



Online Marketing Strategy (part 1)

Web marketing and Analytics

Amplify your reach with MAIA Multiply
(Working Group Session 3)

28/05/24

Albert Puerta / Carlos León



Web Analytics

What should we focus on?

- We need to measure very carefully what happens on our website, especially important 'events.'
- Measure web traffic, but also the quality of that traffic.
- Quality traffic = visitors to our website who are interested in what we share. They consume our content and the visit leads to a 'business' conversion. For example, they sign up to our newsletter or fill out a form and we obtain their contact details.
- Conversions rarely occur during the first visit. However, they always happens after the visitor passes through a conversion funnel.

Conversion funnel

AIDA Purchase Funnel



Search Engine Journal*

<https://www.searchenginejournal.com/conversion-funnel-how-to-optimize-customer-journey/474337/>

Which conversions to measure?

Vital to define what actual 'business' conversions are.

For example:

- Contact form (we can measure who's completing and submitting our online form)
- Mail or contact call (measure clicks on the website)
- Download a demo via form
- ...

Which micro-conversions to measure?

It's also very important to measure micro-conversions. These are events (visitors) that don't lead to a contact but do show interest in what we offer on our website.

For example:

- Users who visit more than 3 pages or spend more than 3 minutes on our website.
- Users who download content, like a PDF
- Users who watch a video
- Users who visit an important page (contact, results, applications...)
- ...

Why is this so important?

We need to know how many and which users generate conversions and micro-conversions for two reasons:

- To know which of our marketing actions were successful and which were not. This way, we know what to repeat, improve, change, or allocate more or less budget to.
- So the algorithms of our online advertising campaigns (Google, Instagram, LinkedIn...) know who to target. If we know which users are very interested in us, the algorithms can better position our ads (or content) in front of them. The algorithm will also look for more similar users. This is the most effective way to achieve our targets.

Cookie consent

To measure what users do, and for the algorithms to work their magic, we need cookies. Because of regulatory changes, it's now mandatory that users give us their voluntary consent.



We recommend [Cookiebot](#) (which has a free version for small websites), but you can also use [Complianz](#) for Wordpress, which is more focused on that type of website.

Web Marketing

Main objectives

- Even if we're not selling anything, we always have 'business objectives.'
- The success (or not) of a research or scientific project is measured not only on the results achieved, but also on its implementation in the target community.
- It is important to be very clear about who we want to 'sell' to: who our target community is. This may be other scientific projects, policy-makers, specialised companies... It's very difficult for our real target to be society in general.
- We may have several targets, but not very broad ones. It's essential to focus and try to 'speak' to each of them.

The golden rule of marketing

- On our website we **cannot** start off by talking about ourselves. We must ALWAYS talk about how what we do solves our target's problems.
- To grab their attention, we must open with very clear messages and short sentences, summarising the value that our actions bring to our visitor. What's the benefit of what we do for *them*?
- Once we have captured their attention, we can go deeper into what and how we do it and, finally, who we are.

Starting off by talking about ourselves is a mistake: This forces the *visitor* to work to understand how we can help them solve their problems and meet their needs. It's vital to be clear and transmit value right upfront.

Focusing on objectives

- Some websites are product/service oriented. However, successful ones are customer/target oriented.
- We must try to create content with each of our targets in mind. For example, if our target is projects or companies from different sectors, we can explain the benefits of what we do for each of these sectors.
- The more we segment our targets, the more successful our content strategy will be.
- At the end of each key page or valuable content, include a very clear call to action (CTA). For example: 'Book a demo' [embed link to your contact form].

Online marketing strategy

Marketing for scientific projects

- Marketing scientific projects is challenging. You're often trying to 'sell' something that doesn't exist yet; that's just an idea.

But the rules of marketing apply just the same.

- We have analysed some of your projects' dissemination strategies and you are doing the right thing. The problem, we believe, lies in the lack of orientation to the needs of the target audience.

Content Marketing

A lot of content is being created...

- Articles
- Vídeos
- Graphics/Infographics
- Webinars
- Conferences

... but almost always talking about us.

Content Marketing

Our strategy proposal:

1. Define our main targets (those who will really 'buy' us).
2. Segment them as much as possible. Minimum 8-10 targets.
3. Create some contents for each of them
4. Always talk about how we cover their needs.
5. Always work on the SEO of these contents
6. Disseminate these contents through different channels to reach each target.
7. Develop these channels through public relations (manually, if necessary)

Main Channels

Proposed online channels (in order of priority):

1. SEO (Google, Bing, ChatGTP, Gemini...)
2. Your newsletter (and direct mail)
3. Newsletters from other websites
4. LinkedIn (organic, direct and paid campaigns)
5. SEM (Search Engine Marketing; = Google Ads campaigns)
6. Publish articles on other websites
7. Other social networks



Thank you!

More questions? Carlos.leon@thatzad.com



Online Marketing Strategy (part 2)

How to generate quality web traffic

Amplify your reach with MAIA Multiply
(Working Group Session 4)

18/06/24

Carlos León



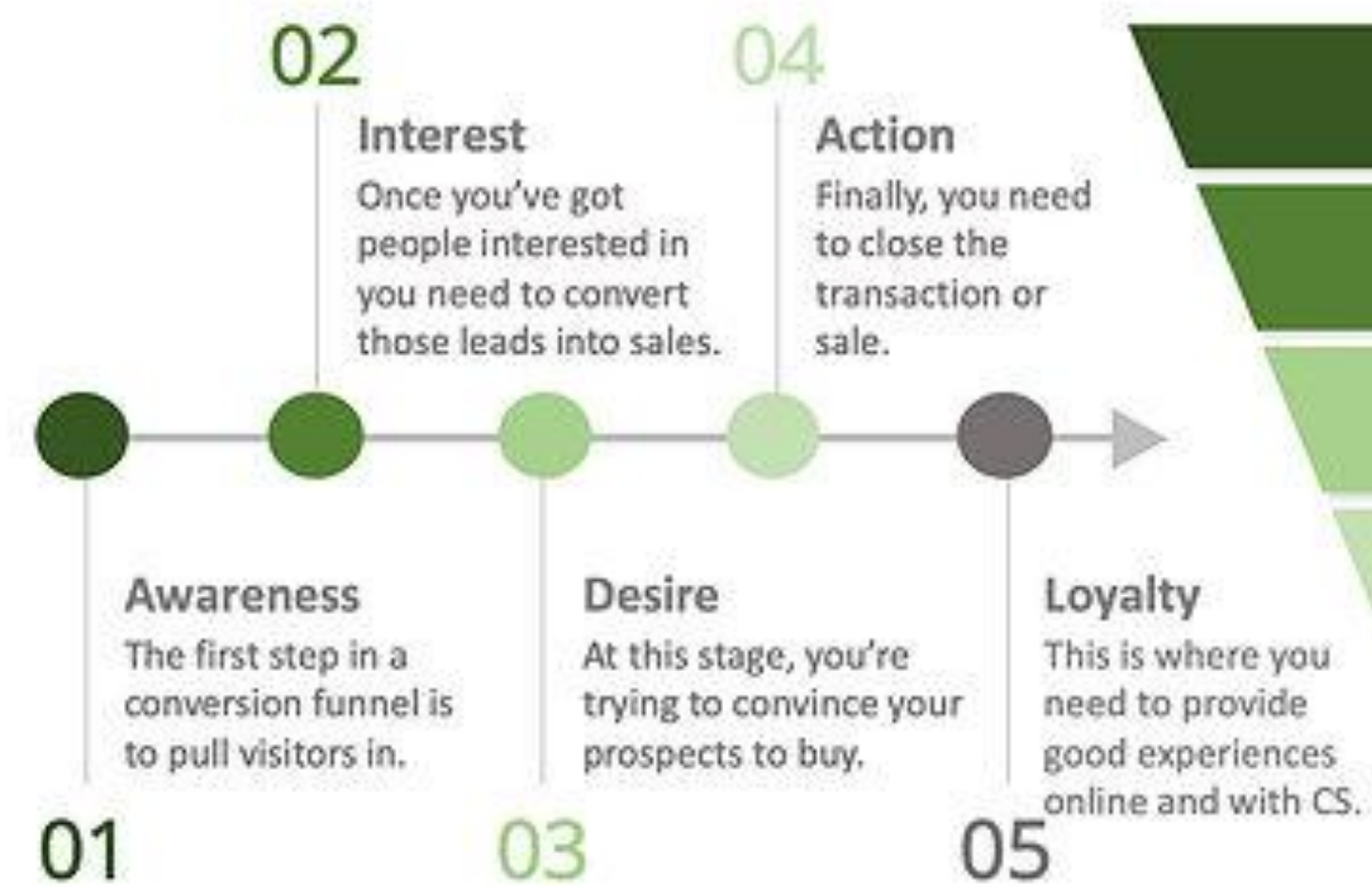
Quick overview session 3

Key points of an Online marketing plan for a scientific project :

1. Measure conversions and micro conversions with any web analytics tool.
2. Define perfectly your main targets (those who will really 'buy' what we're 'selling').
3. Segment them as much as possible. Minimum 8-10 targets.
4. Create content for each of segment/target.
5. Always talk about how we answer "their needs".
6. Always work on SEO for our content.
7. Disseminate these contents through different channels to reach each target.
8. Develop these channels through public relations (manually, if necessary).

Conversion funnel

AIDA Purchase Funnel



Search Engine **Journal**

TOFU | MOFU | BOFU Conversion Funnel



<https://www.searchenginejournal.com/conversion-funnel-how-to-optimize-customer-journey/474337/>

SEO (Search Engine Optimization)

How to select keywords to include in your content

People often make two mistakes when selecting keywords for SEO:

- Thinking of very broad keywords that refer to our sector.
- Thinking of keywords that do not define us.

The key to making the right choice is:

- Select keywords that explain very well what we offer.
- Think about how our target might be looking for what we offer when they need it.

How to select keywords

To create a good SEO strategy we have to select:

- 1-2 Main keywords (home page) Ex: Decarbonisation plans for cities
- 8-10 Secondary keywords (internal pages) Ex: Decarbonisation plans/strategies small cities
- 20-80+ Long tail keywords (blog articles) Ex: Decarbonisation plans/strategies for local administrations / for cities with more than 1 million people...

Choose one (two keywords maximum) per page.

If we want to position a keyword and we do not have any page with related content, we have to create a new page or add an article to the blog.

How to adapt your website?

If we want to try to position a keyword (for example: "climate modelling") on a specific page, it must feature in:

- Domain. Ex: Futureclimatemodelling.org
- URL. Ex: Future.org/climatemodelling
- Meta title (max 60 char). Ex: Climate modelling for mediterranean countries | Future
- H1 (Header or main title of the page) Ex: Climate modelling for mediterranean countries
- Text (optimum: insert 3 times the keyword in 400 word texts)

How to write articles for SEO

5 tips to increase traffic to your articles.

- Before starting to write, choose the keywords for each article carefully. Think about how people might be searching for what you offer.
- It's better to use very specific "long tail keywords," rather than very broad keywords
- Use the keyword at the beginning of the title. Normally the main title of the article is an H1 and use it to automatically create the meta title and the URL.
- In text, use keywords at the beginning, in the middle, and at the end. If the article is very long, you can include them up to 4 times. You can also use synonyms.
- Add 2-3 links to other important pages of the website in each article to pass Authority to these pages.

How to generate quality web traffic

How to find your Title or H1, H2...

The image shows a browser window with a Google search for "localised project". The search results show the first result is "LOCALISED-Project Home" with a description: "LOCALISED is a European-funded research project which intends to make an important contribution to local decarbonization information." This result is highlighted with a red box.

The browser window also shows the website "localised-project.eu" with the DevTools open to the Elements panel. The title tag is highlighted with a red box: `<title>Home - LOCALISED-Project</title> => $0`. The meta description is also highlighted: `<meta name="description" content="LOCALISED is a European-funded research project which intends to make an important contribution to local decarbonization information."/>`

The website content includes a section titled "What is LOCALISED" with the following text: "LOCALISED is a European-funded research project which is developing end-user products and services for local and regional administration and their citizens as well as policy and business decision-makers in a co-design process by..."

1. providing **downscaled national decarbonisation trajectories**, consistent with Europe's net-zero target
2. helping to **upscale the definition and implementation of mitigation and adaptation measures** at local level, the establishment of Sustainable Energy and Climate Action Plans (SECAPs) and the development of Local Energy Strategies (LESs)

How to increase positions in Google

If we use keywords very well on the website, to rise in Google search results, you need to increase the authority of your webpage. The authority of a domain or a page is better when:

- Older domains, which usually have more authority than new ones.
- Websites that have many links from other websites (not link farms/black hat).
- If those websites that link to us are very reputable (high authority), such as official organisations, so much the better.
- We suggest you ask for links to suppliers, universities, organisations, other projects, blogs,...

SEM (Search Engine Marketing/Ads)

Create a basic text campaign

- 1 or 2 campaigns. It is better to concentrate the budget than to split it into many campaigns.
- 2-4 ad groups per campaign
- 12-15 keywords per Ad group.
- The keywords in "phrase" match if we have little budget. In broad if we have a lot (+1000€/month).
- Negative keywords ALWAYS (+100)



Create a basic text campaign

- Ads should have 10-15 titles and 4 descriptions. The algorithm combines them to generate the best results.
- Titles must be clear, direct and varied.
- It is important to add all the resources requested (visible URL, logo, photos, internal links,...).
- We recommend creating the campaign only for Search and not for Display Network.

This screenshot shows the 'Anuncios' (Ads) setup page in Google Ads. It includes a 'URL final' field with 'https://maia-project.eu/' and a 'Ruta visible' field with 'maia-project.eu / climate-change /'. The 'Títulos 10/15' section lists several titles such as 'MAIA project articles & events', 'Climate change EU Projects', and 'Research on climate change'. A 'Vista previa' (Preview) window shows a mobile ad with the headline 'MAIA project research platform - Spreading Climate EU projects' and a description about climate change mitigation and adaptation.

This screenshot shows the 'Descripciones 4/4' (Descriptions) and 'Imágenes' (Images) sections of the campaign setup. The 'Descripciones' section lists four descriptions, including 'Maximising Impact and accessibility to Climate Change Research in EU' and 'Events, Projects, Articles and resources about Climate change mitigation and adaptation'. The 'Imágenes' section shows a preview of the ad with the headline 'MAIA Project' and 'Maximising the projects impact - Research on climate change'. Below the preview, there are instructions about image quality and a 'Nombre de empresa' (Company name) field.

Create a PRO campaign

This is not for you to do it, but for you to ask your ad agency to do:

For projects like yours we recommend running Performance Max (PMax) campaigns. But the key is to give the campaign:

- Very good resources: texts, photos, videos, banners, logos...
- Good signals: Keywords, Audiences, Other Websites...
- Perfect measurement of conversions and micro-conversions: **Lead Scoring strategy**

Create a PRO campaign

Vista previa de anuncios

Campaña: G.Ads_Alter_PMAX_Inglés_Expert_4.2 Recursos: 17 imágenes, 3 logotipos, 5 videos, 6 títulos, 5 títulos largos y 5 descripciones
Grupo de recursos: Grupo de recursos 1

Señales
Las señales proporcionan información valiosa sobre los usuarios a los que quieres llegar. Te pueden orientar sobre quién ve tus anuncios en la Búsqueda de Google, YouTube y otros servicios.

Temas de búsqueda BETA

¿Qué palabras o frases usan los usuarios para buscar tus productos o servicios?

Añade temas de búsqueda (25 de 25)

- Sustainability
- Climate crisis
- Climate change
- Best practices for sustainability
- Climate action
- Climate change events and conferences
- Climate change in Europe
- Fake news and climate change
- Green policy
- How to combat climate change in Europe
- How to get involved in climate action
- Impact of climate change in Europe
- Political commitment to sustainability
- Presentation of climate change projects
- Solutions to the climate crisis
- climate adaptation
- climate change projects
- recent climate change news
- climate change resilience
- climate change policy
- climate change mitigation
- climate change adaptation
- climate change articles
- climate change news 2024
- climate change community projects

Señal de audiencia

Llega a los clientes adecuados más rápido en Google con una señal de audiencia.

[Añadir señal de audiencia guardada](#)

Tus datos

Los datos propios pueden ayudarnos a llegar a tus clientes

All Users of Alter Climate Change	Visitantes del sitio web	⊗
Alter_Visitantes_URL Maia	Visitantes del sitio web	⊗

Grupos demográficos

Usuarios con los siguientes datos demográficos

Sexo
 Mujer Hombre Desconocido

Edad
35 a +65 Desconocida

Grupos demográficos adicionales

Señales adicionales

Intereses y datos demográficos detallados Añade intereses, datos demográficos detallados o acontecimientos vitales relacionados con tus clientes

Nombre de la audiencia Asigna un nombre a la audiencia para guardarla en tu biblioteca (opcional)

Social Ads (LinkedIn, Meta and Tiktok Ads)

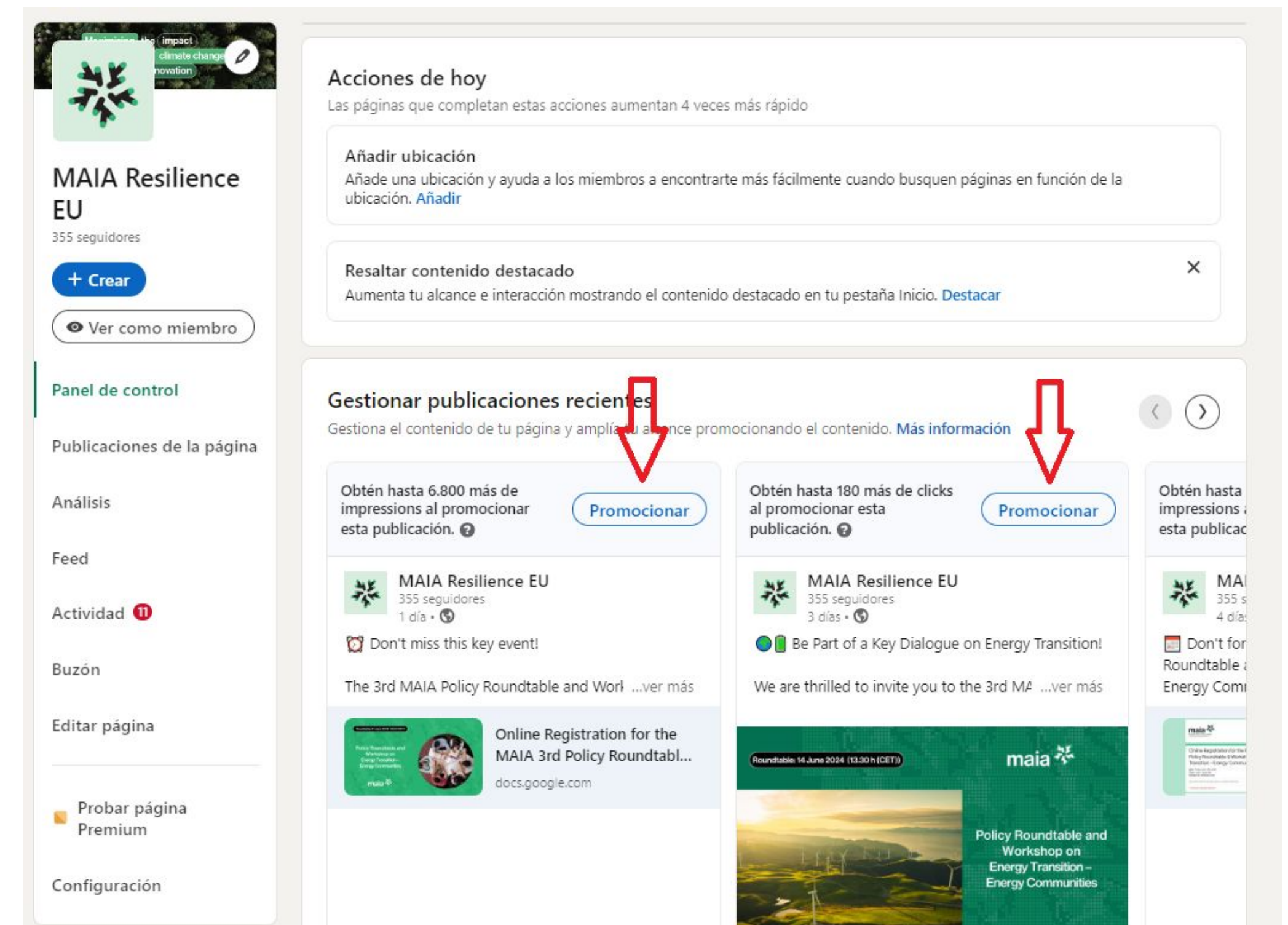
How to run Social campaigns and not burn money?

In almost all social networks there are two options for running a campaign

The simplest option is from the publications themselves (sponsored content).

It is simple, but gives few options to segment and optimise.

We only recommend it for very low budgets (<300 €/month).



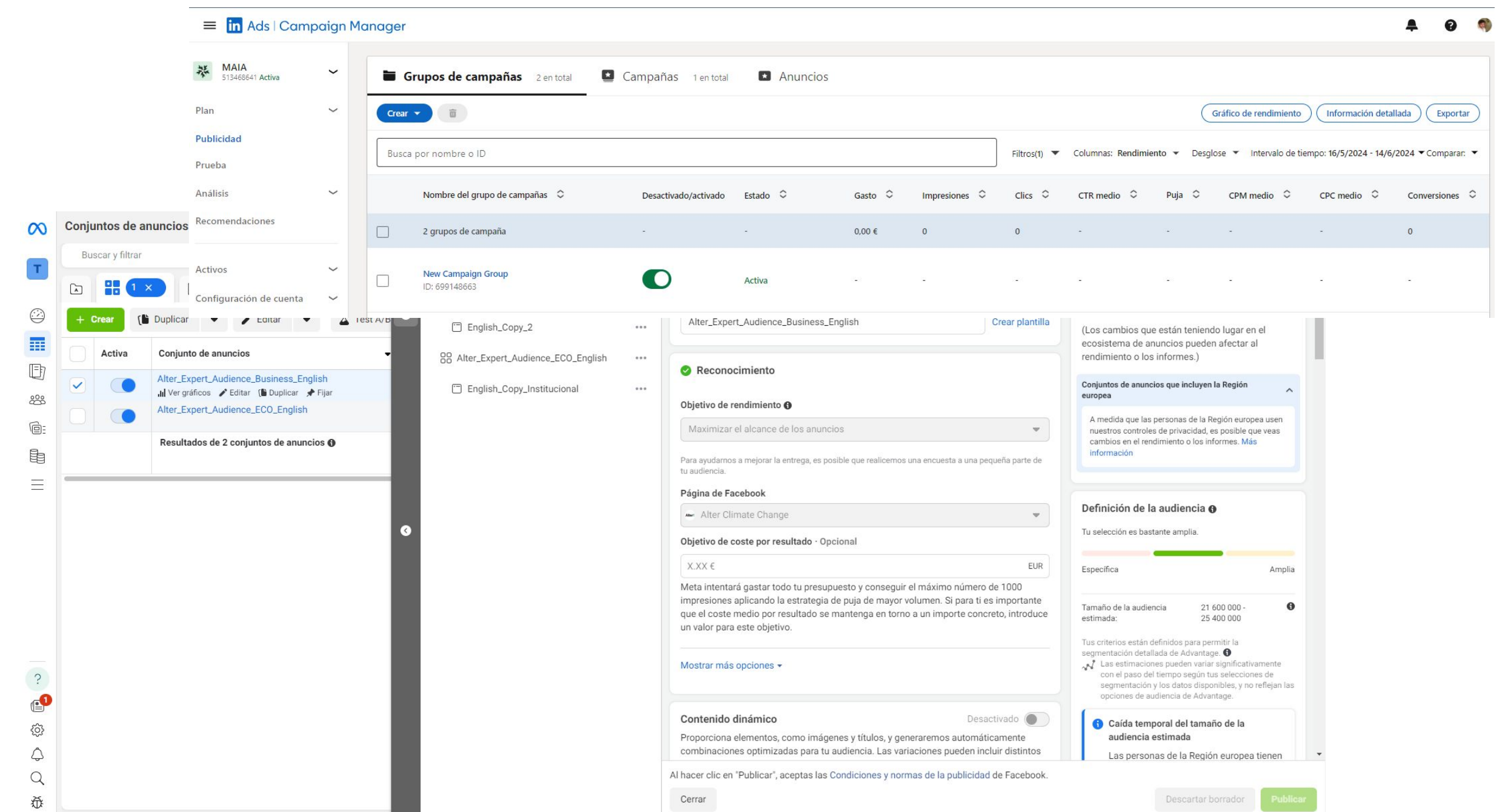
How to generate quality web traffic

How to run Social campaigns and not burn money?

To make good campaigns you have to work from Ads Manager.

It is more complicated but allows many more segmentation options.

Allows you to focus the campaign on a specific objective (VERY IMPORTANT).



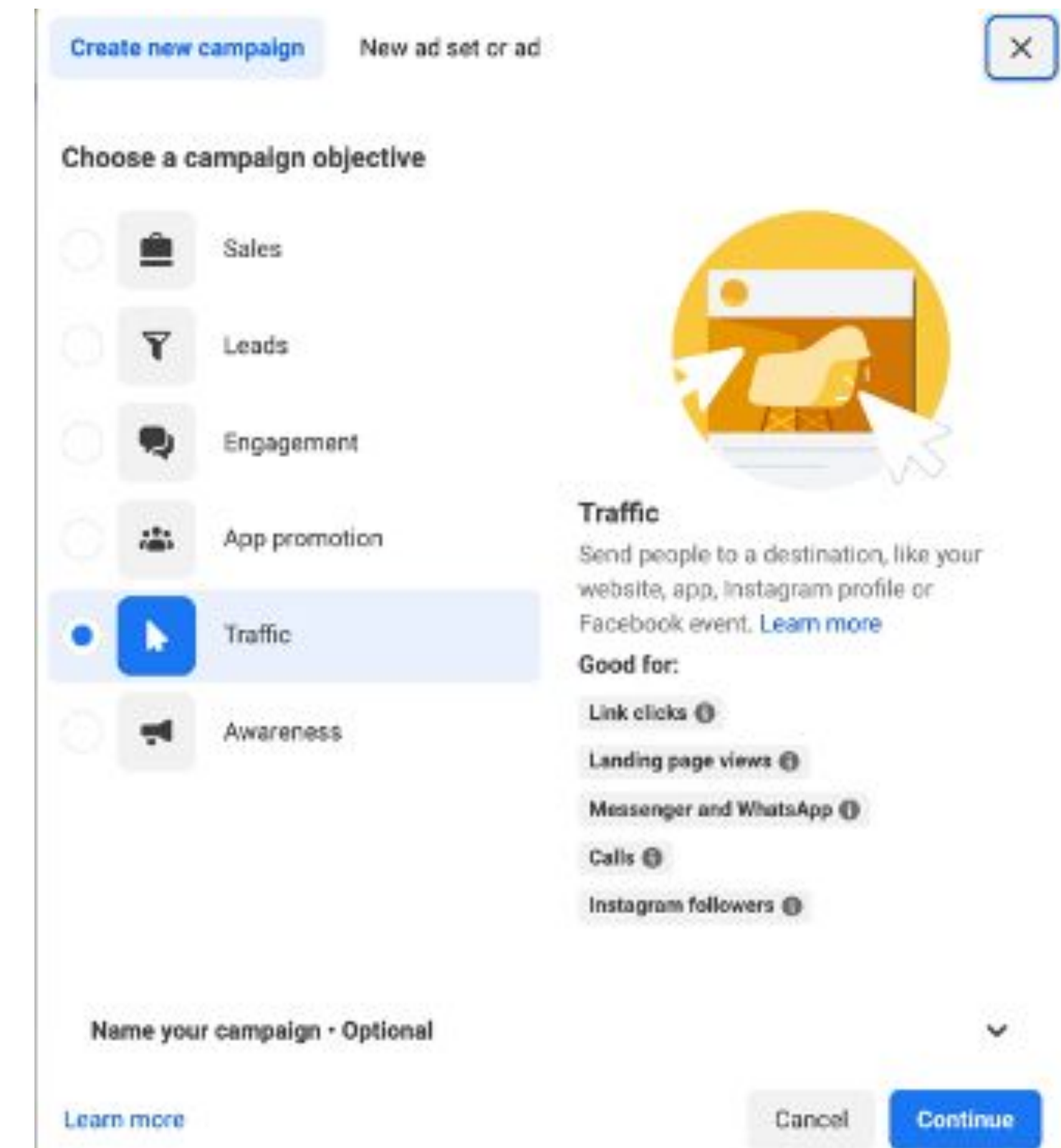
<https://adsmanager.facebook.com/> (META)

<https://www.linkedin.com/campaignmanager/accounts> (LinkedIn)

How to run Social campaigns and not burn money?

There are many objectives we can direct campaigns at. And they really work:

- Reach or Brand awareness
- Visits to the website
- Profile visits
- Lead generation
- Web conversions
- Sales



How to run Social campaigns and not burn money?

Our recommendation is to run conversion-oriented campaigns.

But only if we are able to measure conversions very well so that the algorithms can learn and reach the highest quality audiences.

Questions & Answers



Thank you!

More questions? Carlos.leon@thatzad.com



Amplify your reach

Partner with MAIA to maximise your
project dissemination.



Welcome!

Science communication is vital for connecting research with the public, especially in climate science. Let's collaborate to create transparent and engaging communication.

- [Communication Working Group](#) Spreading the projects to the quadruple helix

What do the followers want?

The ABCs of the algorithm: value and brand content

No magic, no tricks

No shortcuts. Your value is your main resource

- There isn't a magic hook or a single most efficient editing model. The most important thing is to bring value to your audience.
- We are often told that we need to publish constantly, but quality is much more important than quantity. The key is to spend our time creating high-quality, valuable videos and content, rather than focusing on producing as much content as possible.

Keys to successful community building

1. Know Your Audience:

- Research and understand your audience to create relevant content.
- Use analytics tools to gather demographic data and behavior.
- Listen to their feedback and adjust your strategies accordingly.

3. Interaction and Engagement:

- Respond to comments and messages promptly and personally.
- Encourage participation through questions, surveys, and contests.
- Create an active community where followers feel valued and included. .

2. Quality Content:

- Publish original, engaging, and valuable content that resonates with your audience.
- Maintain a variety of formats, such as videos, infographics, and blogs.
- Update and recycle old content that is still relevant.

4. Monitoring and Analysis:

- Use monitoring tools to track the performance of your posts.
- Analyze key metrics such as reach, engagement, and conversions.
- Adjust your strategy based on the data to continuously improve.

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The algorithm can be your friend

The goal is to capture the attention of your audience

- The social media algorithm is programmed to do one thing and one thing only: to get people to spend as much time as possible on these platforms. That's why it recognises the content most relevant to your audience, the content they enjoy most.
- How does your audience recognise the value of the content you are creating? If it educates, inspires or entertains..

The algorithm can be your friend

The goal is to capture the attention of your audience

- Instagram and Youtube: are no longer just social media. They are an entertainment platform.
- LinkedIn is still a social media platform (you create and follow your connections there).
- How does your audience recognise the value of your content?
If it is educational, inspirational or entertaining.

What do the followers want

First things first

Know your audience

- Who is your audience?
- What is your audience's problem?
- How do you solve your audience's problem?
- What is your expertise?
- How do you approach it?

Training unit: The ABCs of the algorithm: value and brand content

- Offer your audience your value proposition.

What do the followers want

The most effective value proposition

Be specific

Example: Jolt the Change

- Network set up in MAIA, targeting young people.
- They are interested in environmental issues and often feel that the policies of older countries or generations are disconnected from these issues.
- Jolt the Change is the network that introduces them to the work of researchers, innovation companies and the European Commission.

What do the followers want

Exercise

Let's put all this into practice

- Your audience: who are they? What interests them? What do they care about? How does your project contribute to solving their problems? What is your project's expertise?
- In one sentence, clearly define what you want to communicate to this audience on your social channels.

The formula

The best post structure: video, brief post, long post.

- **Part 1. Reveal.** Tell the user what is in the video to them. The simpler the better.
- **Part 2. Build-up.** Before giving the solution, explain the meaning of the solution. This part helps to increase retention.
- **Part 3. Deliver value.** Give the user all the information that is of value..
- **Part 4. Call To Action.** Invite the user to take an action to close the post. This action should also provide value to the user.

Example

Text script to promote the I-CHANGE project in Jolt the Change. This video is part of a series of videos that will gradually communicate the value of I-CHANGE in a way that is attractive and accessible to a younger audience.

What do the followers want

The formula: example

Part 1. Reveal

When I was a child, some things seemed impossible. To pay for a plastic bag at a supermarket, to have solar panels on so many homes, or to be able to share public bicycles. Have you ever wondered how these improvements happened?

Part 2. Build-up

The answer lies in observing the little things in our daily lives, because our habits and routines constantly affect our environment.

Part 3. Deliver value

That's why researchers collect and analyze people's behaviour. They study patterns and trends to identify areas where action is most needed to face climate change, and then, they propose solutions to improve our well-being. With help of citizens across Europe, the project **I-CHANGE** is collecting data to track air pollution and travel habits to pinpoint improvements and suggest strategies to reduce carbon emissions. And with smart devices attached to bicycles is monitoring weather hazards in real-time.

This data is also collected to assess the effectiveness of policies and other sustainable initiatives. But citizen science goes beyond data collection. Sharing our daily information helps scientists develop sustainable solutions to improve our climate change adaptation. We have the power to be part of the change.

Part 4. Call To Action

Follow this channel for more!

Join our community!

If you're keen on sharing knowledge and fostering synergies, [get in touch using this form.](#)



Co-funded by
the European Union



Communication Working Group: A brief introduction

Public interest in science is rising, with 80% of Europeans expressing a desire for better understanding. Effective science communication is vital for bridging the gap between research and public comprehension. This group aims to bolster this through a robust science communication system, fostering collaboration and promoting informed discourse on societal challenges like climate change.

Key objectives: disseminating scientific progress, promoting collaboration, and enhancing the visibility of funding opportunities.

Debates about:

- Engage citizens and enrich public discourse
- Inform policy debates
- Cooperation between research-related organisations
- Tools for scientific communication
- Models for scientific communication

How will this group support you?

Connection with outreach opportunities

MAIA connects projects and stakeholders through tools, communication channels and actions, and promotes dialogue between science, civil society and policy makers.

MAIA has built a diverse network of media platforms, initiatives, content streams and social media channels. Its target audiences are the quadruple helix, with specific proposals for each group to provide them with knowledge about climate change, solutions or understanding of climate change.

Targeted groups:

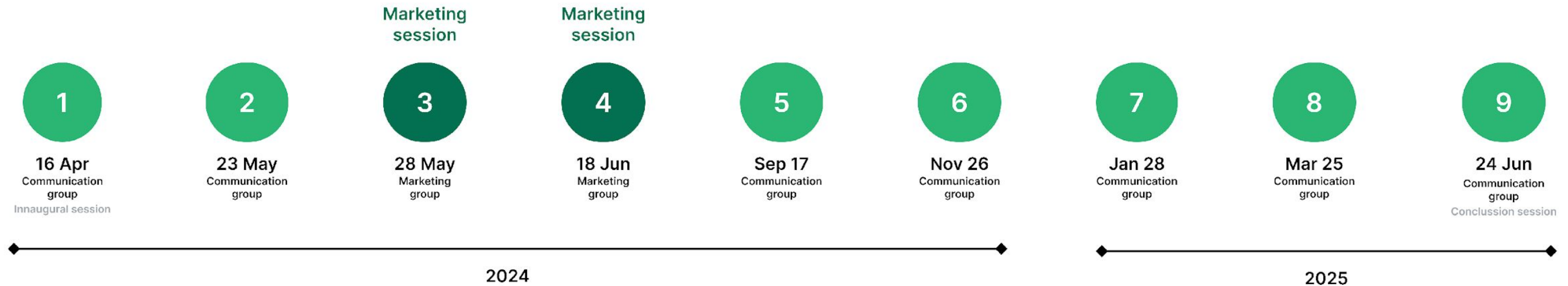
- Researches
- Business, policy makers, education and civil society
- Young people

Do you want us to be your ~~communication allies?~~

Transfer tool

Communication Working Group: Calendar of sessions

* Temporary dates



What do the followers want

Maximizing impact and outreach

Documents

- Project information:

We need this information from you so we can start preparing content and actions to maximize your visibility and reach. The sooner we receive this information from you, the sooner we can get to work.

- Communication Working Group: Common places

identify synergies and opportunities for resource sharing among projects, ultimately maximizing our collective impact.

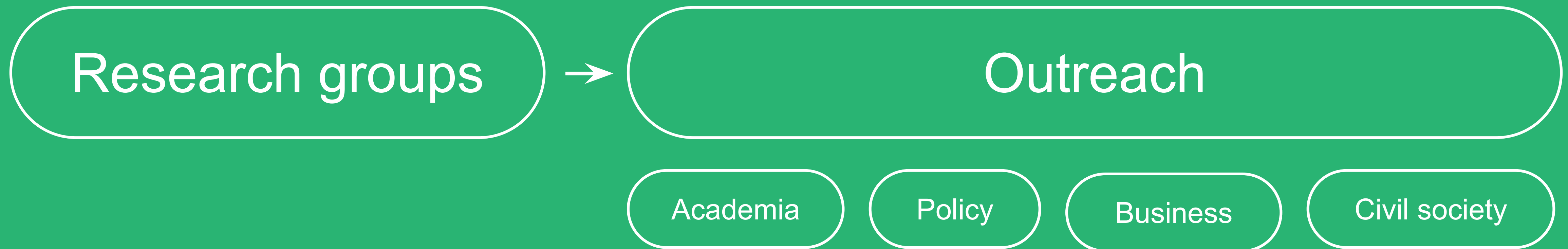
The MAIA project aims to act as an impact multiplier of climate research projects funded under the Horizon Europe and Horizon 2020 programmes.

MAIA

=

Projects' results impact multiplier

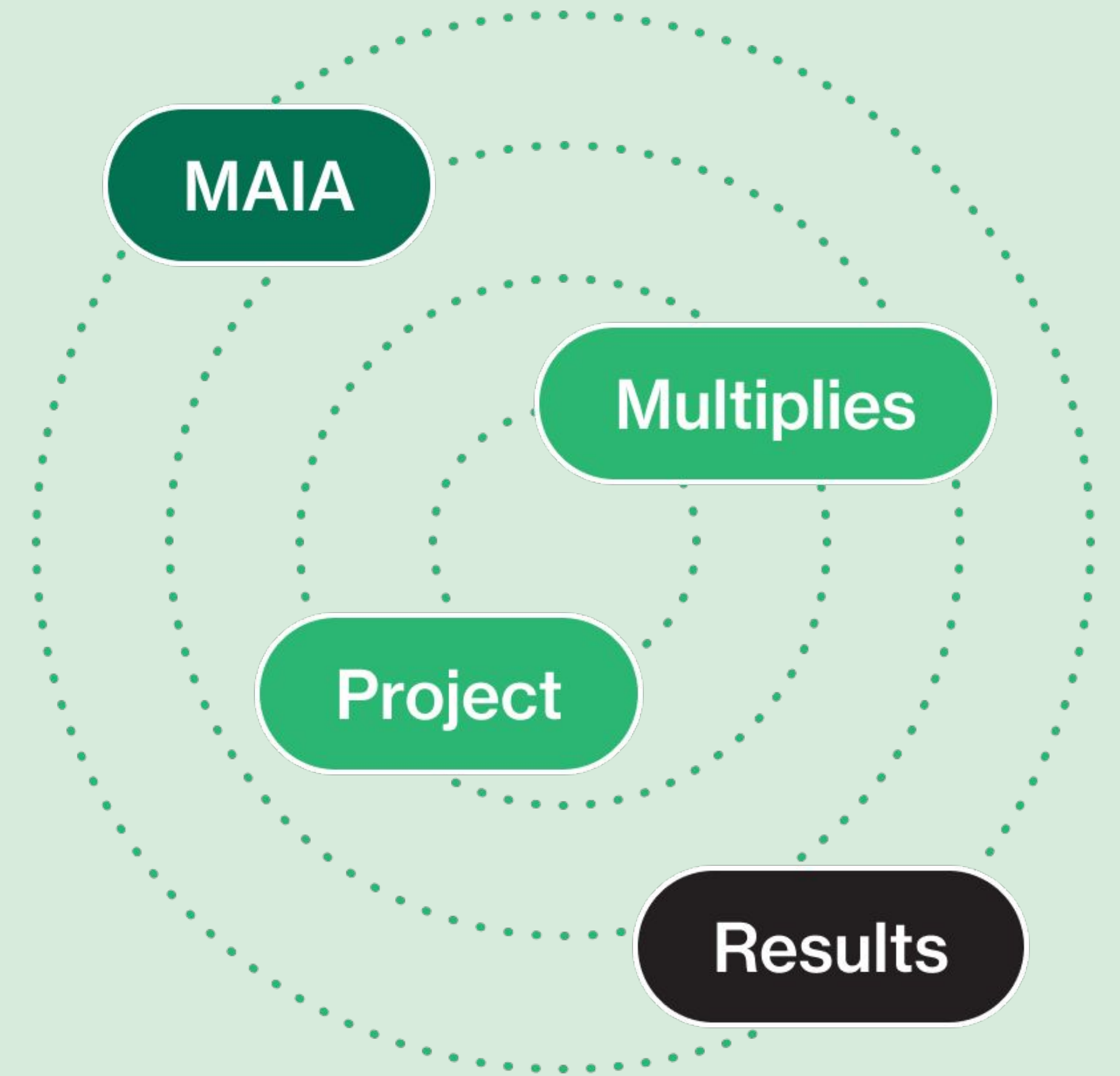
Your project has the opportunity to be part of the MAIA community by sharing your knowledge and research with others and creating synergies.



MAIA Multiply boosts visibility and promotes collaboration.


Our aim is to create synergies and interconnection of completed and on-going EU research projects on climate change, to maximise impact and support them, through different actions/activities:

- Preparing communication materials aimed at the wider public.
- Setting up thematic working groups.
- Running policy-science dialogues.
- Setting up trade missions.
- Linking knowledge and data.
- Organizing webinars and special issues.




Outreach actions and channels


Carbon Farming




Course on Carbon Farming (I): Introduction: agriculture and climate change



Course on Carbon Farming (II): Carbon estimation methods in different areas of agriculture



Course on Carbon Farming (III): Carbon sequestration & emissions reduction practices in agriculture



Course on Carbon Farming (IV): EU documentation and Carbon Markets

JOLT THE CHANGE

Alter! Understanding how to adapt to climate change

Search

English

Menu

The Alternative League for the Transition to European Climate Resilience

maia


Sign in / Register Green settings

About MAIA Research & Evidence Contact

The MAIA project connects communities, platforms, knowledge and research on climate change.

We maximise the impact and synergy of climate change research and innovation, by working to make currently dispersed knowledge more interoperable, accessible, usable and economically viable.

Download Presentation



Wildfires and Forest Management

MAIA Webinar: Wildfires and Forest Management (Part II)

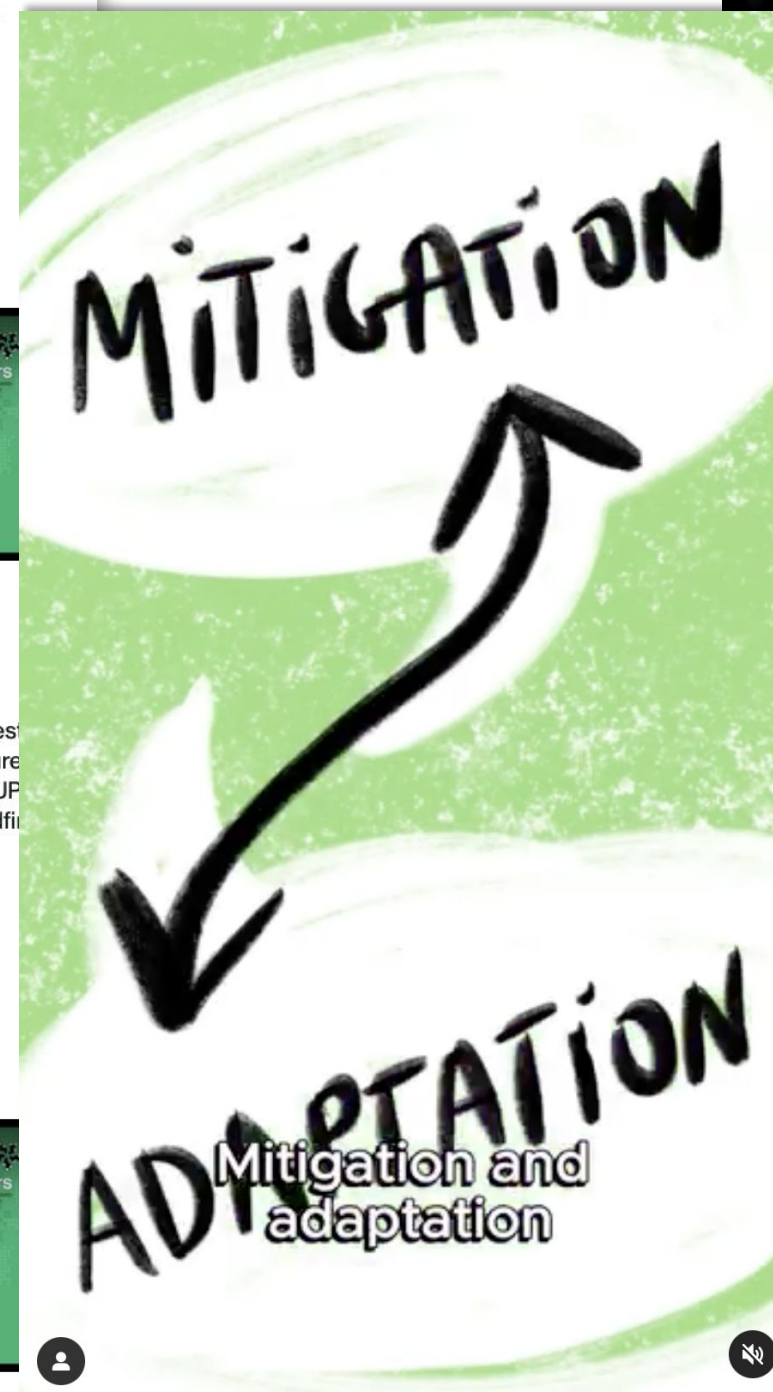
MAIA Webinar: Wildfires and Forest Management (Part III)

For this MAIA Webinar, the second of the about Wildfires and Forest Management, the EU projects FIRELOGUE, SILVANUS and fireURisk, as well as a study on Wildfires in Europe: Burned soils require attention.

Agriculture/Agroeconomy

MAIA Webinar: Climate Change and Agriculture (IV): Soil nutrient management

MAIA Webinar: Climate Change and Agriculture (I)



Article

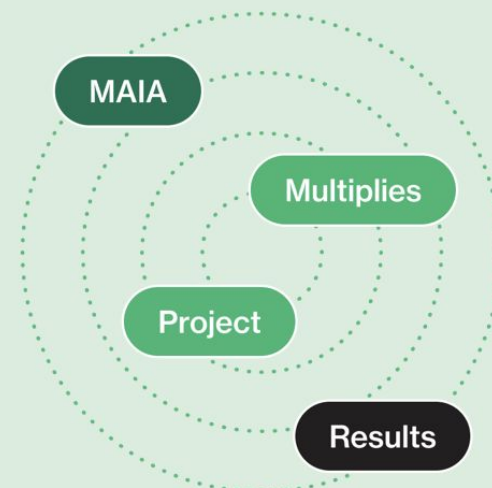
Navigating Climate Change: 25 quality websites for European (and worldwide) environmental information

Our reliable action handbook to tackle European and global climate challenges.

Article

Summer Wildfires in 2023: A Global Crisis

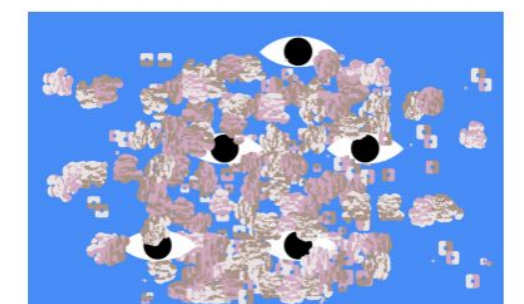
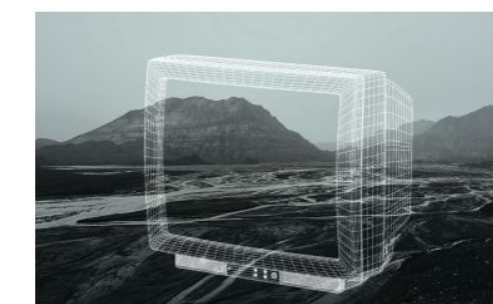
Humans have a significant role both as cause and solution.



Multiply, Inspire, Succeed! We support climate adaptation and mitigation projects to connect with their audiences.

Are you involved in an EU-funded project committed to Climate Change? We invite you to join the MAIA Multiply programme. We are here to support you in boosting your project's visibility and engagement. Let's team up to maximize your work, it's time to take action.

Get more information →



Spreading the projects to the quadruple helix

Experts behind this group

InMedia Solutions

A communication agency founded based in Barcelona (Spain), focused on support companies and public bodies in strategic communication, branded content production (on and offline), PR, Marketing and Communication and Media planning.

Inmedia Solutions is part of different EU funded projects, both as a partner or service provider.

<https://inmedia.es>



Experts behind this group

Off Course Studio

A branding-global design studio specialized in communication strategies for diverse audiences, media, and culture to boost organizational value.

We create strong brands and digital products to meet market standards, amplify visibility, and enhance business strategy.

Additionally, we share knowledge and engage communities to drive tangible change.

<https://offcoursestudio.com>

OFF COURSE

Branding and design
for innovation

Experts behind this group

ThatzAd Advertising

Thatzad is a comprehensive online marketing agency offering services from conceptualizing business ideas to launching online campaigns for driving qualified traffic. They specialize in designing and developing customized websites, portals, and apps, as well as launching e-commerce projects and helping brands enter the market.

<https://thatzad.com>



Thanks!

maia-project.eu

info@maia-project.eu



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