

Communications plan - proposal for 2020

Association's objectives	Raise awareness about vacuum insulation panels & increase membership
Communications objectives	Increase the online visibility of the vacuum insulation panel technology in the building sector
	Increase the online visibility of VIPA Intl

Increase the online visibility of the vacuum insulation panel technology in the building sector						
How	Target audience	Tasks	Deliverables	Tools	Budget	KPIs
Improve the visitor experience on the website	Architects and building professionals; stakeholders; policy-makers	1) Keep the website up to date with engaging content - Publish new content regularly (case studies, news, reports) - Use more images, videos, infographics 2) Improve readability of web pages and text	- 1 animated video on VIPs in the building sector - 2 new case studies	- Website	- Animated video: € 2,500 (video agency Painting Pixels) - Website changes (Alias website)	- Increased session duration - Lower bounce rate - New subscribers to the newsletter

		3) Include more CTA buttons			management company): € still to be determined	
Attract more visitors to the website	Architects and building professionals; stakeholders; policy-makers	1) Attract more visitors to the website - Send out press releases and newsletters on a regular basis - Post consistently on LinkedIn always linking to the website 2) Use other platforms to promote the activities of the association (Euroactiv for PRs and BuildUp for case studies)	- 6 press releases - 2 newsletters (1 internal & 1 external)	- Website - LinkedIn - Mass mailing	Paid advertisement to be considered	Increased number of website visitors
Increase the number of visitors and	Architects and building professionals;	1) Create a LinkedIn editorial calendar for the year	- frequent LinkedIn posts	- LinkedIn	LinkedIn campaign: € 100/week	Increased number of LinkedIn

followers on LinkedIn	stakeholders; policy-makers	2) Run paid LinkedIn campaigns to target architects and building professionals	- 1 LinkedIn ads campaign			followers and visitors (especially from the building & architecture sector)
Promote questionnaire on the use of VIPs in the building sector developed in 2019	Architects and building professionals	1) Post the questionnaire on the LinkedIn page and/or created a dedicated LinkedIn ads campaign 2) Include a CTA on the page dedicated to VIPs used in buildings	- 1 LinkedIn ads campaign (to be confirmed)	- Website - LinkedIn	- LinkedIn campaign: € 100/week - Other paid advertisement options to be considered	Number of questionnaire responses

Increase membership						
How	Target audience	Tasks	Deliverables	Tools	Budget	KPI
Showcase member benefits for	Companies with an interest in	1) Update the website regularly with new content (news on regulatory developments and	- Annual Report (1 version for members and 1	- Website - Annual report		- 2 new members joining

VIPA International Global Office
Avenue de Tervueren 188A, Brussels 1150
Phone: +32 2 761 1681
Mail: VIPA-international@kellencompany.com
Web: www.vipa-international.org

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

associate members	the VIP industry	standards, case studies etc) 2) Draft the annual report as a tool for membership outreach	version for external use)			- new requests via contact forms
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