

HOME

2030

BUILDing
the FUTURE

MARKETING STRATEGY

IO 9

Report



Erasmus+

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Home 2030 - New Ways in Vocational Training on the "Intelligent use of energy in residential buildings"

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Aim of the output

The aim of output 9 is to design a marketing strategy to ensure the best possible exploitation of the training curriculum (intellectual output 7) also after the end of the project.

Intellectual output 7 provides the creation of the “Smart Home” training curriculum, divided in 4 modules, level 4 EQF.

The training curriculum is designed in modular learning units for 3 professions:

- motor vehicle,
- plumbing and heating,
- electronic

Contents of learning modules:

- module 1 = communication in residential buildings (cross-section module for modules 2,3,4; 8h)
- module 2 = energy storage and mobility (focus motor vehicle, 16 h)
- module 3 = energy use and thermal energy (focus plumbing and heating, 16 h)
- module 4 = decentralized energy production and storage (focus electronic, 16 h)

Initial marketing strategy research

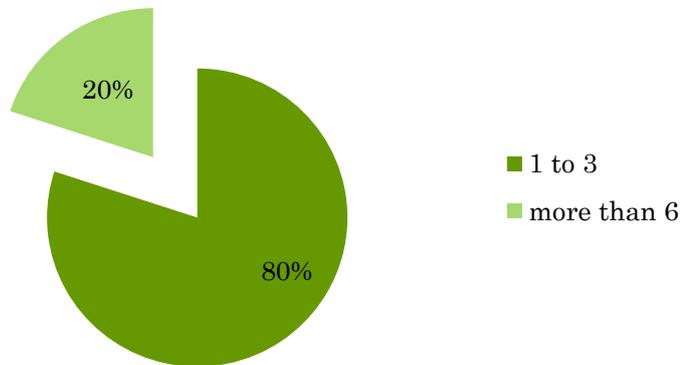
In order to define an appropriate marketing strategy that uses all the tools and the resources available to each partner, was made a survey (IO 8) to identify the best strategies, information channels and instruments to ensure the optimal exploitation of output 9.

To do so, has been designed a questionnaire, aimed to learn which marketing strategy partners put in place and which available resources, both in terms of professional skills and technical tools, they have.

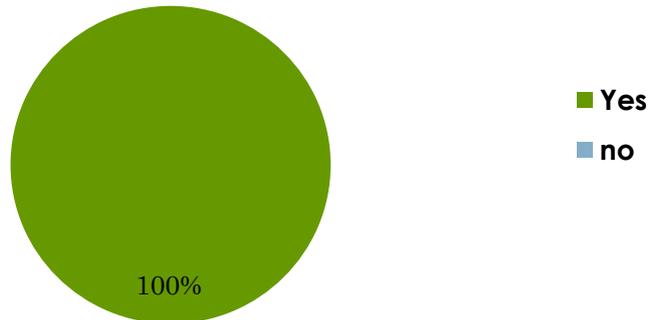
5 questionnaires (1 for each partner) have been collected.

The results

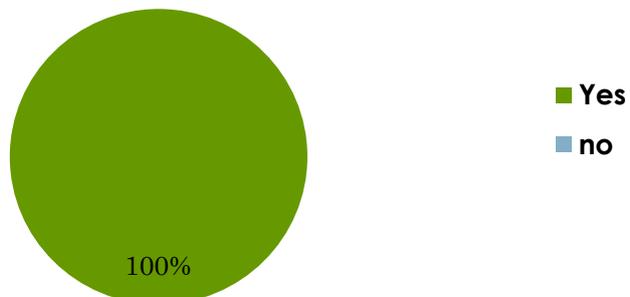
1. How many people work in the Marketing department?



2. Do you have a marketing strategy?



3. Have there been changes in your marketing strategy in the last two years?



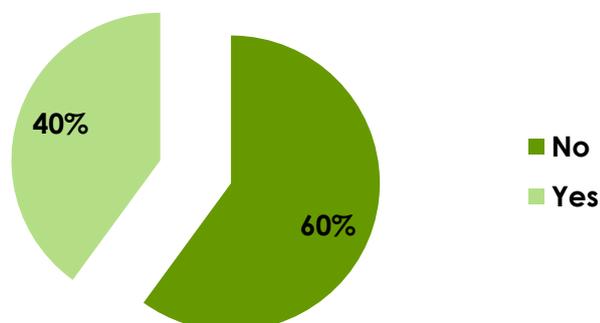
4. If yes, please describe the changes.

All partners declared they adopted a more extensive use of social media as a way to communicate to customers and promote their services/products, reducing the production of printed materials.

5. Which skills does your marketing and communication staff have?

- consumers' psychology,
- interpersonal and communication
- ITC
- social media communication
- services marketing
- writing
- public speaking
- creativity.
- graphics design,
- institutional and brand communication
- TV and WebTV editing

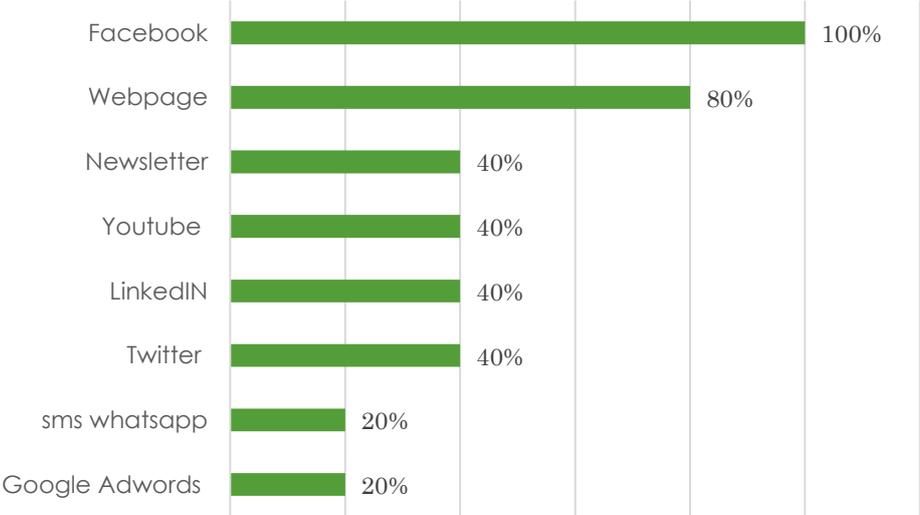
6. Do you have outside consultants?



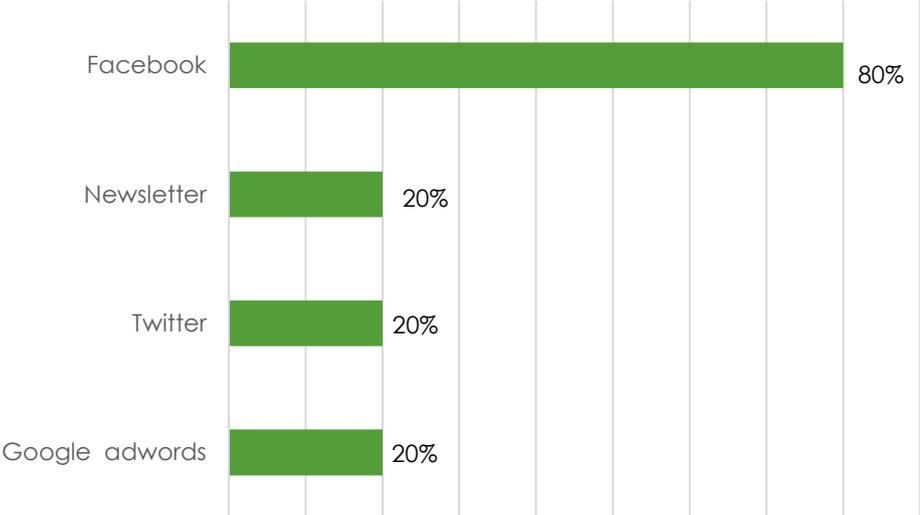
7. If yes, what specific skills do your consultants have?

- media agencies
- photographers
- event production

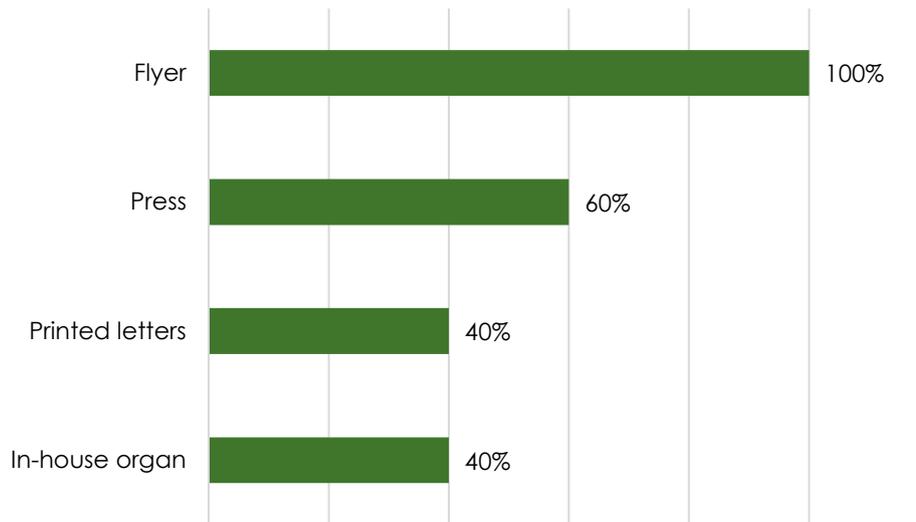
8. What kind of online tools do you use?



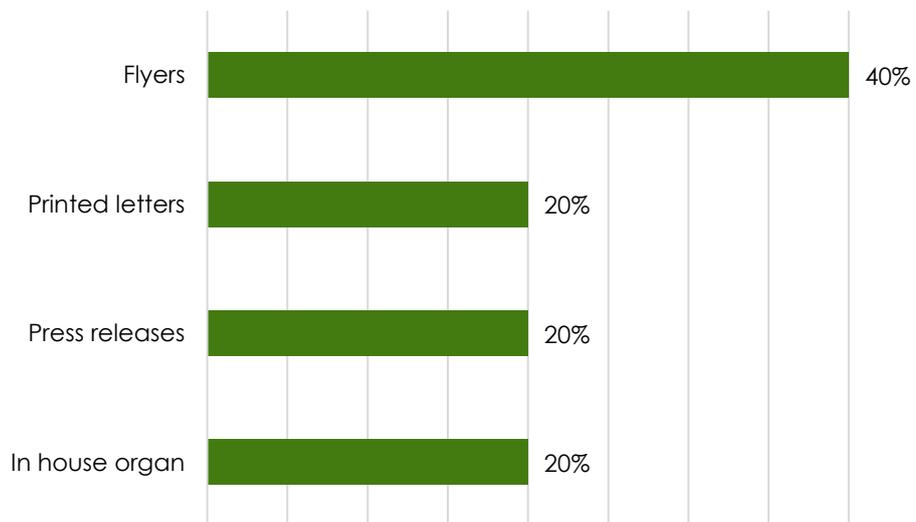
9. Which do you find is the most effective online tool?



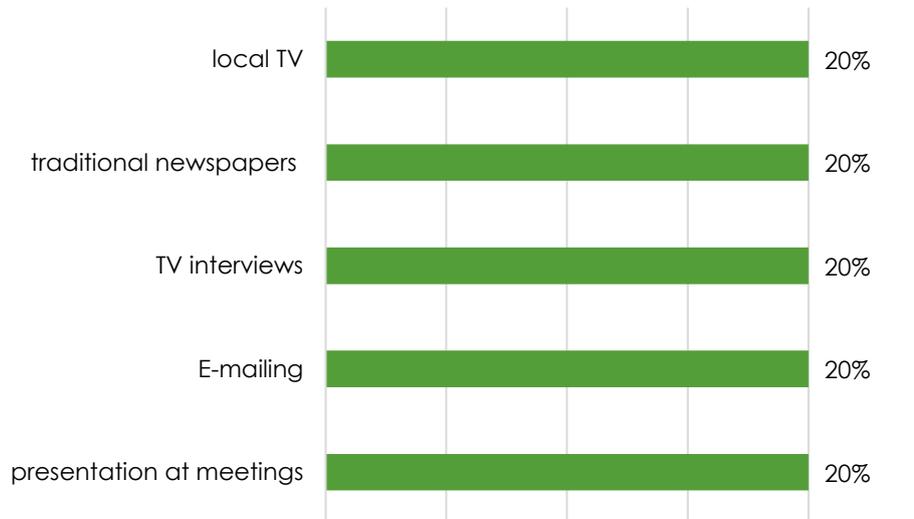
10. What kind of printed tools do you use?



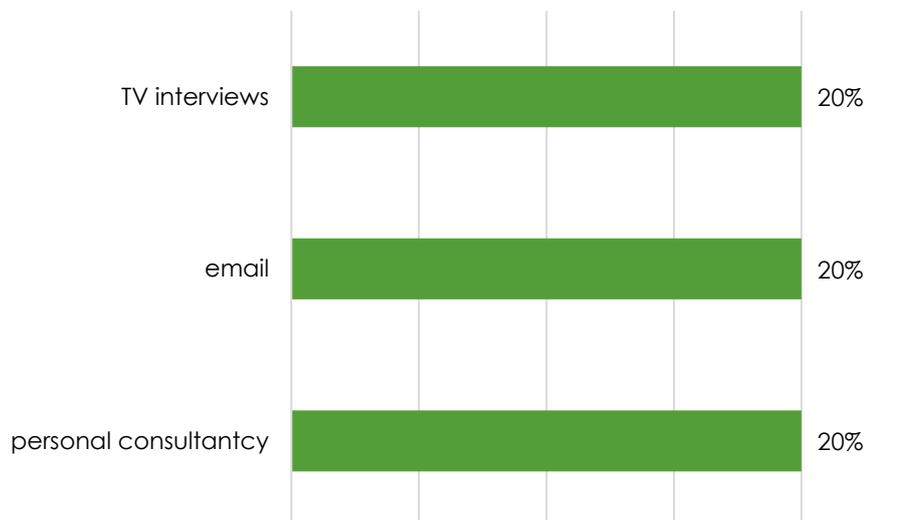
11. Which do you find the most effective printed tool?



12. What kind of other media do you use?



13. Which do you find the most effective other media tool?



14. In your opinion, what are the most effective strategies/ experiences / best practices to communicate with your target audience?

- Facebook
- Own website
- Newsletter
- mailing
- own call-center
- media mix

15. What are the controlling tools / procedures put in place to evaluate the impact of your communication activities?

- Facebook insights
- Google analytics
- Google webmaster tools
- Google AdWords
- number of participants in the event promoted

The Marketing Strategy for IO 7

The marketing strategy of the intellectual output 7 ("Smart Home" training curriculum, divided in 4 modules, level 4 EQF") is defined based on the findings of the survey above presented.

Flyer

A flyer in English, German, Italian and Polish will be developed in order describing the "Smart Home" training curriculum with indications of websites where it will be downloadable. The flyer will be printed and distributed during face to face meeting, conference etc and will be also available in electronic version in the project website, in partners' websites and in partners Facebook, Twitter and LinkedIn pages.

Website

The description of the "Smart Home" training curriculum will be available on the project website (www.home2030.eu) and on the websites of each partner organization, along with the contact person to which interested bodies can turn for more information.

FB/TW/LinkedIn

All partners will post information about the "Smart Home" training curriculum on their company Facebook, Twitter and LinkedIn pages.

They will also share the post with their personal profiles.

It is assumed that through shared and direct posts we can easily reach 50,000 views.

Partners' newsletters

As most partners produce a newsletter for their members/customers, all of them will write about the "Smart Home" training curriculum, giving indications how to download it and how to implement it.

It is assumed that newsletter produced by all partners will reach at least 70.000 readers.