



Climate -fit.city

D7.4

Social media Campaigns



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 Abstract

Dissemination and Exploitation Plan

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 Arctik is using sponsored (paid) social media campaigns with specific targeting and segmentation to reach different audiences. The targeted segmentation uses pertinent themes and topics for our selected audience, coupled with demographic and employment considerations to make sure ads are viewed by the right audiences:

- public and private end-users
- business intermediaries
- additional stakeholders
- multipliers
- media contacts

These social media campaigns aimed to raise 10,000+ relevant actors. A goal that has been exceeded with 369,576 unique accounts reach so far.

Dissemination level of the document

X	PU	Public
	PP	Restricted to other programme participants (including the Commission Services)
	RE	Restricted to a group specified by the consortium (including the European Commission Services)
	CO	Confidential, only for members of the consortium (including the European Commission Services)



Versioning and Contribution History

Version	Date	Modified by	Modification reasons
v.02			
v.03			
v.04			
v.05			



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1. Introduction

Arctik is using sponsored (paid) social media campaigns with specific targeting and segmentation to reach different audiences. The targeted segmentation uses pertinent themes and topics for our selected audience, coupled with demographic and employment considerations to make sure ads are viewed by the right audiences:

- public and private end-users
- business intermediaries
- additional stakeholders
- multipliers
- media contacts

These social media campaigns aimed to raise 10,000+ relevant actors. A goal that has been exceeded with 369,576 unique accounts reach so far.

A first round of paid campaigns focused on raising awareness of climate services in general as well as the Making Climate Services a Reality in Europe conference. At the very end of the project, additional campaigns will be run to:

- disseminate the main project outcomes (specifically the Urban Data Platform and the different tools developed as part of the project);
- market the commercial services developed by the project.

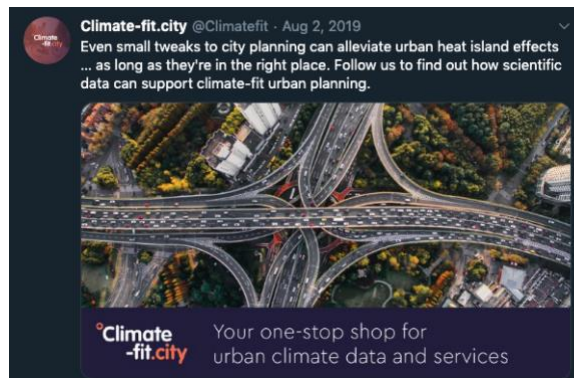
2. Awareness campaign

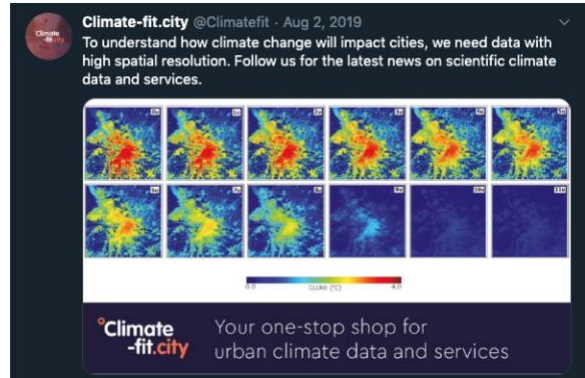
Throughout August and September, the consortium ran a Twitter campaign to promote the different aspects of the Climate-fit.city project, with ads targeted to:

- Potential clients
- Potential partners
- Policy makers at the European, national and regional level.

In total, this campaign reached 41,631 accounts.

2.1. Visuals





2.2. Targeting

The Climate-fit.city Twitter account was created fairly late in the project's run. Originally, the project had planned to only be active on Facebook, but as that platform made it more and more difficult to reach an organic audience through company accounts, it became clear that we had to shift our attention to other platforms. We created a Twitter account in late June and first tried to grow our audience organically while attending events like ECCA 2019 and European Urban Resilience Forum. In August 2019, we ran a paid follower campaign on Twitter.

Our campaign was targetted based on the different sectors we cater to and the main audiences we want to reach.



- Cities
- Researchers
- Active mobility
- Emergency planning
- Building energy
- Urban planning
- Health
- Tourism

All of these audiences were targeted to EU28 countries and “follower look-alikes” (which target people with interests similar to an account's followers) to key accounts. The “Cities” and “Researchers” audiences were targeted more broadly (less specifically) than the sectoral audiences, which target more narrow audiences.

The results per targeting broke down as follows:

Table 1 - Results per targeting

Ad Group name	Objective	Impressions	Results	Follow rate	Cost per follow (€)
Tourism	Followers	1043,00	7,00	0,67%	0,69
Health	Followers	3198,00	32,00	1,00%	0,86
Urban planning	Followers	1769,00	12,00	0,68%	0,50
Building Energy	Followers	1978,00	15,00	0,76%	0,45
Emergency planning	Followers	4981,00	33,00	0,66%	0,50
Active mobility	Followers	7967,00	79,00	0,99%	0,38
For researchers	Followers	1331,00	23,00	1,73%	0,36
For cities	Followers	20852,00	216,00	1,04%	0,37

An important take-away result from this campaign is that the more broadly targeted audiences performed best. “Cities” reached by far the most people, had a good conversion rate and was among the cheapest audience to target. The “Researcher” ad was shown to far fewer accounts but had the best conversion rate at the lowest rate.

The topics that were more clearly related to policymaking performed better than broader topics such as tourism and health.

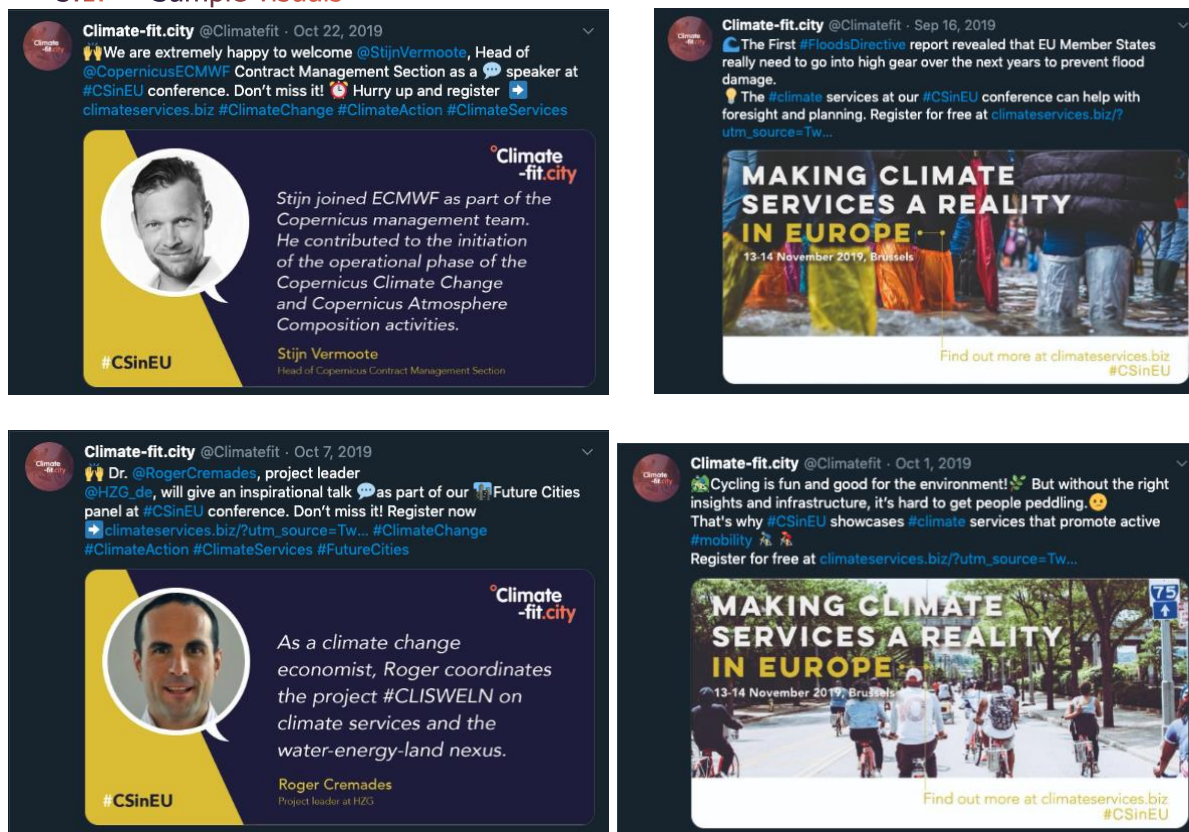
- Tourism (which grouped together our Cultural Heritage and Zoo cases) is especially difficult to target as using keywords that refer to travel or heritage land your campaign in the targeting categories that are vied for by tour operators, airlines ... these are not only extremely expensive but also do not reach the wrong audience. The only option we saw to target this audience effectively was through a few lone accounts that focus on city travel from a policy perspective.
- Targeting policymakers with a focus on health proved more straightforward as demonstrated by the relatively high follower rate and the average number of impressions. At the same time, the cost per result is by far the highest. It is unclear why this is the case, but we suppose that this segment might be targeted by others in the health industry, for instance pharma.



3. Making Climate Services a Reality in Europe

To promote the Making Climate Services a Reality in Europe conference, Arctik developed more than 20 visuals and 50 tweets with tailored copy and targeting to reach a total of 327,945 accounts in specialized sectors.

3.1. Sample visuals



3.2. Targeting

This campaign was less complexly targeted than our initial campaign. As this first campaign revealed that our broadest targeting "Cities", which aims to reach Twitter users who follow accounts that deal with urban and climate issues, was by far the most successful, we mainly used this broad targeting in the run up to the conference. Our promotional campaign initially mainly focused on getting impressions (having our tweets show up in as many feeds as possible) and gradually moved to engagement and link clicks to the conference website. In doing so, we made sure to retarget accounts that had interacted with our content during the initial stages of the campaign.

During the 2019 EU Week of Regions and Cities, we narrowed our "Cities" audience to only target users who engaged with Regions Week hashtags. This proved particularly successful in attracting the right audience.



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