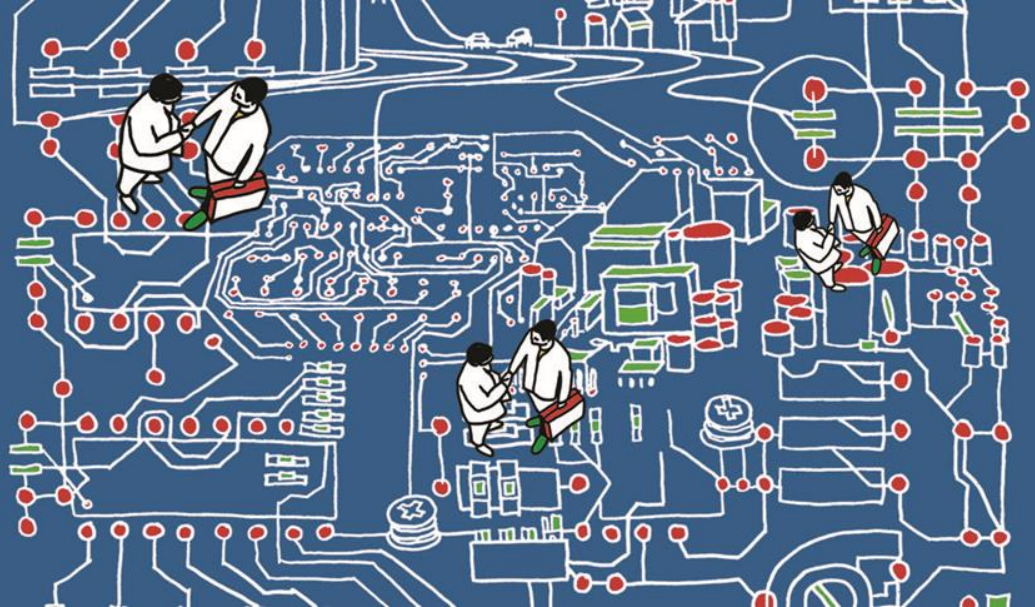


CEF Data Marketplace



Digital Marketing Strategy and Event Planning Report



Action Number: 2018-EU-IA-0049



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Executive Summary

This document describes the marketing strategy and activities that will be carried out as part of the Activity 4 (Exploitation strategy) of the CEF Data Marketplace Action. The activities will focus on creating favorable conditions for commercial exploitation of the CEF Data Marketplace through:

1. **Digital marketing**, including but not limited to Search Engine Marketing (SEM), Search Engine Optimization (SEO), content marketing, organic and paid social media.
2. **Events**, online and in-person, with approximately one in-person Data Summit per year; six webinars per year; one online course on data processing available on-demand.



Marketing Objectives

In order to raise awareness and create a vibrant market attracting many data sellers and buyers, marketing activities will have the following objectives:

- **Activation** of the suppliers/sellers (and later on buyers).
- **Building a strong network effect** where more data buyers attract more data sellers and conversely more sellers attract more buyers.
- **Dissemination** of the project updates to the ELRC and data prospects.



Duration and Ownership

The activities will be taking place until 31/10/2021.

While this activity is led by TAUS, the involvement from the project partners Translated and FBK is essential for the successful completion of the activities.

Each of the specific activities will have an owner indicated next to the activity in round brackets (). The other involved project partners supporting the activity will be presented in square brackets [].



Digital Marketing Strategy



Strategy

Digital marketing activities are aimed at building a strong online presence for the CEF Data Marketplace, by growing organic awareness, traffic and establishing brand trust. Organic efforts will be complemented with paid marketing to boost traffic and sales. Qualified traffic and leads will be generated through the following channels:

1. Content Marketing and SEO (TAUS) [Translated]
2. Organic Social Media (TAUS) [Translated]
3. Paid Search Engine Marketing (Translated)
4. Paid Video Campaigns (Translated) [TAUS]
5. Paid Social Media (Translated)

Moreover, we aim to convert the generated leads via retargeting actions on the same channels.



Content Marketing and SEO

This activity focuses on creating relevant, SEO-proof content that captures the interest of the language data buyers and sellers and attracts them to the marketplace.

Led by TAUS with the support of Translated.

Concrete actions:

- Create visuals & copywriting Tone of Voice/Style Guides (TAUS)
- Create an editorial calendar for news, emails, and publications (TAUS) [Translated]
- Email marketing (TAUS)
- Create a product video (storyboard and production) (TAUS)
- Create white papers, downloadables and news items (TAUS)
- Publish white papers, downloadables and news items (TAUS)

Duration: 15 months (Aug 2020 - Oct 2021)

Targeting Strategy: Awareness & Prospecting



Organic Social Media

The goal of this activity is to build social media presence for the marketplace, disseminate the project updates and support other marketing activities.

Led by TAUS with the support of Translated.

Concrete actions:

- Create and maintain a Social media calendar (TAUS) [Translated]
- Content production (copy and visuals) (TAUS)
- Run the organic section (TAUS)
- Set up, run and monitor organic social media campaigns (TAUS)

Duration: 15 months (Aug 2020-Oct 2021)

Targeting Strategy: Awareness & Prospecting



Search Engine Marketing (Paid)

These campaigns will start at the launch of the first version of the marketplace in October 2020, and they will continue afterward. The aim is to: a) promote the brand awareness of the new marketplace, b) collect leads of potential data providers or data buyers, and c) activate leads and sell data services on the marketplace.

Led by Translated.

Concrete actions:

- Research/define keywords for Search Engine Marketing (Translated)
- Copy creation (Translated)
- Campaign setup and management (Translated)
- Report back to the project partners (Translated)

Duration: 13 months (Oct 2020 - Oct 2021)

Targeting Strategy: Prospecting & Remarketing



Video Campaigns (Paid)

As part of this activity, we will advertise the main promotional video via YouTube and Social Media channels, in order to increase the awareness of the marketplace within the target audience.

Led by Translated with the support of TAUS.

Concrete actions:

- Video creation (TAUS)
- Define target audience (Translated)
- Copy creation (Translated)
- Campaign setup and management (Translated)
- Report back to the project partners (Translated)

Duration: 13 months (Oct 2020 - Oct 2021)

Targeting Strategy: Prospecting & Remarketing



Social Media (Paid)

The aim is to launch a few Social Media campaigns, with different formats and creative, in order to target and retarget the selected audience to drive traffic and build awareness.

Led by Translated.

Concrete actions:

- Define target audience, format, and placements (Translated)
- Copy creation (Translated)
- Campaign setup and management (Translated)
- Report back to the project partners (Translated)

Duration: 13 months (Oct 2020 - Oct 2021)

Targeting Strategy: Prospecting & Remarketing



Event Planning



Strategy and COVID-19 Notice

Throughout the project duration, project partners will attend relevant industry events, organize in-person and online events to raise awareness, share use cases and attract new sellers and buyers to the CEF Data Marketplace. We will also ensure speaking and exhibitors slots at industry events to further promote the CEF Data Marketplace.

Please note that due to the global state of emergency caused by COVID-19, the planning related to in-person events is subject to change. The attendance to the industry events as well as organizing in-person events is dependent on the future developments and recommendations of the World Health Organization (WHO). Where possible, the organized events that were cancelled will be virtualized, and if industry events of interest have the option of virtual attendance, we will attend them.



In-person Events

1) Industry events (TAUS) [FBK, Translated]

Concrete actions:

- Submit the proposals and papers & secure speaking or sponsorship spots (TAUS) [FBK, Translated]
- Prepare marketing materials and printables (TAUS)

2) Data summit (TAUS) [FBK, Translated]*

Concrete actions:

- Build the program (TAUS)
- Secure relevant speakers (TAUS)
- Book the venue and catering (TAUS)
- Promote the event through social media, email marketing and retargeting (TAUS) [Translated]

* Please note that there will be only one Data Summit due to the extraordinary circumstances caused by COVID-19.



Online Events

1) Webinars (TAUS) [FBK, Translated]

Concrete actions:

- Define the list of relevant topics (TAUS)
- Create a webinar calendar (TAUS)
- Schedule webinars (TAUS) [FBK, Translated]
- Host webinars (TAUS) [FBK, Translated]

Duration: 18 months (May 2020-Oct 2021)

Targeting Strategy: Awareness & Prospecting



Online Events

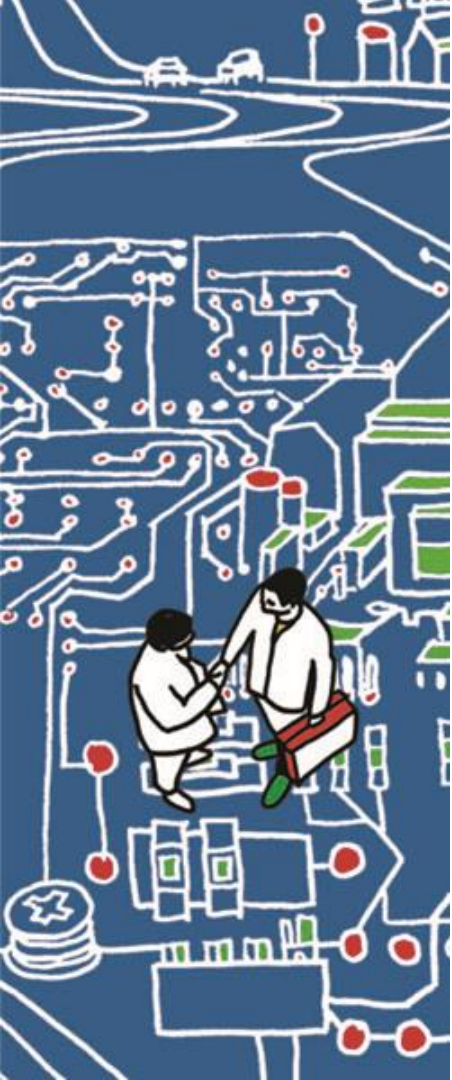
2) Data Management Course (TAUS) [FBK, Translated]

Concrete actions:

- Produce relevant content in collaboration with industry topic experts (TAUS) [FBK, Translated]
- Voice-over (TAUS)
- Video editing (TAUS)
- Publish the course (TAUS)
- Promote the course through social media, email marketing and retargeting (TAUS) [Translated]

Duration: 15 months (Aug 2020-Oct 2021)

Targeting Strategy: Awareness & Prospecting



Marketing Tools



Tools

We intend to establish a well-integrated marketing approach that will provide a seamless experience to our audience. To achieve this, we will use a range of marketing tools:

Content Management System (CMS): TBD, Hubspot

One place for all of CEF Data Marketplace-related content that will enable us to easily publish, SEO-proof and distribute content online.

Customer Relationship Manager (CRM): Hubspot

CRM systems help establish and centralize the lead nurturing process in order to convert leads into customers. We will use Hubspot forms and workflows to build relationships with prospective customers as well as to ensure customer retention with existing sellers and buyers.



Tools

Tools to create visual content: Adobe Creative Cloud, Sketch, Visme

Creating powerful, appealing visual content to support storytelling and increase brand equity will be at the core of content marketing for the CEF Data Marketplace. We will use state-of-the-art apps to create illustrations, photos, videos, web designs and more.

Email marketing and distribution: Mailchimp

An integrated system for managing and automating the email communication will allow us to easily connect with our audience and keep them informed about the latest platform developments.

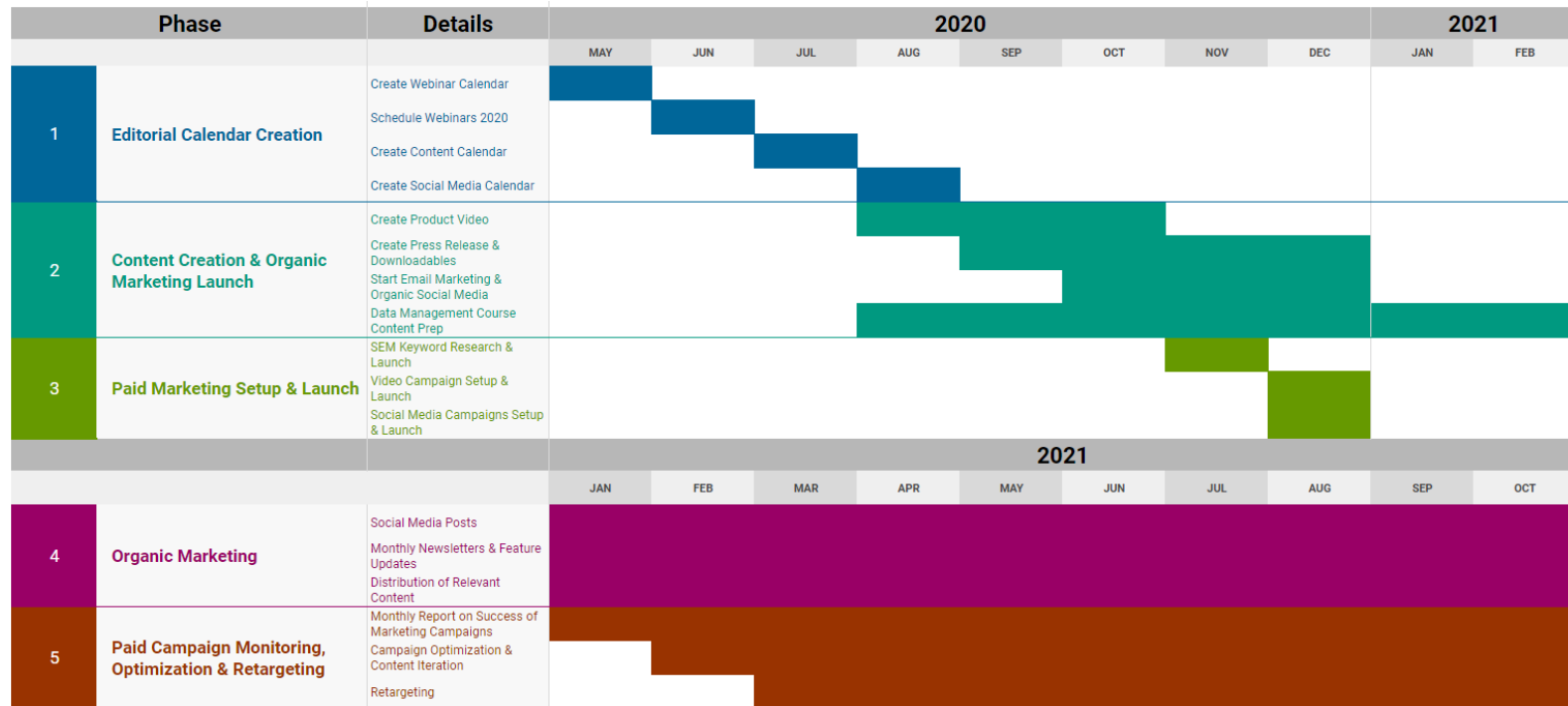
Analytics, advertising, and monitoring: Google Suite

We will use a variety of Google tools to run and monitor digital advertising performance, and also track the number of visitors to the platform, where they came from and where they clicked, how long they stayed on the platform and what their buying process looked like.

Conferencing/webinar tools: Zoom, GoToWebinar



Timeline



THANK YOU

