



# REVAB

Reuse and Valorisation of Agricultural Building  
through training based on real experiences

## MODULE 4

Planning a project for building reuse and valorisation:  
How to promote a reuse / valorisation project



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# OBJECTIVES

Through this module students, should acquire basic knowledge on how best to communicate and promote a project. Communication is a key factor in the success of the endeavour, especially in rural areas.

This module gives the basic tools and principles to plan and implement a well-targeted communication strategy.





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# 1. Introduction



The purpose of this module is to introduce the basic steps on promoting your project. You can always do more and better. But to start with, you will need to foresee the three following things:

Establish your brand

Plan your communication strategy

Deploy and measure its effectiveness

You will have already addressed a number of points in the business plan from the previous module. Now is the time to review them and ensure you have a solid marketing strategy to support your project and the appropriate tools to carry it out.



# 1. Introduction



## HOW TO TELL YOUR STORY

Promoting your project needs to be at the forefront of your mind right from the beginning. You can have the best project, service or product ever, but if it doesn't reach its audience, it is pointless!

When you read about the Case Studies, don't forget to make notes as various ideas will pop-up into your head. Take your time to learn how these projects planned their promotion and communication activities and how they are carrying it out now.

This is the best way to learn from best practices but also to avoid mistakes!



## 2. Objective



### BUSINESS MARKETING PLAN

Branding, marketing and communication have to be part of the **business plan** from the very beginning. Therefore, when writing your business plan, make sure to incorporate a business marketing plan.

**You will have already identified your target audience during the elaboration of your business plan. This group is the main focus of your communication strategy.**

You also need to define your goals, based on the targets from the business plan. Ideally, you need to select a number of relevant metrics called Key Performance Indicators (KPIs).

For example:

- How many visitors will visit your website;
- How many followers you aim to have on social media.

These metrics will ensure you remain on track with your objectives and adjust accordingly.



## 2. Objective



### MARKETING STRATEGY



WHY YOU?

How do you set  
yourself apart from  
the competition?



Who is the target  
market?



Budget

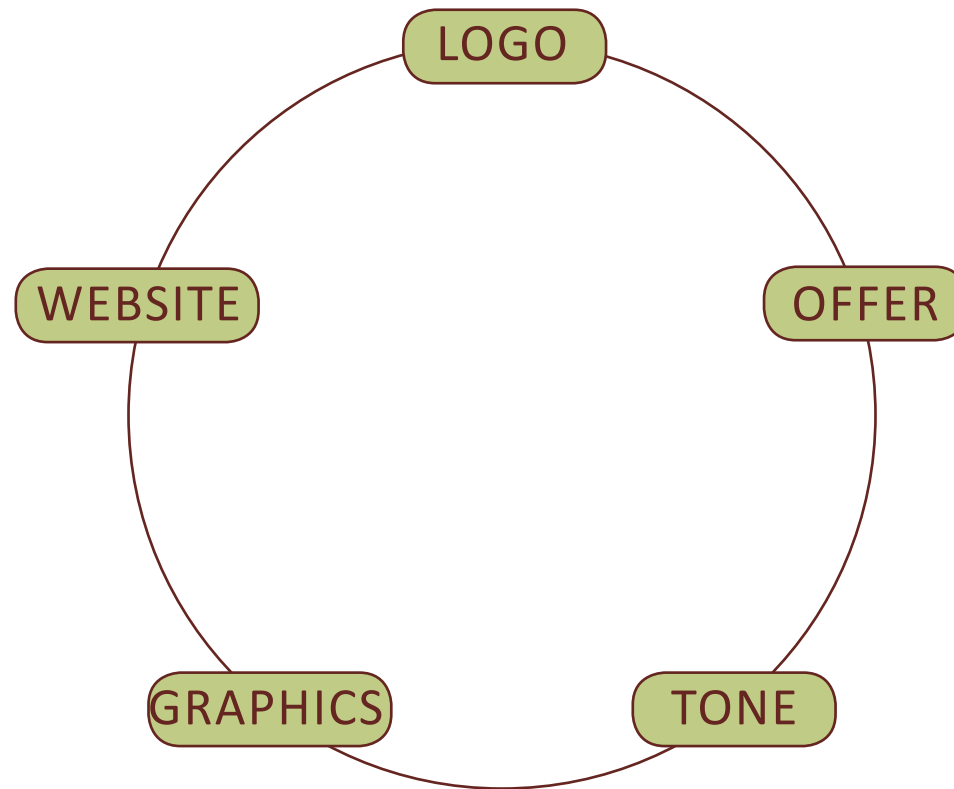




### 3. Targeting



#### VISUAL IDENTITY

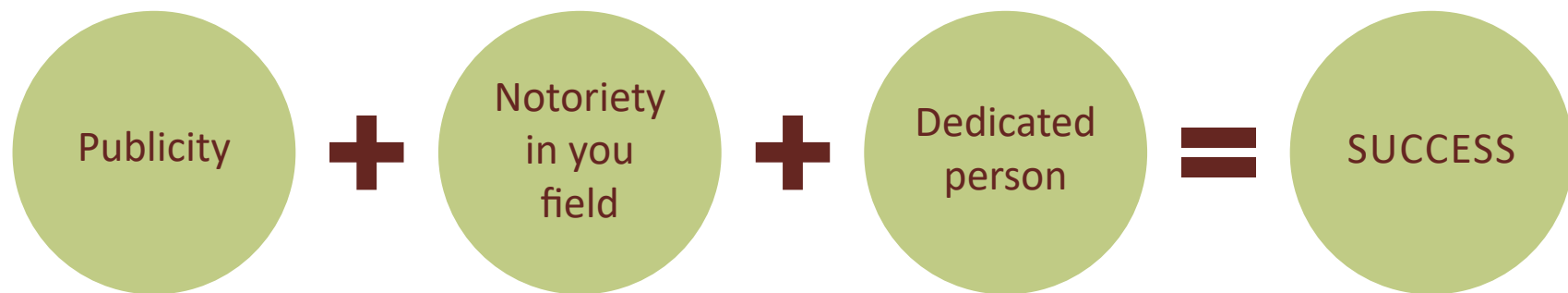




### 3. Targeting



## MARKETING PLANNING





## 3. Targeting



### SUMMARY

1. Update/create a marketing plan.
2. Revisit or start your market research.
3. Conduct a focus group.
4. Develop the unique selling proposition (USP).
5. Refine your target audience and niche.
6. Expand your product and service offerings.
7. Plan your budget.



## 4. Channel choices





## 4. Channel choices



### WEBSITE

- There are now a lot of new free tools to create and manage a website, such as Wordpress;
- Protect the name of your website;
- Be careful with search engine optimisation – your project has to appear at the top of the search results;
- It is important that the website is user-friendly for you and the users;
- Include links to your social media profiles;
- Don't forget to add your contact details;
- The information should be presented by order of importance;
- Be careful with the adaptation to computer, smartphones, or tablets;
- Titles should be short, catchy and clear;
- You can add a map - visual material is very important and helpful;
- Be sure that you have the copyright for all the pictures you are using;
- Make videos: it is entertaining and is a good way to demonstrate and explain a project.



## 4. Channel choices



### WEBSITE

- Have a look at free tutorials on YouTube to learn more about how to optimize your online communication etc.;
- Choose relevant metrics for your KPIs (like number of visitors, time on site) and install a free tool to measure your site performance, like Google Analytics;
- In the situation that “404 ERROR” appears (when the page is not working) – put the phone number of a person to contact;

First test new links with your friends or family to detect any problems before you activate them!

### Remember

You have to update the website regularly!  
Don't be afraid to ask a professional to help you!



## 4. Channel choices



### SOCIAL MEDIA

Nowadays, social media is a crucial aspect of marketing and it enables you to reach out to a large audience at minimal cost, compared to traditional advertising.

Be careful to avoid routine in your social media strategies, yet maintain a coherent message and brand.

Try to get feedback from your consumers and pay attention to their online behaviour. Target your actions based on their interests.

Using social media to promote your project means constant communication. Just make sure to keep it interesting and not boring or too mundane.





## 4. Channel choices



### SOCIAL MEDIA

Content tends to be quite fast-moving on Facebook and Twitter, so it is important to post regularly. Other platforms like LinkedIn and Instagram do not move as quickly so you don't need to post as often on them. Regardless of which platform(s) you use, **consistency** is key. This is very important if you decide to write a blog too. There's nothing worse than a blog that hasn't been updated in 6 months.

**Quality** is also very important. Think about the content you share and make sure it is **relevant for your target market**.

You can also “like”, “share” and “retweet” other accounts, depending on the platform. This means you don't necessarily have to come up with your own content all the time, but you still **remain active** on social media.

#### Remember

Don't be afraid to ask a professional to help you!  
Don't forget to set **KPIs** for platform!



## 4. Channel choices



### ADDITIONAL ONLINE MARKETING TOOLS

#### Email Marketing:

- Build your list of email addresses
- Direct emailing campaign on a regular basis using a programme like MailChimp or Campaign Monitor.
- A way to promote special offers, coupons or incentives.
- It's a way to take care of existing customers too

#### Social Bookmarking:

Marketing with content which is likely to can be shared because it is interesting e.g. Reddit, Stumbleupon.





## 4. Channel choices



### RELATIONSHIP BUILDING

- Build you personal contacts;
- Take part in conferences;
- Introduce yourself to other local business owners and local authorities;
- Join a local chamber of commerce or other organisations;
- Take part in local events/ trade shows etc.



As a rule, it is always better to engage in sustainable actions, both financially and in terms of resources. A limited number of channels managed effectively is better than spreading yourself too thin everywhere. Remember that consistency and reliability is very important.



## 5. Integration



- Check again that all the targets from the business plan are in your marketing strategy.
- Identify people who will be able to disseminate your messages – **opinion leaders**, or your friends and family as your “**Brand Ambassadors**”.
- Make a **link with other similar projects** in the region and promote those in relation to your project. It could create a center of expertise around a common theme/area.
- **Be prepared to receive negative comments** or feedback about your project and have your response ready.
- The best publicity for your project is by “**word of mouth**”. Treat your clients/customers well so that they tell people in their network about your project.





## 6. Measurement



**WE WISH YOU SUCCESS WITH THE PROMOTION OF YOUR REUSE PROJECT!**

