

DISSEMINATION AND EXPLOITATION PLAN

CMEx – Content Marketing Expert

Nowoczesna Firma

27.02.2014

Table of contents

Objective of the project.....	3
Target groups	4
Promotional campaign – goals	5
Methods to be used	6

Objective of the project

The aim of the project is to provide practical knowledge of modern marketing through the implementation and testing of innovative methodology of Content Marketing. These activities will increase the competitiveness of employees of SMEs by introducing modern marketing tools in practice. Workers with these skills - tested in practice - will significantly increase their chances of employment in marketing.

The main aim of the project is to develop the Content Marketing Handbook (CMH) based on the transferred product “Marketing Innovation. The Innovation Challenge”. Over the course of the project the CMH will be tested and refined in accordance with requirements in different countries. The project’s consortium will also conduct a research among experts in the field of marketing.

The second aim of the project is to increase the level of awareness of content marketing among the target group: marketing specialists, product managers, trainers and owners of small and medium businesses.

The project will work toward achieving those aims by the following specific objectives:

- To develop the Content Marketing Handbook for marketing specialists, product managers, trainers and owners of small and medium business.
- To promote idea of content marketing among stakeholders
- To foster the understanding of the content marketing role in the modern economy
- To disseminate results of the project toward marketing specialists, product managers and entrepreneurs.

Target groups

Result	Target groups	Methods to be used
Content Marketing Handbook – ver.1	Marketing specialists, SMEs owners and employees, NGOs, consulting companies, freelancers	Website
Training materials for practical workshop	Marketing specialists, SME's owners and employees	Paper Brochures
Training materials for webinars	Marketing specialists, SME's owners and employees	Text file
Content Marketing Handbook – ver.2	Marketing specialists, SMEs owners and employees, NGOs, consulting companies, freelancers	Website
Website of the project	Marketing specialists, SMEs owners and employees, NGOs, consulting companies, freelancers	Website,
10 video advises showing the functionality and practical usage of CMH	Marketing specialists, SMEs owners and employees, NGOs, consulting companies, freelancers	Video

This project has been funded with support from the European Commission under the Lifelong Learning Programme.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

Promotional campaign – goals



The objectives of the campaign will be implemented through the use of Internet promotion and promotion of the project through a variety of trade events.

The dissemination strategy assumes the following objectives:

- To reach at least 200 marketing specialists and SMEs owners and employees, NGOs, consulting companies, freelancers,
- Educate during the pilot phase (WP3) and dissemination and exploitation phase (WP5) beneficiaries in the way allowing them to use the CMH effectively,
- To reach majority of business organizations in the partner countries
- To communicate the effects of the project to media, public administration, NGO, business support organizations and authorities.

This project has been funded with support from the European Commission under the Lifelong Learning Programme.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

Methods to be used

Traditional materials of promotion:

- leaflets
- notebooks
- roll-ups
- pencils

Modern channels:

- web page
- special prepared texts for the webpage
- thematic articles on the website
- social network
- e-mailing campaign
- banner displays
- advertising
- sponsored articles

Monitoring and evaluation indicators:

- The number of visitors on the project website (analytics)
- The number of downloads of CMH from the project website
- The number of fans on facebook and other social networking sites
- The number of mails read during mailing process (analytics)
- The number of banner displays
- The number of leaflets, pens, notebooks and other materials given away
- The number of participants in webinar trainings and practical workshops in each country
- The number of participants of the conference on which the project will be promoted

This project has been funded with support from the European Commission under the Lifelong Learning Programme.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

Channel	Description	Tool
Website	The Web page will be the centre of internet based campaign. It will contain crucial information about the project and its results	<ul style="list-style-type: none"> - web page (in English, Polish, German and Italian) - 10 visual advices - electronic banners
Social media	<p>Main reasons to run social campaign in the Internet are:</p> <ul style="list-style-type: none"> - get the effect of viral marketing - get the social support for idea that we promote <p>Presence in social media will be supported by website newsletter sent to subscribers interested in the project.</p>	<ul style="list-style-type: none"> - social profiles (facebook, scribd) - web page - 10 visual advices
Mailing	Correctly settled campaign will ensure that information about your project will reach most interested group of people.	<ul style="list-style-type: none"> - electronic mails in specially prepared html format - information about the project/ the results - reference to the web page and social media
Newsletter	Newsletter will be used for maintain engagement of people who already are similar to ideas of the project. They will get information regularly updated and only important and relevant to them about what is happening in the project.	- newsletters to subscribers of the project webpage (prepared template will be used)
Displays campaign	Displays with information about the project will be shown on different websites.	Selected pages for displaying campaign (they should be related to the topic of marketing, advertisement and PR in general, to assure that we can reach the target group). Our aim is to display on min. 10 pages. The examples of

This project has been funded with support from the European Commission under the Lifelong Learning Programme.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

		the similar webpages are following: http://www.marketing.org.pl/ http://marketing-news.pl/ http://www.proto.pl/
Promotions of the project during all sort of events (seminars, conferences) organised by other institutions	Aim of this activity is to reach directly target group. Representative of the project should give leaflets away and in the same time describe the project. He/she should answer to questions and notice what is most important to people from the target group, what they afraid of, when they see benefits, etc.	-leaflets - A4 notepads - pens - roll-up - paper caring case for documents - speeches
Final conference in Warsaw	More than 100 participants	- project showcases - methodology and related materials - promotional materials

This project has been funded with support from the European Commission under the Lifelong Learning Programme.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein