reach?
- What would we promote?
 - Video, VIPA, different applications, etc.
- Or would it be better to invest more in LinkedIn Ads – better targeting and could boost followers

LinkedIn Ads (buildings video)

- Who to target?
 - Architects (students, professionals - senior+junior?); local authorities (e.g. planners and building regs); policy-makers (renovation wave, Paris climate goals), construction sector
- Geographical reach: which countries to focus on?
- Other targeting: specific companies/organisations, age range, interests, LI Groups, skills, job titles, etc.

Communication activities 2021

Objectives

- VIPA: Raise awareness of VIPs and increase membership
- Communications:
 - Increase the online visibility of VIP technology in general and increase the online visibility of VIP technology in the building sector specifically
 - Leverage the current focus on VIPs used to transport COVID vaccines
 - Improve the website/new website?
 - Improve SEO, attract more visitors
 - Grow LinkedIn channel – expand reach
 - Increase the membership
 - How? Website, LinkedIn, events, media?
 - Do we continue with the same objectives as 2020, or is there anything else?
 - Policy goals connected to decarbonisation of buildings - Renovation Wave in Europe, renewed environmental focus in US under Biden?

Communication activities 2021

Deliverables

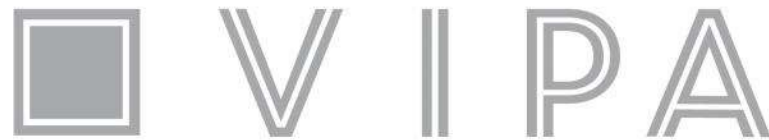
- Video(s)?
 - If yes, what topic and format
 - Animated, live footage, talking heads, more modern/high end look?
- New website?
 - Current website has limitations and looks old
 - Starting from scratch is often a better way to get the SEO and content right, but comes at a cost
 - Opportunity to improve structure, content, look, etc.
 - Is there anything missing from the website?
 - Current site: Homepage, About us, About VIPs, News & Events, Standards, Science on VIPs, Contact us
 - Limited Chinese language version, not updated since 2018
 - Cheaper alternative could be to have a limited redesign and move over to Wordpress to give us more flexibility in editing/updating the website
- Marketing agencies, trade media or outreach at events?
 - Article placements in newsletters for specific audiences (e.g. architects) can be expensive – c. 10k+ per year, or 1k+ for one-off
 - Are there any media (preferably with large regional or international reach) in which to place articles – earned or paid
 - Events: American Institute of Architects Continental Europe, UK Construction Week, BAU and Batimat have been discussed – come at a cost, but can directly reach relevant audience
- Is there anything missing?

2020 deliverables

- 1 animated video
- 2 case studies
- 6 press/news releases
- 2 newsletters
- Frequent LI posts
- LI+Google Ads
- Annual report

AOB and next call

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

VIPA-international@kellencompany.com
Phone: +32 2 761 1681 Fax: + 32 2 761 16 99
<http://vipa-international.org/>

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION
