

Interreg
CENTRAL EUROPE

Co-funded by
the European Union

PopUpUrbanSpaces

PopUpUrbanSpaces Digital Campaigning Training

3rd Meeting
Varazdin | 6 March 2024

Dr. Miklós Lukovics
EMFIE

Why?

According to the Application Form of the project, the PopUpUrbanSpaces approach is based on the concept of "Show and Tell":

- the project enables cities to apply innovative methods based on tactical urbanism/placemaking practices to SHOW citizens (and decision-makers) through pop-up interventions what it would be like to have streets, public spaces not dominated by cars.
- the project develops innovative digital campaigning tools/methods to TELL (explain) people the risks of car-oriented urban mobility.

Two possible approaches

- **Internal Implementation:** The partners themselves will execute the digital campaign in-house. This requires training them to plan, execute, and assess digital campaigns effectively. Capacity building becomes instrumental in empowering them to navigate digital tools, understand target audience dynamics, and create impactful content.
- **Outsourcing to Professional Agencies:** Alternatively, the partners may choose to outsource the digital campaign activity to professional agencies. In this scenario, the partners still need a substantial level of digital literacy to collaborate efficiently with the agency, articulate their goals, and gauge the effectiveness of the campaign.

Both approaches underscore the importance of capacity building as a foundational step.

What is a campaign plan?

- A campaign plan is a short-term integrated communications plan to reach our goals. Its purpose is to engage audiences, it typically has a content marketing focus and an integrated media schedule.
- The purpose of campaign planning is to identify relevant, integrated activities and channels to reach campaign objectives as well as influence the target group members. An effective campaign plan has an engaging, shareable campaign concept.

What is a good campaign plan?

- A solid campaign plan has:
 - Clear, realistic goals that you can be confident of hitting
 - The best strategy to achieve these goals against your competition
 - Sufficient details of the tactics and actions needed to translate the strategy into action
 - A method to check you are on track with your plans
- The campaign delivers on these goals for communications:
 - Coherence - different communications are logically connected.
 - Consistency - multiple messages support and reinforce, and are not contradictory.
 - Continuity - communications are connected and consistent through time.
 - Complementary - synergistic, or the sum of the parts is greater than the whole!

What are the steps of campaign planning?

1. Define Campaign Goals:

Before you begin your campaign, it's important to clearly define what you hope to achieve. This could include increasing website traffic, generating leads, and boosting sales. By setting specific, measurable goals, you'll be able to track your progress and determine the success of your campaign.

If possible, set-up KPIs (Key Performance Indicators)

In our case? Let's figure it out during the workshop tomorrow!

What are the steps of campaign planing?

2. Identify Your Target Audience:

Understanding

- who your target audience is and
- what their needs and interests

are is crucial to creating a successful campaign. By tailoring your messaging and tactics to your specific audience, you'll be able to create a more effective campaign.

In our case? Let's figure it out during the workshop tomorrow!

What are the steps of campaign planing?

2. Identify Your Target Audience (2):

Buyer personas can be also defined, which can make it easier to target the campaign messages.



What are the steps of campaign planing?

3. Identify your message:

- Be interesting
- Be creative
- **Use Easy-to-understand** messages (short)
- Frame the messages into the target group's needs and the communication megatrends
- „communicate what they are interested in instead of you want to say”

What are the steps of campaign planing?

4. Create interesting content:

- Based on the message(s) you defined.
- Content is key. There's no point defining your audience and planning your distribution if you then post the wrong thing, so you need to make sure you are creating the right type of content to delight your audience.
- **BE VISUAL!**

What are the steps of campaign planing?

5. Choose your channels:

Social media platforms are the best way to connect with your target audience and promote your brand. By creating and sharing valuable content, engaging with your followers, and running social media advertising campaigns, you'll be able to increase brand awareness and drive more traffic to your website.

Facebook, Instagram, Tiktok, Linkedin, X

In our case? Let's figure it out during the workshop tomorrow!

What are the steps of campaign planing?

6. Use a campaign calendar:

- When you run a social media campaign, timing is very important.
- Using a campaign calendar, you can outline your content from the beginning of your campaign to the end. You can set-up the timing and content of your posts.

In our case? Let's figure it out during the workshop tomorrow!

What are the steps of campaign planing?

7. Post, and manage (boost) your posts:

- The organic reach (without ads) on Facebook is dwindling.
- While organic posts only get shown to your own Facebook fans, paid ads allow you to target people who have not liked your page but have similar interests and/or demographics.



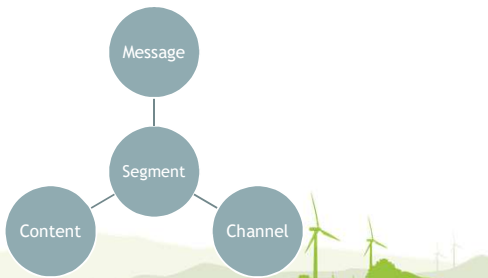
What are the steps of campaign planing?

8. Analyze the data and change if needed:

- With this data, you can then adjust and optimize your campaign for maximized results.



Match the whole campaign to the target audience



Example

Boosting your content

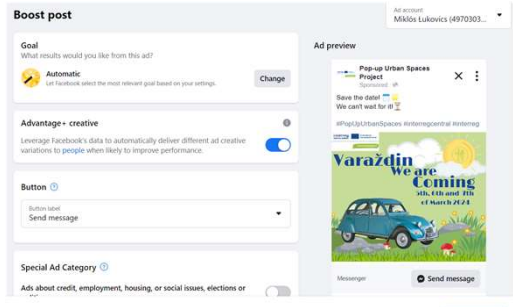
Facebook advertisments

How to create Facebook advertisements?



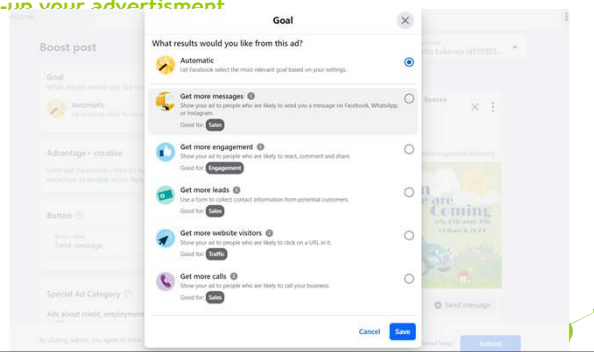
19

Set-up your advertisement

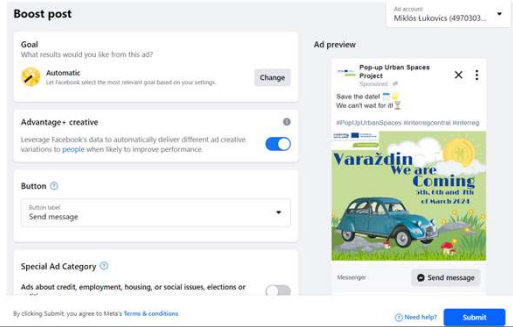


20

Set-up your advertisement

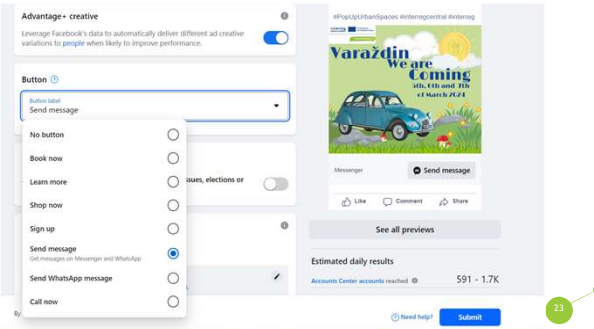


Set-up your advertisement



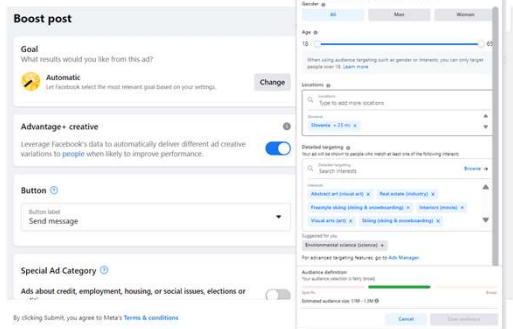
22

Set-up your advertisement



23

Set-up your advertisement



24

Set-up your advertisement

Duration
Days: 7
End date: Feb 28, 2024

Total budget
Estimated \$40 - 1.6K Accounts Center accounts reached per day
\$3,500

Placements
Recommended Advantage placements: **Advantage placements**
Let us reach your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

Estimated daily results
Accounts Center accounts reached: 540 - 1.6K
Post Engagement: 38 - 109

Payment summary
Your ad will run for 7 days.
Total budget: 3,500 Ft (94Ft)
Total amount: 3,500 Ft (94Ft)

We use data about you and your ad account to assess eligibility for and to provide you with more ads, bidding and targeting options. Learn more

Some messages

Some messages

TODAY, PUBLIC TRANSIT

MORE POPULAR
Total Passenger Miles Traveled
1997: 42.4 BILLION
2007: 53.4 BILLION
2017: 57.0 BILLION

MORE COMFORTABLE

- 81% of BUSES have SECURITY CAMERAS
- 91% of BUSES have SEATBELTS BIKE RACKS
- 76% of BUSES have AUTOMATED STOP ANNOUNCEMENTS

MORE CONVENIENT
Total Number of Rail Systems
1997: 52 2017: 88

MORE THAN 60% INCREASE IN RAIL RIDERSHIP Since 1997

GROWING Since 1997...

- 19% INCREASE IN POPULATION GROWTH
- 21% INCREASE IN PUBLIC TRANSIT RIDERSHIP

Some messages

"Public transit is better"

- New York's coming back. So is the traffic.** #doitthebus
- Be sure to wave at all the cars you pass on Woodhaven Blvd.** #doitthebus
- New York's coming back. You'll be coming back to this cleanest subway ever.** #doitthebus
- New York's coming back. You'll be coming back to this cleanest rail road ever.** #doitthebus

New York Bike Awareness Campaign



Do It On The Bus Campaign in Canada

Do more while you get around **MetroTransit**
doitthebus.ca New Bikes, Better Service.

Transport for London- every journey matters campaign

Squeeze onto the Central Line

Breeze into central London

Owing to the hot weather, all our bikes are fully air conditioned

MAYOR OF LONDON

BARCLAYS

Regional Transportation Authority Campaign

PSST. WE FOUND A SHORTCUT.

"I LOVE PAYING \$30 FOR PARKING!" - SAID - NO ONE EVER.

RTAChicago.org

cta MTA poce

RIDE ON

32

Metropolitan Transportation Agency Take The Bus campaign in New York

Be sure to wave at all the cars you pass on Woodhaven Blvd.

#takethebus

take the bus

MTA

Metropolitan Transportation Agency Take The Train campaign in New York

Don't be traffic

#takethetrain

MTA

34

Enter here

for magical transportation system that takes you anywhere in NYC for just \$2.75.

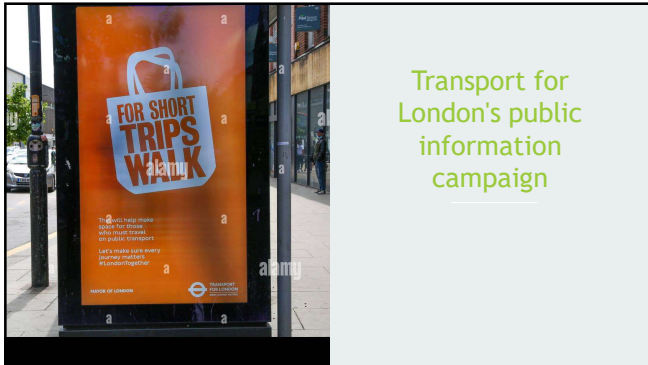
#takethetrain

MTA

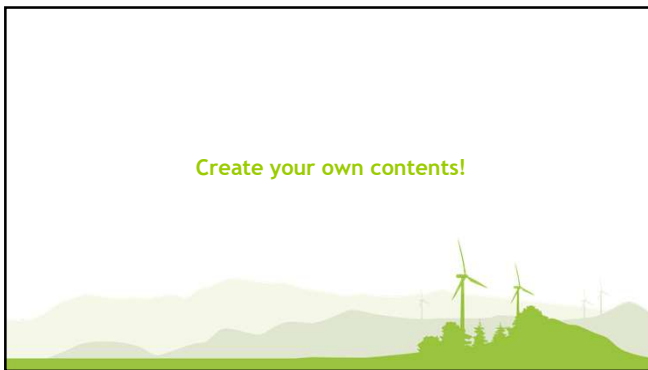
35

Back to Better sector-wide Mobility Campaign

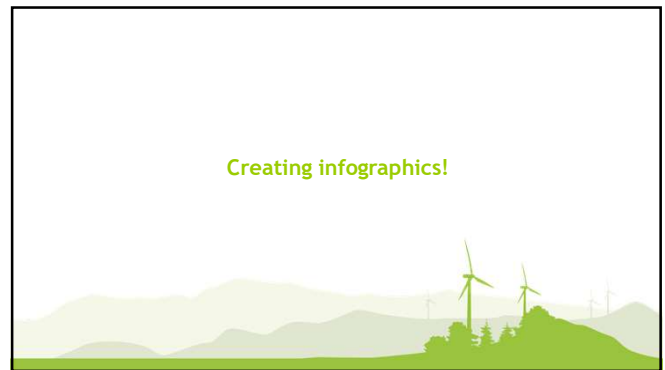
36



Transport for London's public information campaign



Create your own contents!

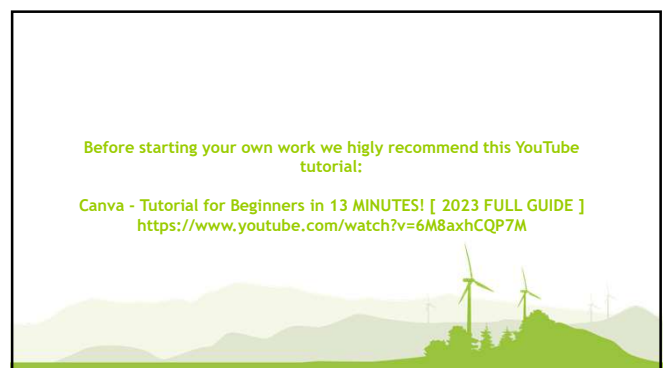


Creating infographics!



www.canva.com

- **ONE TOOL FOR ALMOST EVERYTHING!**
- One of the most complex FREE tool for creating infographics, facebook covers, newsletters, invitations, tickets, etc. Almost everything can be created on canva.com
- Create your own account
- **We will share with you some graphics and you will be able to create your own national version.**



Before starting your own work we highly recommend this YouTube tutorial:

Canva - Tutorial for Beginners in 13 MINUTES! [2023 FULL GUIDE]
<https://www.youtube.com/watch?v=6M8axhCQP7M>

Creating videos!

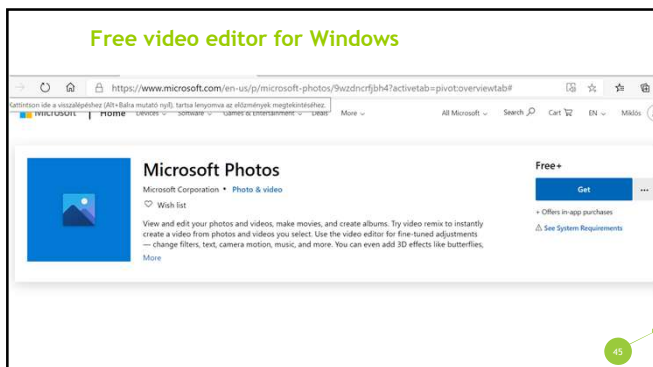
43

Create your own TalentMagnet movies

- Record videos with your smartphone
- Use a video editor to cut, edit, text your video files

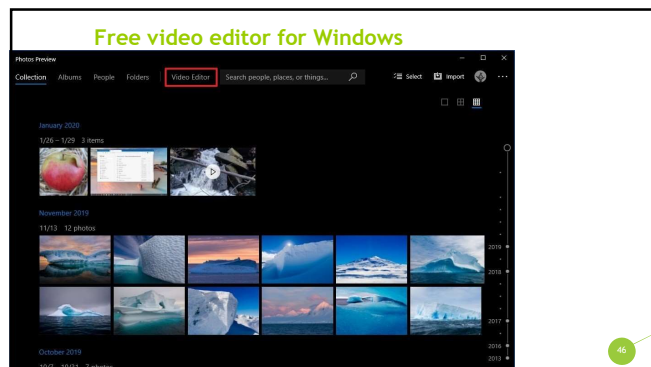
44

Free video editor for Windows



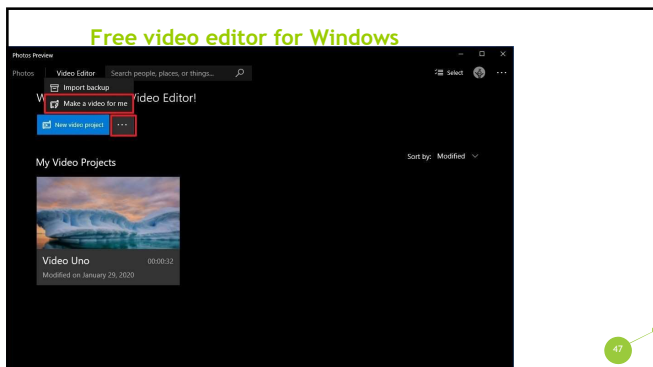
45

Free video editor for Windows



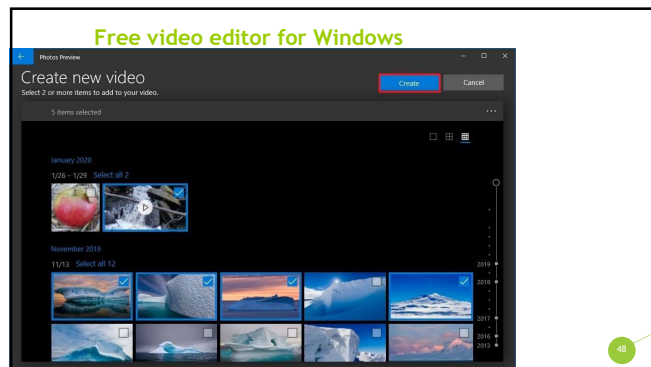
46

Free video editor for Windows



47

Free video editor for Windows



48

We've collected some of the best programs you could try:

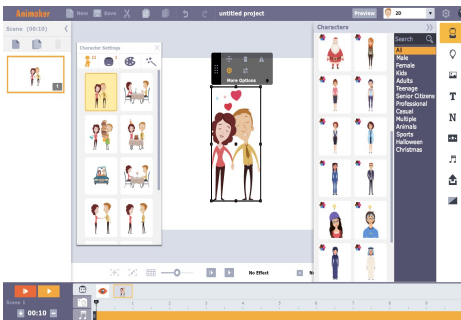
- iMovie (built in your iPhone or Mac) or download from <https://www.apple.com/imovie/>
- Lightworks: <https://www.lwks.com/>
- Shotcut: <https://www.shotcut.org/>
- Hitfilm Express: <https://hitfilm.com/express>

49

Creating animations!

50

Free animation editor



51

1. <https://www.animaker.com/>
2. <https://www.moovly.com/>
3. <https://www.powtoon.com/>
4. <https://www.renderforest.com/>
5. <https://biteable.com/>
6. <https://www.animatron.com/>

52

THANK YOU FOR YOUR
ATTENTION!