



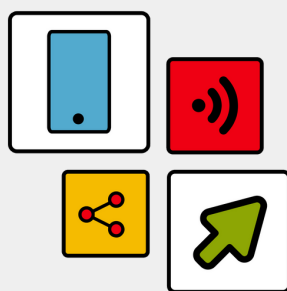
DIGITAL ROUTES

OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

PR. NR. 2020-1-PL01-KA205-080646

IO3-A4

MARKETING CAMPAIGN



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DIGITAL ROUTES
OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

IO3: DIGITALROUTES@CULTURE BACK PACKS

A4 - Production Of The Digital Routes@Culture Marketing Campaign

Conducted by:



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PROJECT INFORMATION

PROJECT ACRONYM: DIGITALROUTES@CULTURE

PROJECT TITLE: PROMOTING SOCIAL ENTREPRENEURIAL
COMPETENCIES BASED ON THE
DIGITALIZATION OF CULTURAL
HERITAGE FOR A SUSTAINABLE FUTURE

PROJECT NUMBER: 2020-1-PL01-KA205-080646

PROJECT WEBSITE: DIGITALROUTES.4LEARNING.EU

CONSORTIUM:



Fundacja Mapa Pasji



ASSERTED KNOWLEDGE
THE ICT EQUALISERS



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1. Introduction

According to Cultural Entrepreneurship News, “Cultural Entrepreneurs are cultural change agents and resourceful visionaries who organize cultural, financial, social and human capital, to generate revenue from a cultural activity. Their innovative solutions result in economically sustainable cultural enterprises that enhance livelihoods and create cultural value and wealth for both creative producers and consumers of cultural services and products.”

The DIGITALROUTES@CULTURE project aims to open new routes in employment for young people and youth workers by providing the opportunity to acquire a range of entrepreneurial competencies, including social, digital and green ones (Bacigalupo et al., 2016). The participants of this project thus become cultural entrepreneurs in their regions and create **DIGITALROUTES@CULTURE ENTREPRENEURS NETWORK**.

This document explores step-by-step instructions in creating and implementing a **MULTI-LEVEL AND MULTI-ACTION DISSEMINATION CAMPAIGN**, which will help to promote the idea of cultural entrepreneurship in the partner consortium countries. Additionally, the campaign will spread awareness about the developed during the project intellection outputs (e.g., online learning platform for cultural entrepreneurs, the DIGITALROUTES@CULTURE guides, posters or social media materials, etc.). The distributed dossier folder can be used by other stakeholders in the field of cultural tourism, representatives of local or regional authorities, businesses or local activists, working with cultural heritage.

2. Marketing Action Plan

Marketing is an essential tool to raise awareness around the topic of cultural entrepreneurship. In order to start with it, we suggest developing a Marketing Action Plan. What it means is to put the goals, strategies and other plans in writing, which will help to track and measure progress while executing marketing campaigns.

Key elements of a marketing action plan:

- **Goals:** Writing down key goals will help team members or stakeholder to understand what you are trying to achieve.
- **Selected performance indicators:** Pick a few key performance indicators (KPIs), which will be your metrics to help measure the effectiveness of the marketing campaign and action plan.
- **Campaign timeframe:** This will include a selected period for preparing, running and evaluating the campaign duration of the project.
- **Products:** Be specific about what you promote, whether it is a new guided tour, a guidebook or a cultural heritage location.
- **Mission statement:** Include a short description of why you are doing what you are doing in the field of cultural entrepreneurship to keep the marketing action plan in alignment with your mission.
- **Target market:** Create a persona to represent your target customer, whom you would like to address the content.





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- **Marketing budget:** The marketing budget will influence what you can execute, so it's crucial to include it in your marketing action plan.

Once your key marketing action plan elements are taken care of, you can proceed to a **To-Do List**, where you can identify tasks and responsibilities for implementing a marketing campaign.

Remember to **monitor the progress**, as this is what you created an action plan for.

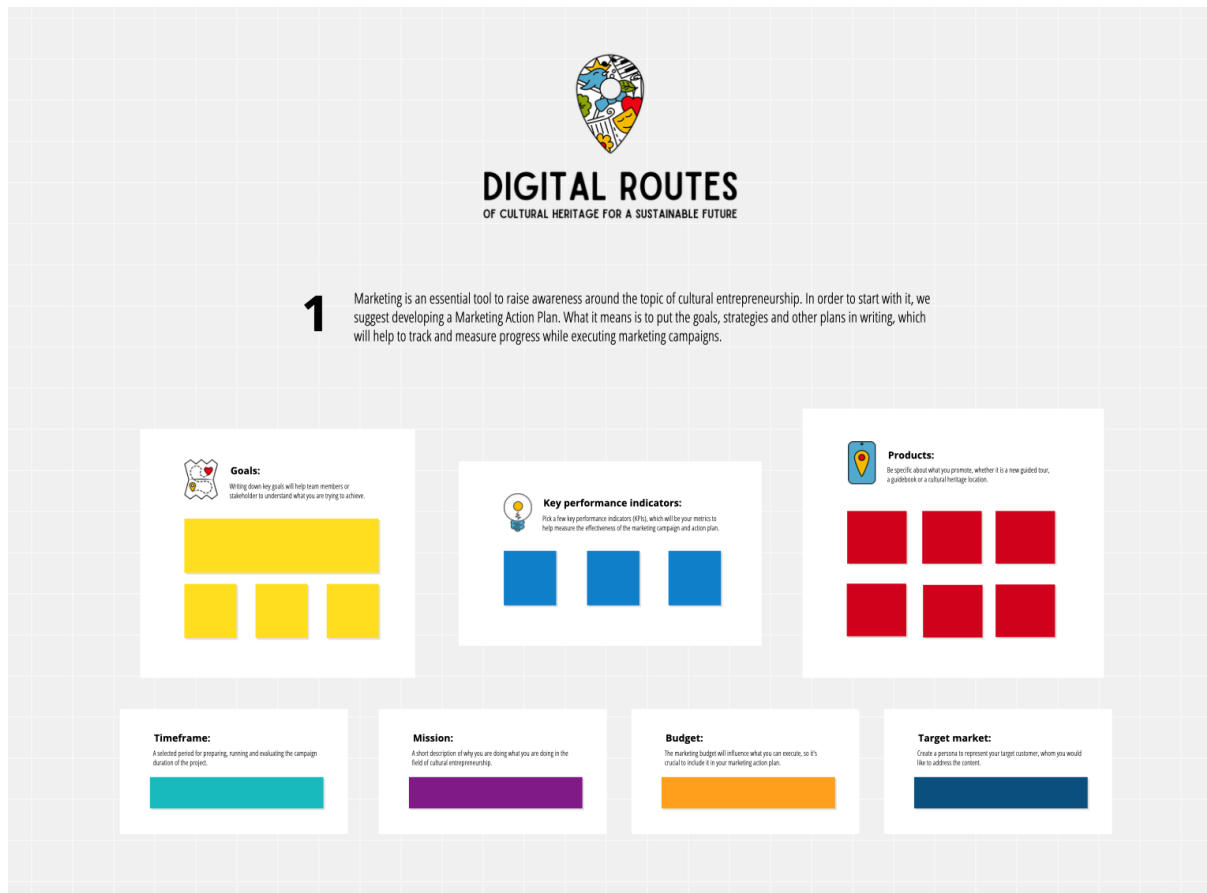


Figure 1. Template for Marketing Action Plan. DIGITALROUTES@CULTURE.

You can use **DIGITALROUTES@CULTURE** template (Figure 1, [link](#)) to start with your Marketing Action Plan.

In this project, the partners consortium has also filled in the developed Marketing Action Plan and identified necessary actions for its implementation. The material can be found under the [hyperlink](#).

Based on the DIGITAL ROUTES@CULTURE Marketing Action Plan, we have designed a multi-level and multi-action dissemination campaign on a range of social media platforms which will speak out to young people and cultural entrepreneurs, working in/with cultural heritage, in



order to raise awareness about cultural heritage in particular regions in Europe and to promote the project idea.

To serve different goals, identified in the Marketing Action Plan, the campaign incorporates several tailor-made actions, building on the project intellectual outputs

TYPE	TIMELINE	AIM
ACTION 1: " #MYROOTSAREDIGITALROUTES "	18.- 22.04.2022, connected to International Day For Monuments and Sites 2022	Promote guidebooks and platform with the routes inside → DIGITALROUTES@CULTURE AUGMENTED REALITY BROWSER PLATFORM
ACTION 2: " #FROMATODIGITALROUTES "	Piloting Phase (November- December 2022)	Promote online courses/modules on cultural entrepreneurship → DIGITALROUTES@CULTURE OPEN WEB PLATFORM
ACTION 3: " #ITAKEDIGITALROUTES "	Piloting Phase + 12.- 18.09.2022, connected to the European Heritage Days, theme "Sustainable Heritage"	Build, sustain and grow a community of Digital Routes users online → DIGITALROUTES@CULTURE ENTREPRENEURS NETWORK.

3. Content

Content is King. To put the marketing action plan into action you will need to have public relations (PR) materials that stand out. This includes posters, banners, videos, social media templates etc.

A fascinating TEDtalk done by Dao Nguen called "What makes something go viral?", where she explains the idea of Cultural Cartography, can be of help in order to understand which content becomes popular.

For the purposes of promoting cultural entrepreneurship, the partner consortium has created a dossier folder (Figure 2) with the relevant materials, editable Canva template, as well as Design Guide for future works.



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Figure 2. Examples of promotional materials from the DIGITALROUTES@CULTURE dossier folder.

Furthermore, for the specific campaign action we have several pre-made Instagram Stories, which are available for the partners.

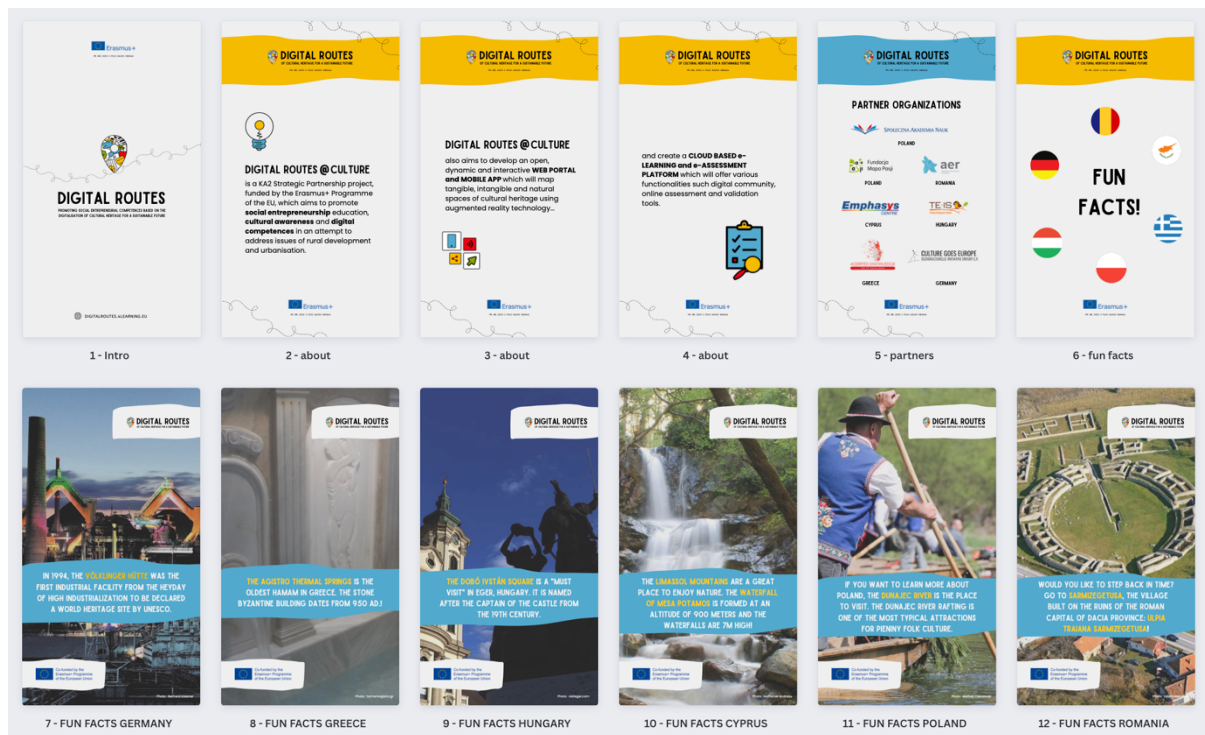


Figure 3. Examples of Instagram Stories for the Campaign.

4. Channels

Reaching out to the target audience might be a challenge. That is why identifying the most appropriate communication channels is of high importance.

Be where young entrepreneurs are

According to Sprout Social, 25–34 years olds are the largest demographic (31,5%) of Facebook users, followed by those of age 18-24 (2,6%).

Still, you need the right place to publish your campaign materials, in Facebook this could be:

- Local groups for cultural or retreat places, where users share their own experiences;



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- Erasmus+ groups of your region or city/ESC/ex-volunteers (lots of present or ex-Erasmus+ participants are hanging out in there, looking for something new to discover and explore);
- Expats groups (young people with migrant background might be interested in cultural activities for themselves or even for their children/siblings);
- University groups online (you can still fish for some students in Facebooks, especially completing English-speaking tracks, master's degree or PhDs networking communities are especially active there);
- Give-Aways groups (as you can "give away" a tip to apply for amazing cultural route you took for the youngsters; moms and dads in these groups might be pretty interested).

Where the innovation hides

Tried that all? How about researching some other apps that are used locally? For instance, the Berlin-based app **Nebenan** notifies neighbours about what is going on in the quarter. A digital route offer could be a unique offer on this platform.

A significantly younger audience would be also listening to hyperlocal community apps. One of them is **Jodel**, where you can post a short message about what you are planning and the people within the short distance will respond whether they find it interesting, need more info or suggest something else. The more likes your message gets, the wider your "Jodel" will travel and in the end, might even appear on someone's dashboard in another country.

However, even with the Erasmus+ rule of considering young people till they are 30, the statistical data shows that the oldest and widest-reaching social network around might not be the best place if you are looking for people under 20.

Where to look for them then? As one of the biggest social networks worldwide, Instagram is especially popular with teenagers. As of January 2022, 30,1% of 18 to 24-year-olds use Instagram, followed by 25–34-year-olds (31,5%). TikTok is also worth mentioning, as it gains 8 new users every second (according to [Hootsuite](#)).



Figure 4. Instagram page @digitalroutes [Accessed 07.04.2022]



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For the means of the campaign actions, the partner consortium has created an Instagram profile, in addition to the existing Facebook, to utilize during the campaign.

5. Language & Hashtags

Hashtags on social media, and especially in Instagram, can make or break your marketing strategy. If used correctly, your materials will be viewed by more people likely to be interested what you offer. More about hashtags' magic read in the Hootsuite article "[Instagram Hashtags 2022: The Ultimate Guide](#)".

Each action of the campaign will have a special hashtag, which will be distinguishable on social media and can help measure the engagement and interaction from the users:

ACTION 1: #MYROOTSAREDIGITALROUTES

ACTION 2: #FROMATODIGITALROUTES

ACTION 3: #ITAKEDIGITALROUTES.

The hashtags should be used by the whole consortium when posting about the project, in addition to the general hashtag – #DigitalRoutes.

6. E-commerce

DIGITALROUTES@CULTURE project foresees utilising the developed online modules as e-commerce products. Hence, the existence of the "Shopping cart" feature on the open web-platform. More about this topic in the IO4 – Toolkit for the program implementation.

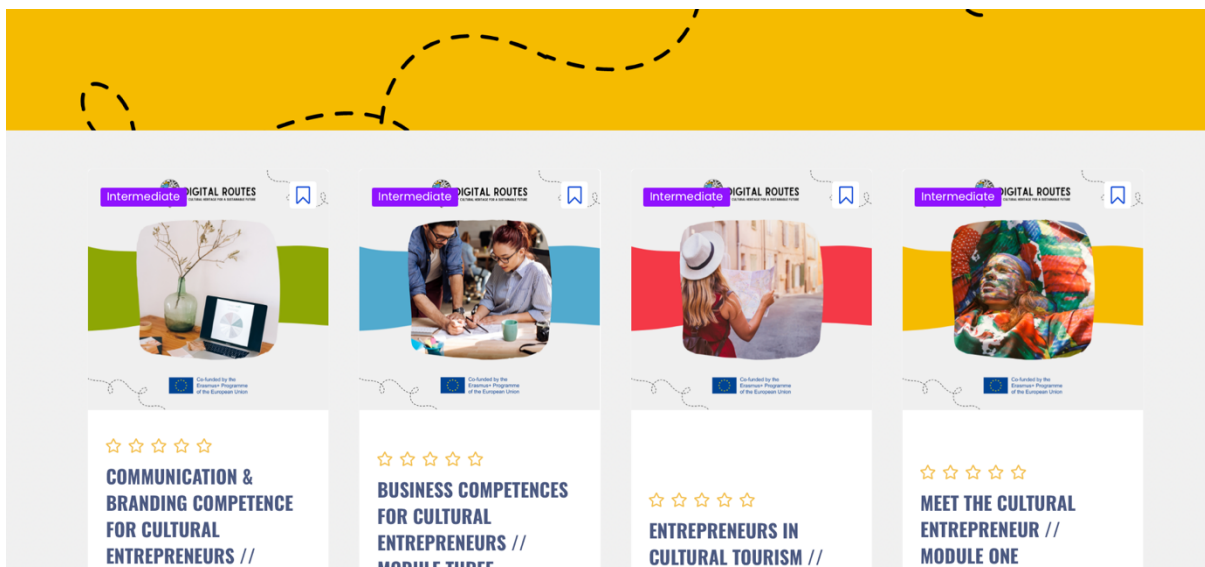


Figure 5. Online courses page on the project website. [Accessed 10.04.2022]



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