



**SME4DD**

Training SMEs for the Digital Decade



# SME4DD - Training SMEs for the Digital Decade

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## Work Package 3: Marketing and Dissemination

### D3.2 - First-year report on the marketing, communication and dissemination activities

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# 1. Introduction

## 1.1 Project Summary

Building on Europe's digital vision, the 'Training SMEs for the Digital Decade' (SME4DD) project is geared towards delivering targeted short-term training courses on three pivotal digital technologies: Artificial Intelligence, Blockchain, and Cybersecurity. Specifically designed to meet the needs of companies, particularly small and medium-sized enterprises (SMEs), these courses aim to boost the number of skilled professionals capable of creating and implementing digital solutions across various sectors. By doing so, the project addresses the shortage of advanced digital skills and contributes to enhancing Europe's overall competitiveness.

Each training provider in the SME4DD consortium - INRIA, Budapest University of Technology and Economics (BME), Talent Garden (TAG), and Hyper Island (HIAB) - is recognized as an expert institution in its respective fields of AI, Blockchain, and Cybersecurity. Each provider will primarily focus on one of these three key topics and deliver short-term training courses within one of the four SME4DD focus countries: France, Italy, Hungary, and Sweden. In the second year of the project lifetime, the content of the topic-specific courses will be harmonized into an EU professional master programme. To achieve this, Work Package 2 (WP2): Short-term courses will focus on refining the piloted courses and their curriculums to further align them with the training needs identified for SMEs within the three verticals - a task initiated in WP1: Upskilling Needs of SMEs and detailed in deliverable D1.1.

The activities within WP3: Marketing and Dissemination are cross-cutting and supporting the project from start to finish. Initially, the focus was on actively promoting and raising awareness about the SME4DD's training ambition and the upcoming activities under its auspices. As the project progressed, it centred on effectively promoting and showcasing the various short-term courses developed and

offered by SME4DD training providers. The deliverable describes the work undertaken on both fronts during the first year of the project implementation.

## 1.2 Deliverable Overview

Deliverable D.3.2 represents SME4DD's First-Year Report on marketing, communication and dissemination activities, as defined in Task 3.1: Marketing and Promotion Activities and 3.2: Dissemination and Communication Activities of WP3, which had as objectives:

- To promote SME4DD activities, specifically the short-term courses offered by SME4DD training providers.
- To make SME4DD short-term courses attractive to the target audience, especially professionals in SMEs.
- To disseminate the results of SME4DD activities, raising awareness and engaging relevant stakeholders.

Additionally, the dissemination objectives, which guided all WP 3 first-year activities, were:

- DO1 - Raise awareness: Ensure the key results are disseminated among the project's target audiences.
- DO2 - Engage key stakeholders: Maintain the engagement of the involved stakeholders across related projects and further engage other actors vital to or benefiting the outreach.
- DO3 - Enhance sustainability long-term: Maintain effective collaboration of key stakeholders during and beyond the project's life. Develop an appropriate structure to coordinate the training implementation beyond the project closure.

The document delivers an overview of the activities undertaken, channels employed, and results achieved up to this point. Conclusively, it analyses dissemination and communication activities to draw insights into optimal approaches moving forward and identify areas for improvement. Moreover, it serves as an evaluation of the progress in implementing the Communication and Dissemination Plan

(i.e. D.3.1), submitted in month 6. The initial goal of the plan was to maximize the project's impact, enhance its visibility, and ensure the broad dissemination of project outputs. Building upon the groundwork laid out in D.3.1, the document summarises the achievements in executing the communication and dissemination activities. It highlights the advancements made to further contribute to the project's overarching objectives and enhance its reach and impact.

Structurally, the document is divided into three sections:

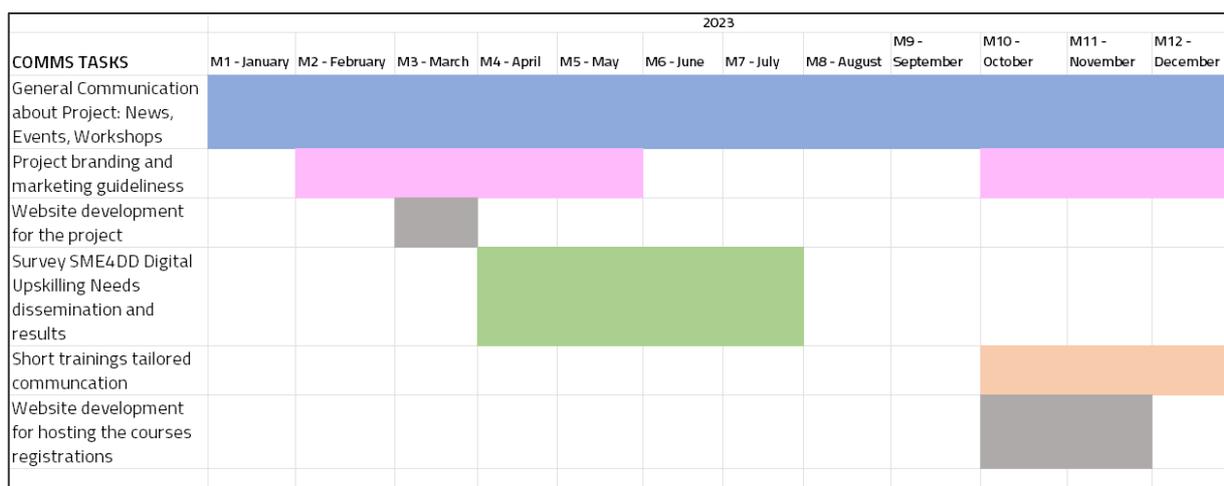
- Communication and dissemination initiatives for the SME4DD **project as a whole**,
- Communication and dissemination directly supporting **short-term training courses**,
- Presentation of **key results**,
- A **conclusion** providing a comprehensive overview, insights, and outlining **priorities for the upcoming second year**.

The management and overall implementation of dissemination and communication activities are led by EIT Digital, who is also leader of Task 3.1, while TAG leads Task 3.2. All SME4DD consortium partners have supported dissemination and communication activities by providing content, participating in events, and promoting the project along with its short-term courses.

# 2. SME4DD Project Communication & Marketing Activities

## 2.1 Introduction

The Gantt Chart for SME4DD Communication & Dissemination Tasks, as outlined in the D3.1 - Communication and Dissemination Plan, presents the projected timeline and plan for effectively communicating and disseminating information related to the project. It includes activities related to promoting and raising awareness about the project and its future short-term training courses, engaging with stakeholders, and collecting and sharing key updates and outcomes. The activities carried out in the first year followed this timeline.



**Table 1: Timeline for Communication and Dissemination Activities**

Looking ahead, the Gantt Chart will continue guiding how we communicate, but with more granularity, ensuring all our actions are well-coordinated and effective. As we step into the second year, especially with the start of all our planned short-term courses, this chart becomes even more important in helping us navigate and plan our communication with precision.

## 2.2 Brand Building

A comprehensive branding strategy was formulated to establish a unified identity. This involved creating a logo, defining a colour scheme, identifying relevant hashtags, and designing a dedicated website. These branding elements were applied across all visual communications, campaigns, and course documentation for a consistent visual experience. The cohesive branding approach was also implemented in social media outreach and across short-course landing pages. It was also embedded in other communication channels, such as email marketing campaigns. This comprehensive application enhanced recognition and established a professional image, ensuring consistency throughout diverse platforms and contributing to a unified brand presence. Furthermore, partners integrated the project's logo with their existing visuals, leveraging their established reputation in local networks.

As part of the branding process, the project's logo was introduced (Figure 1) and shared in various formats, including banners, templates for project presentations, and other deliverables. The designated colour scheme and font are as follows:

- The logo will always feature the "co-funded by European Union" emblem on a white or transparent background.
- Colour scheme:
  - Main: blue hex #145da0; RGB: 20,93,120
  - Secondary: grey hex #565656; RGB: 86,86,86
- Character Font: Titillium



Figure 1: SME4DD official logo

## 2.3 SME4DD Website

As part of establishing a recognizable project identity, digital file templates were created, and a website [\[link\]](#) dedicated to the project was published on the EIT Digital domain. The website (Figure 2) serves as the primary resource for project-related information. It will host details about the project and its short-

term courses, the consortium, public deliverables, reports, as well as news and events in their respective sections.

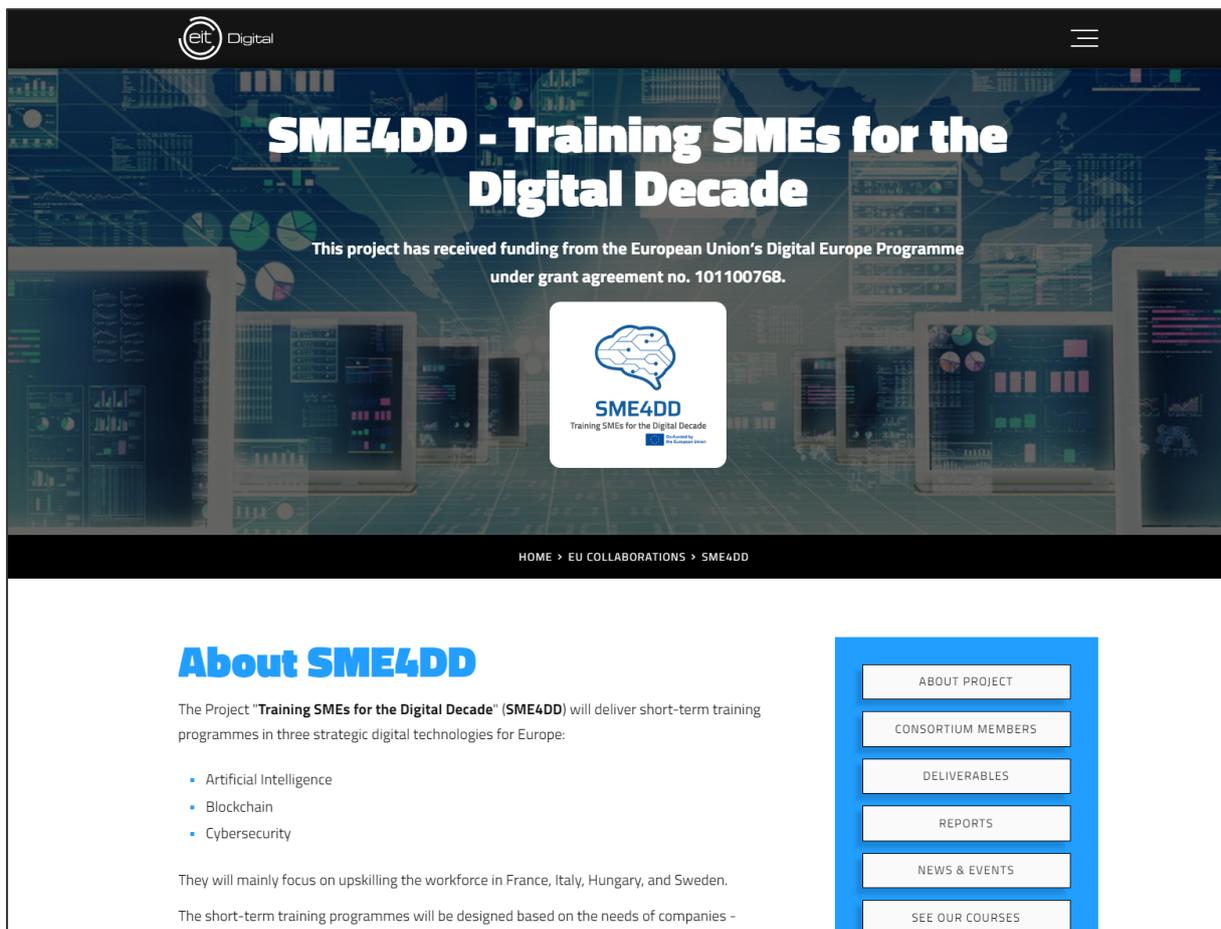


Figure 2: SME4DD official website

## 2.4 Project Promotional Activities

During the project's initial phase, the primary focus was to generate general awareness about the SME4DD project and disseminate information regarding its objectives to the respective target audience: SMEs, business associations, public c/government bodies, civil society organizations, and education and training providers. This involved addressing both Dissemination Objective 1: Raise awareness and Dissemination, and Objective 2: Engage key stakeholders. Communication actions during this initial phase revolved around:

- Promoting the project.
- Highlighting the survey conducted under Work Package 1 to understand the digital upskilling needs of SMEs.

- Showcasing the workshops organized by the consortium partners on the three key verticals. These workshops aimed to raise interest in the future short-course curriculum and potential learning benefits for SMEs while simultaneously qualitatively engaging the local SME community (in Hungary, Italy, and France) to better understand their specific training needs.

### 2.4.1 Organic Channels

Throughout the initial phase of the project, various organic marketing channels, including social media, email campaigns, press releases, and representations at events, were strategically employed to naturally attract attention, enhance visibility, and foster engagement.

In the context of organic outreach, with a specific focus on raising awareness for SME4DD as a whole, social media channels played a key role in the project's communication and dissemination activities. This was particularly evident in promoting the SME training gaps survey and the workshops aimed at understanding the training interests of SMEs. The use of these channels held the potential to boost post visibility and topic exposure through impressions, thereby creating opportunities for increased reach and content visibility.

To support social media dissemination efforts, specific hashtags were identified for promoting the project and its courses: **#SME4DD #euprojects #smes #training #ai #cybersecurity #blockchain**. These hashtags are consistently employed whenever a new social media post about the project is shared across all partner channels.

#### 2.4.1.1 Social Media Organic: LinkedIn, Facebook, Twitter

Consortium partners leveraged their social media channels and their internal contact databases to disseminate project information. The following section provides illustrative examples of the activities undertaken as part of these initiatives.

A dedicated **LinkedIn project page tailored for the Hungarian audience** [link] was established to disseminate relevant project information. This specific LinkedIn page in Hungarian enhances local engagement, visibility, and networking opportunities. It serves as a platform where consortium partner KIFÜ, in cooperation with the Budapest University of Technology and Economics (BME), shared multiple posts announcing the project launch. This approach ensures that the project's outreach aligns with the specific needs and preferences of the Hungarian audience, particularly regarding the short-term blockchain courses to be operated by BME and delivered in Hungary.



Figure 3: LinkedIn Page for the Hungarian Audience

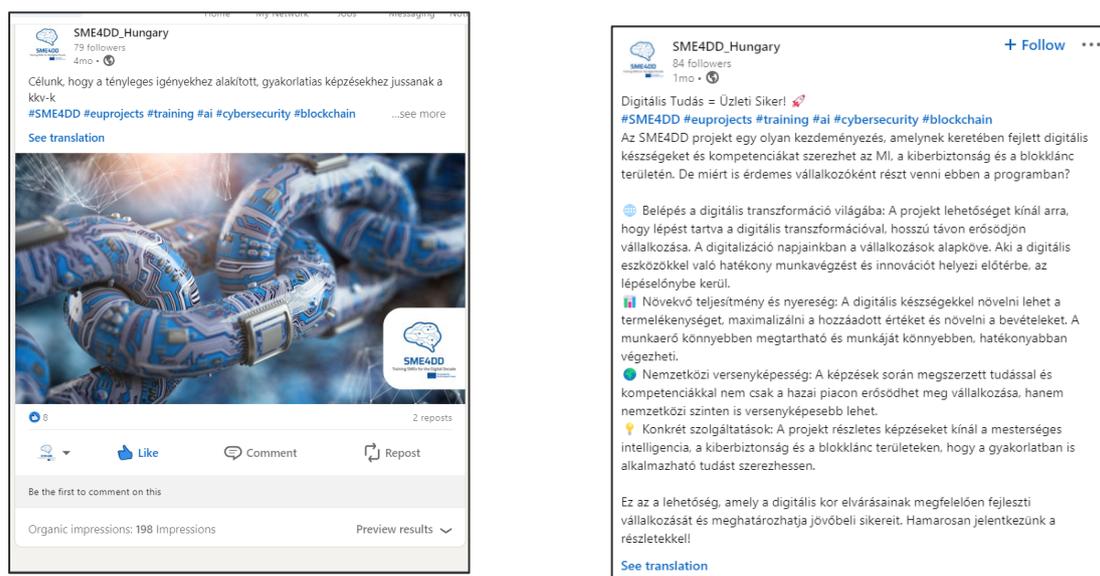


Figure 4: LinkedIn awareness raising posts for the Hungarian audience

**EIT Digital** conducted engaging social media campaigns to announce the project launch. A series of additional posts confirmed that SME4DD would be represented at the EIT Digital 2023 Grow Digital conference on 6-7 June, featuring a dedicated booth. The Grow Digital [link] stands as a prominent

annual event in Europe, with the 2023 edition focusing on key themes such as Generative AI, Space Tech, Industry 5.0, and the development of deep tech talent.



Figure 5: EIT Digital project launch announcement



Figure 6: EIT Digital 2023 Grow Digital Conference

#### 2.4.1.2 Understanding of SMEs' Digital Upskilling Needs Survey

The consortium conducted a comprehensive analysis under Work Package 1 - Upskilling Needs of SMEs, aiming to gather data on SME digital skills with a specific focus on three technology areas. This analysis involved surveying existing training gaps, pinpointing particular SME training needs, and understanding underlying learning challenges.

Launched in month four, the survey was widely disseminated by the consortium partners **Assintel**, **KIFÜ**, **INRIA** and **EIT Digital** to encourage participation and collect insights from the SME target audience. Below is a sample of their organic LinkedIn posts created to promote the survey and encourage participation.

These organic posts collectively achieved 3,355 impressions and prompted 90 clicks to the survey page.



Figure 7: Sills Gap Survey posts

### 2.4.1.3 Workshops

The consortium partners **BME and KIFÜ** ran a promotion on the SME4DD Hungarian dedicated LinkedIn page regarding the co-organized SME4DD workshop on 28 September 2023 [link]. The event, focused on future short-term training for SMEs, invited the group 24 attendees, SME representatives, to provide input on their training needs and help shape the curriculum of the short-term courses and their future iterations and intakes.



Figure 8: KIFU Social Media Posts: September 2023 Workshop

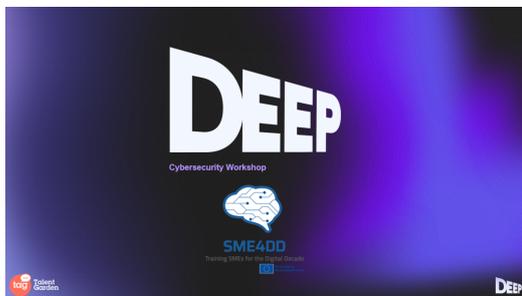
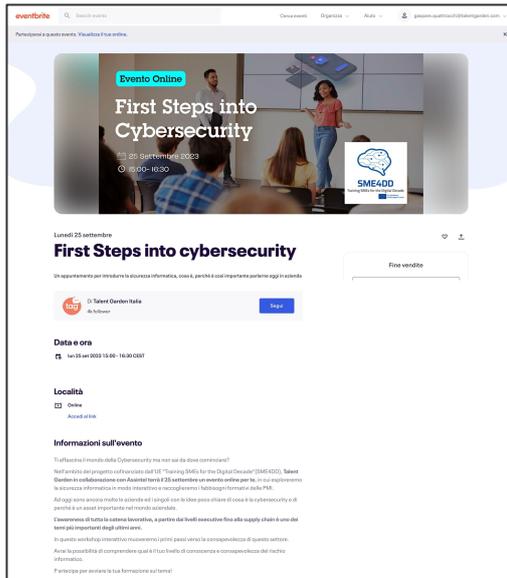


Figure 9: TAG Workshop – September & October 2023

TAG in collaboration with Assintel, organized an online workshop on cybersecurity for SMEs on 25 September 2023). The workshop aimed to promote the upcoming TAG course on cybersecurity developed under the SME4DD project.

A second workshop by TAG was organised on 23 October 2023 and promoted via LinkedIn. This event focused on social engineering, a critical aspect of cybersecurity. Tailored for SME owners, the session delved into the risks posed by human manipulation in the cyber landscape. Attendees gained insights into the history of social engineering and received practical advice on safeguarding their businesses from these risks.

Both workshops allowed participants to enhance their understanding of cybersecurity in the digital era and get a preview of the upcoming TAG SME4DD course 'Cybersecurity and Data'.

### 2.4.1.4 Email Engagement

EIT Digital conducted two email dissemination campaigns for the survey on SME training gaps within Work Package 1 - Upskilling Needs of SMEs. Targeted at a selected SME database, the campaigns aimed to promote the project, showcase the survey, and boost participation.

The first dissemination email was sent out on 16 June 2023, while the second was dispatched on 22 August 2023. Together, these two email campaigns reached a total of 534 selected SME contacts.

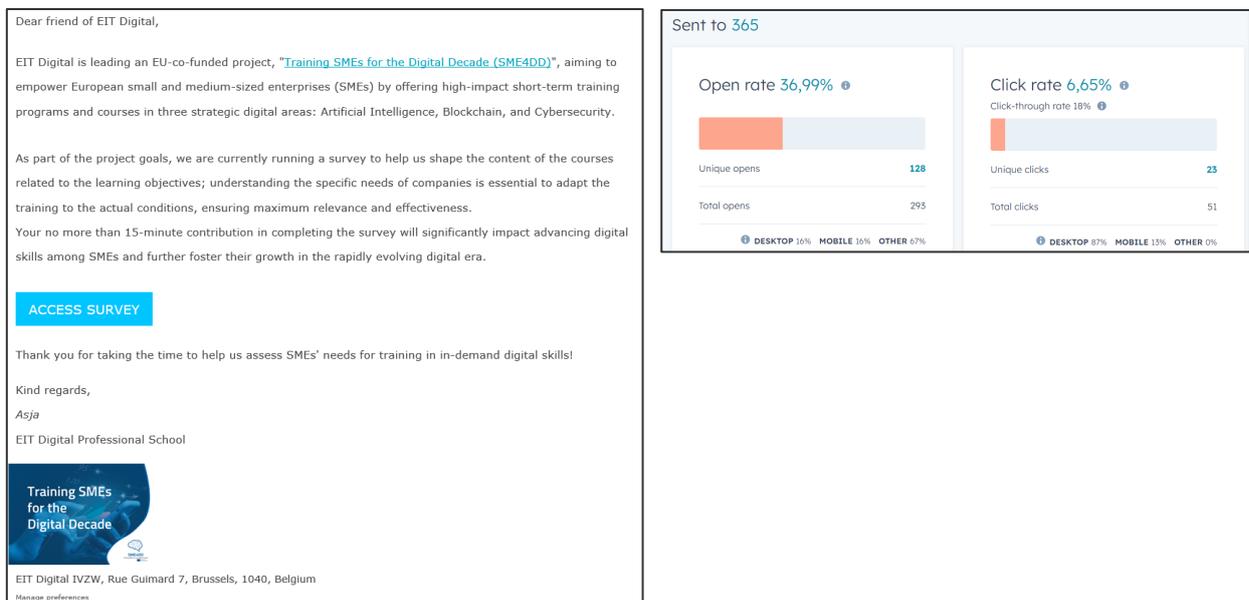


Figure 10: EIT Digital email campaign #1 - Survey outreach results

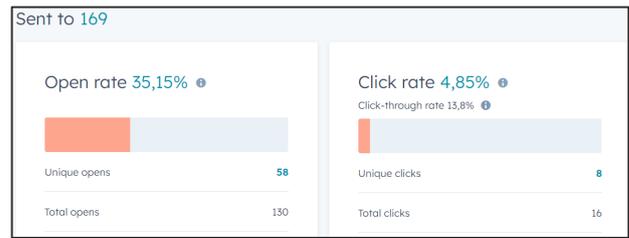
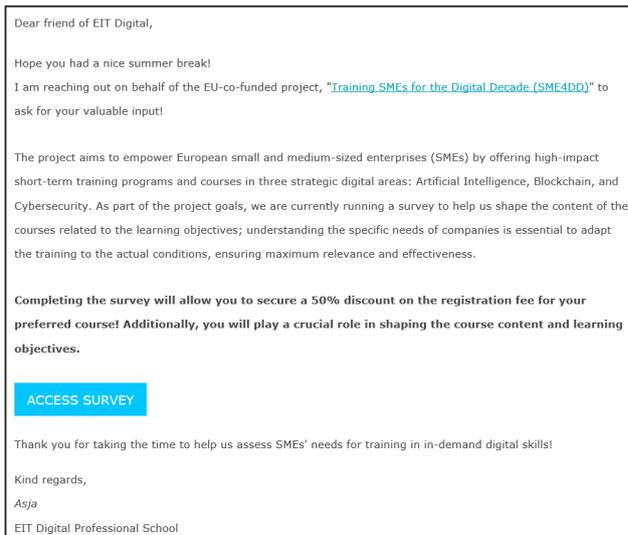


Figure 11: EIT Digital email campaign #2 - survey and outreach results

In June 2023, **Assintel** distributed an email communication to its database to promote the survey and encourage SME participation. The dissemination email reached 1,981 recipients.

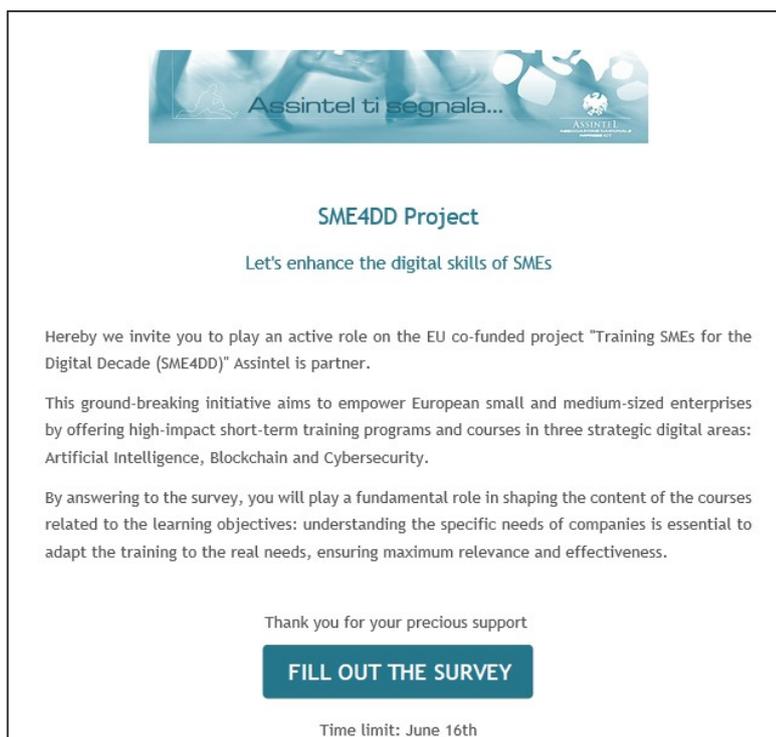


Figure 12: Assintel email campaign - survey outreach

TAG further promoted the survey by reaching out to their newsletter subscribers' database to announce the workshop on 25 September 2023, as mentioned previously. The email successfully reached 1,788 contacts.

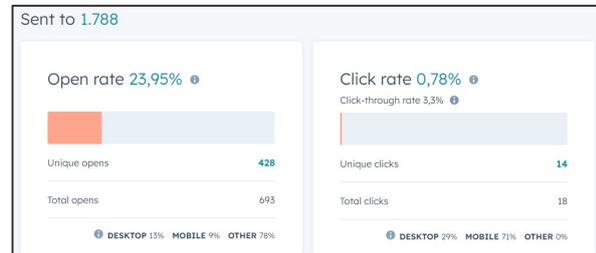


Figure 13: TAG email campaign - September workshop promotion and results

TAG sent a second newsletter to a targeted database, announcing another workshop on 23 October 2023, tailored specifically for SMEs. The email reached 124 contacts.

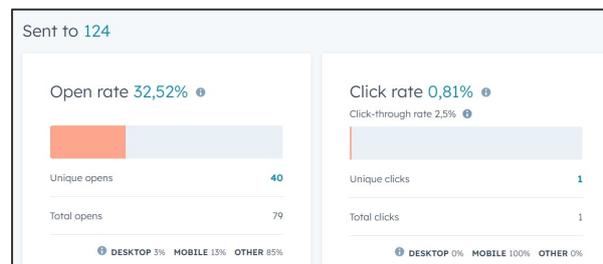


Figure 14: TAG email campaign – October 2023 workshop promotion and results

### 2.4.1.5 Press Releases

EIT Digital showcased the official project launch in a press release titled 'EIT Digital Wins EU Project to Train SMEs for the Digital Decade', published on [\[link\]](#). According to EIT Digital's Google Analytics report, the article page garnered 829 views from its publication until December 2023.

In November 2023, EIT Digital published another press release article [\[link\]](#), announcing the launch of the three pilot courses delivered under SME4DD: Blockchain for Small Businesses (BME), Scikit-learn, the toolbox for machine learning (INRIA), and Cybersecurity & Data Protection (TAG).

### 2.4.1.6 Events and conferences

The consortium actively sought opportunities to engage in relevant events, spotlighting the SME4DD project and raising awareness about the initiative and the forthcoming training courses. The project was prominently featured during the two-day EIT Digital Grow Digital Conference on 6-7 June 2023 in Brussels, Belgium [\[link\]](#). SME4DD had a dedicated booth to showcase its objectives and deliverables, visible to 200+ attendees.



Figure 15: SME4DD booth at 2023 Grow Digital Conference

The SME4DD project was prominently featured through the participation of **EIT Digital** staff at the Digital SMEs Alliance Summit in Brussels, Belgium, on 13 November 2023 [[link](#)], attended by 500+ participants. As the largest network of ICT small and medium enterprises in Europe, the Alliance hosted a summit focusing on various topics, including the potential of digital technologies to address current challenges. The summit covered themes such as AI, sustainability in digitalization, the role of SMEs in fostering a digitally sovereign Europe, and, most importantly, up-skilling and re-skilling initiatives. Elena Contioso-Fleming, EIT Digital Interim Regional Director South, was a panellist in the "Success Stories of European Innovation Hubs Driving Digital DecadeTargets" session. During her intervention, she presented the ambition of the SME4DD project and provided insights into the future short-term courses under its auspices.



Figure 16: EIT Digital staff at the 2023 Digital SME Alliance Summit

**Assintel** and its Secretary General, Andrea Ardizzone, participated in the AIXA Summit 2023 on 8-9



November in Milan [\[link\]](#) and took part in a panel session featuring SME4DD. The AIXA Summit, a two-day event focusing on the practical applications of Artificial Intelligence and emerging technologies in business, attracted 750+ participants from the most important Italian companies this year. The summit provides a platform for companies, experts, managers, and innovators to explore the transformative impact of these technologies.

**Figure 17: Assintel at the 2023 AIXA Summit**

**INRIA** participated in various events in 2023, showcasing the SME4DD project through booth representations, live presentations, on-site sessions, and company meetings.

- **Vivatech 2023** on 14-16 June 2023 [\[link\]](#), with an estimated 150,000 participants  
VivaTech, held annually in Paris, France, serves as a global platform for startups, technology leaders, investors, and industry experts to showcase innovations, discuss emerging trends, and explore collaborations. INRIA featured a booth and ran a 3-day programme with special



sessions and demonstrations on INRIA AI and cybersecurity technologies. The activities included targeted interviews with SMEs and startups about their interest in INRIA's SME4DD training modules and hands-on machine learning.

**Figure 18: INRIA booth at Vivatech 2023**

- **Salon PRODURABLE** on 12-13 September 2023 [[link](#)], with an estimate of 10,000 conference participants

PRODURABLE has been a flagship professional event in the field of Sustainable Development and Corporate Social Responsibility (RSE) in Europe. INRIA played a role in the organization and met with companies (SMEs and startups) from various sectors, such as energy, greentech, and infrastructure.

- **Azur Tech Winter** on 28 November 2023 [[link](#)], with an estimated 500+ participants

Azur Tech Winter is an event organized by Telecom Valley, a leading technology cluster in the French Riviera region. The event is focused on exhibiting and promoting technology and innovation in the area, providing a platform for networking, collaboration, and knowledge exchange among professionals, entrepreneurs, and stakeholders in the technology sector. At the Azur Tech Winter event, the SME4DD project and INRIA courses were prominently featured, including a master session on the upcoming Scikit-Learn course.



Figure 19: INRIA at Azur Tech Winter Event 2023

- **Open Source Experience and SIDO** on 6-7 December 2023 [[link](#)], with an estimated 5000 participants.

The Open Source Experience conference and expo focuses on open-source technologies and innovations. It serves as a platform for professionals, enthusiasts, and companies to explore and discuss the latest developments in open-source software, hardware, and related fields. This event was significant for promoting the SME4DD and INRIA's short-term AI courses, engaging with SMEs present



Figure 20: INRIA at Open Source Experience delivering the workshop on Scikit learn

at the event and [conducting hands-on Scikit-Learn sessions](#). The primary aim was to attract potential participants to the 2024 course editions.

**BME** participated in the Hungarian Blockchain Coalition workshop event on 9 November 2023 [[link](#)]. The workshop, with an estimated 30 participants, including international attendees, explored the opportunities and potential of blockchain technology in the field of energetics. László Gönczy, BME's representative for SME4DD, presented the topic, sharing project experiences and emphasizing SME4DD as a valuable tool for SMEs in knowledge building. The session concluded with a discussion evaluating the potential roles of SMEs in the sector.

## 2.4.2 Social Media Sponsored Campaigns

In the initial phase of 2023, a LinkedIn Paid Advertisement campaign was strategically employed to amplify the promotion of the **survey aimed at understanding SMEs' digital upskilling needs** (WP1). The campaign's primary objective was to stimulate active participation and thus collect valuable data from the target audience. The campaign ran for three months and registered 198,624 Impressions and 633 clicks.

**EIT Digital**  
34,033 followers  
Promoted

How important is it for companies to train their workforce? We invite you to actively participate in the EU-co-funded project. Training SMEs for the Digital Decade' #SME4DD. This initiative aims to empower European small and medium-sized enterprises (SMEs) by offering high-impact short-term training courses in three strategic digital areas: #AI, #Blockchain, and #Cybersecurity.  
 ✓ Completing the survey will award you a 50% discount on the course of your choice.



European SMEs, Supercharge Your Potential! Tell us your training needs in AI, Blockchain & Cybersecurity.

Join us in shaping the future of cutting-edge courses. Take the survey today!

SME4DD - Assessing SMEs Needs for Training in In-Demand Digital Skills - 15 minutes survey [Learn more](#)

ec.europa.eu

**EIT Digital**  
34,033 followers  
Promoted

How important is it for companies to train their workforce? We invite you to actively participate in the EU-co-funded project. Training SMEs for the Digital Decade' #SME4DD. This initiative aims to empower European small and medium-sized enterprises (SMEs) by offering high-impact short-term training courses in three strategic digital areas: #AI, #Blockchain, and #Cybersecurity.  
 ✓ Completing the survey will award you a 50% discount on the course of your choice.



European SMEs, Supercharge Your Potential! Tell us your training needs in AI, Blockchain & Cybersecurity.

Join us in shaping the future of cutting-edge courses. Take the survey today!

SME4DD - Assessing SMEs Needs for Training in In-Demand Digital Skills - 15 minutes survey [Learn more](#)

ec.europa.eu

Figure 21: EIT Digital ad campaigns promoting skills gap survey

## 3. SME4DD Short-term Training Courses

### Communication & Marketing Activities

The go-to-market activities were implemented to ensure the project's outcomes – short-term training courses for SMEs in blockchain, AI and cybersecurity – reach the relevant target audiences as widely as possible by selecting the appropriate channels and tools. Additionally, engaging promotional campaigns were implemented according to the Communication and Dissemination Plan and the specific timeline, as presented in the Gantt Chart (**Error! Reference source not found.**).

The marketing and dissemination activities were executed in collaboration with Consortium partners and overseen by EIT Digital. EIT Digital primarily implemented paid campaigns on social media and Google search, while all the Consortium partners contributed to the other activities.

In 2023, the following three pilot short-term courses were launched and executed:

- on 4 December 2023 - **Scikit-learn, the toolbox for machine learning**, Delivery partner: INRIA
- on 4-5 December 2023 - **Blockchain for Small Businesses**, Delivery partner: BME
- from 16 December 2023 to Spring 2024 - **Cybersecurity & Data Protection**, Delivery partner: TAG

#### 3.1 Course Promotional Activities & Channels

The promotion of pilot editions of short-term courses involved a blend of organic social media posts and targeted paid advertisements. These initiatives were integrated into recurring campaigns aligned with the project's objectives. Tailored promotions for individual courses were directed at specific target audiences through relevant marketing channels.

<b>COURSE</b>	<b>JOB TITLE</b>	<b>COMPANY SIZE</b>	<b>SECTOR</b>	<b>COUNTRY</b>
<b>CYBERSECURITY COURSES</b>	SME owners and tech managers Senior managers Entrepreneurs Early tech adopters Tech-savvy technology enthusiasts	<250	Financial services Manufacturing and logistics Consumer products Information tech Energy F&B production Healthcare Automotive	Italy
<b>AI COURSES</b>	Engineers Researchers Senior managers Directors	<250	Health IT Energy Finance Energy Agriculture	Sweden France
<b>BLOCKCHAIN COURSES</b>	CTO/CIO Product Owner Business Analyst Project Manager Product Owner Business Analyst Domain Expert Software Architect Software Engineer Software Developer DevOps, Test Leads Data Engineer, Data Analyst	<250	Financial services Consumer products Information tech Energy Healthcare Manufacturing Logistics	Hungary

**Table 2: SME4DD Audience Segmentation for Short-Term Courses**

The promotional campaigns were scheduled to align with course start dates, focusing on lead generation and maximizing registrations. Targeted regions included Italy (TAG), France (INRIA), and Hungary (BME), as described in Figure 23, providing an overview of courses by topic, target audience, and delivery partner. Sweden's Hyper Island joined the project in late 2023 due to changes in the consortium. The AI course in Sweden is scheduled for a pilot in early 2024.



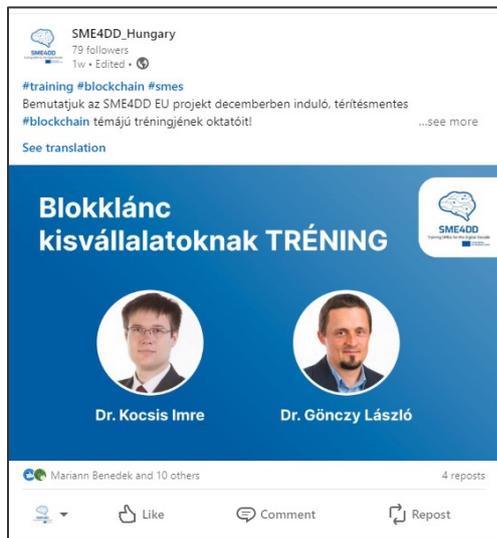
Figure 22: distribution of courses by topic, audience and training provision partner

### 3.1.1 Organic Channels

For the organic outreach concerning the course launch, the identified channels for communication and dissemination activities included social media and email engagement.

#### 3.1.1.1 Social Media Organic: LinkedIn, Facebook, Twitter

BME Blockchain for Small Businesses' short-term course Multiple LinkedIn posts by KIFÜ promoting the



BME blockchain course (Figure 23), held on 4-5 December 2023, resulted in 218 impressions and 28 clicks to the course registration page.

Figure 23: LinkedIn Ad for BME's course "Blockchain for Small Businesses"

EIT Digital conducted organic posts on LinkedIn, Meta (Facebook), and X (Twitter) to promote the BME



course on blockchain, held on 4-5 December 2023 (Figure 24).

The posts accumulated a total of 1,718 impressions and 31 clicks to the course registration page.

Figure 24: EIT Digital's Ad for BME's course

INRIA ran organic posts on Meta and LinkedIn, promoting the Scikit-learn, the toolbox for machine learning course, which took place from 4 to 6 December (Figure 25). The posts promoted on Facebook, LinkedIn, and Twitter generated a total of 2,484 Impressions and 16 clicks to the course registration page.

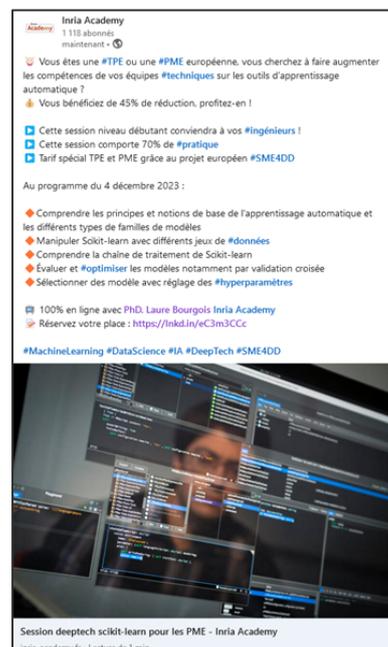


Figure 25: LinkedIn Ad for INRIA's Scikit-learn



Figure 26: LinkedIn Ad for TAG's course "Cybersecurity and Data Protection"

EIT Digital posted on LinkedIn, Facebook, and X (Twitter) promoting TAG's cybersecurity course. The posts registered a total of 1,107 Impressions and 40 clicks across all channels.



Figure 27: EIT Digital's LinkedIn Ad for TAG's course

### 3.1.1.2 Email engagement

EIT Digital ran emailing campaigns to their database of SMEs in Hungary of 198 contacts to disseminate information about the upcoming blockchain course.

<p>Ez egy emlékeztető a közelgő tanfolyamhoz, ingyenesen, <a href="#">Blokklánc kisvállalatoknak - hogyan építsünk új üzleti együttműködéseket a blokkláncon</a></p> <p>Ne hagyja ki a lehetőséget, hogy megtudja, hogyan segíthet a blokklánc technológia új üzleti lehetőségek kiaknázásában!</p> <p><b>A 2 napos tanfolyam</b> 2023. december 4-5. között zajlik és magyar nyelven folyik. Választhat, hogy <b>személyesen</b> vesz részt Budapesten (BME I épület, Magyar tudósok krt. 2) vagy <b>online</b>, konferenciahívás útján.</p> <p>A jelentkezési határidő december 2-a, a <b>részvétel ezen az első kiadáson ingyenes</b>.</p> <p>A kurzus a Budapesti Műszaki és Gazdaságtudományi Egyetem (BME) és az EIT Digital együttműködésével készült.</p> <p>Célja, hogy a blokkláncok kisvállalati alkalmazhatóságát gyakorlatorientált és közérthető módon mutassa be a KKV szektornak – műszaki előképzettség igénye nélkül!</p> <p>Főbb témák:</p> <ul style="list-style-type: none"> <li>- Blokkláncok és vállalatok között elosztott "főkönyvek" – a kriptopénzen túl és kriptopénz nélkül is</li> <li>- A KKV-k számára is elérhető alkalmazások: adathitelesítéstől és folyamatkövetéstől a tokenizációig</li> <li>- Egy blokklánc sztori életútja* – ötlettől a megvalósításig</li> <li>- Fő projekt- és műszaki kockázatok, kezelésük stratégiái</li> <li>- Szabályozói környezet kialakulásában</li> <li>- Bring Your Own Problem: hozott ötletek előelemzése esettanulmányként</li> </ul> <p>*A kurzus előtt rövid kérdőíves felmérést végzünk, ennek alapján választunk bemutatott "blokklánc sztorit" korábbi munkáinkból (szervezetek közötti folyamatok, okos közüzemi mérők adatainak kezelése, szerzői jogok kezelése, ...).</p> <p>Mire készít fel a képzés?</p> <ul style="list-style-type: none"> <li>- A blokklánc technológiában rejlő fő lehetőségek ismerete</li> <li>- Potenciál felmérése saját vállalati környezetben: hatékonyságnövelés és új üzleti lehetőségek</li> <li>- Projektötletek megfogalmazása és a fő blokklánc előnyök azonosítása</li> </ul> <p>A kurzust a BME és az EIT Digital az SME4DD EU projekt keretében kínálja. A projekt futamideje során további, ráépülő blokklánc kurzusokat is fogunk kínálni, projektvezetési, IT és rendszermérnöki fókuszokkal.</p>	<p>*A kurzus előtt rövid kérdőíves felmérést végzünk, ennek alapján választunk bemutatott "blokklánc sztorit" korábbi munkáinkból (szervezetek közötti folyamatok, okos közüzemi mérők adatainak kezelése, szerzői jogok kezelése, ...).</p> <p>Mire készít fel a képzés?</p> <ul style="list-style-type: none"> <li>- A blokklánc technológiában rejlő fő lehetőségek ismerete</li> <li>- Potenciál felmérése saját vállalati környezetben: hatékonyságnövelés és új üzleti lehetőségek</li> <li>- Projektötletek megfogalmazása és a fő blokklánc előnyök azonosítása</li> </ul> <p>A kurzust a BME és az EIT Digital az SME4DD EU projekt keretében kínálja. A projekt futamideje során további, ráépülő blokklánc kurzusokat is fogunk kínálni, projektvezetési, IT és rendszermérnöki fókuszokkal.</p> <p>A BME részéről az oktatásokat vezető oktatók Dr. Kocsis Imre és Dr. Gönczy László, a Méréstechnika és Információs Rendszerek tanszék Kritikus Rendszerek Kutatócsoportjának tagjai. A kutatócsoport Magyarország egyik elismert blokklánc szakmai műhelye, a Linux alapítvány által létrehozott Hyperledger projekt és a magyar Blokklánc Koalíció aktív tagja.</p> <p><b>REGISZTRÁLJON MOST</b></p> <p>Várom, hogy találkozzunk az osztályban,</p> <p>EIT Digital Professional School  <a href="mailto:professionalschool@eitdigital.eu">professionalschool@eitdigital.eu</a></p>  <p><i>Ez a projekt az Európai Unió Digitális Európa Programjából nyert támogatást a 2. sz. 101100768.</i></p> <p>EIT Digital IVZW, Rue Guimard 7, Brussels, 1040, Belgium  <a href="mailto:it@eitdigital.eu">it@eitdigital.eu</a></p>
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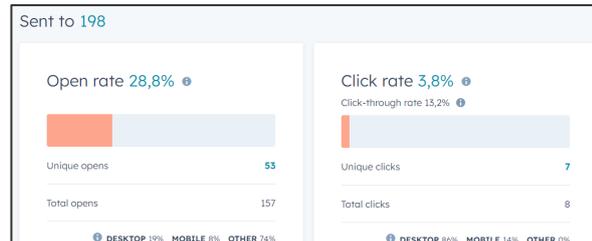


Figure 28: EIT Digital email dissemination for course on blockchain and results

TAG conducted an email campaign to disseminate information about their cybersecurity course, reaching out to 1,788 contacts.

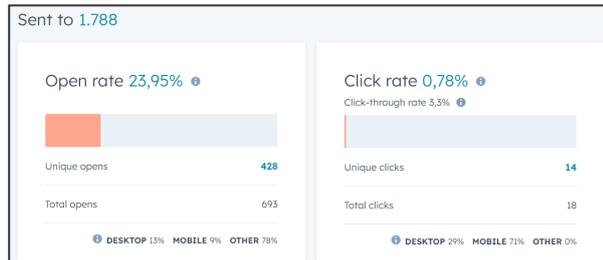


Figure 29: TAG email campaign for cybersecurity course and results

Assintel contributed to spreading awareness about the TAG's Cybersecurity & Data Protection course, specifically targeting Italian SMEs. A newsletter was sent out to 1,967 contacts within their database. Additionally, a personalized email outreach was conducted, reaching 160 individual contacts identified as key members of the course's target audience.

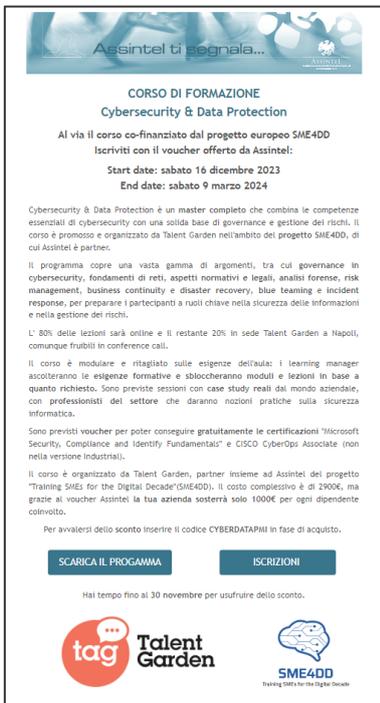


Figure 30: Assintel email campaign for cybersecurity course

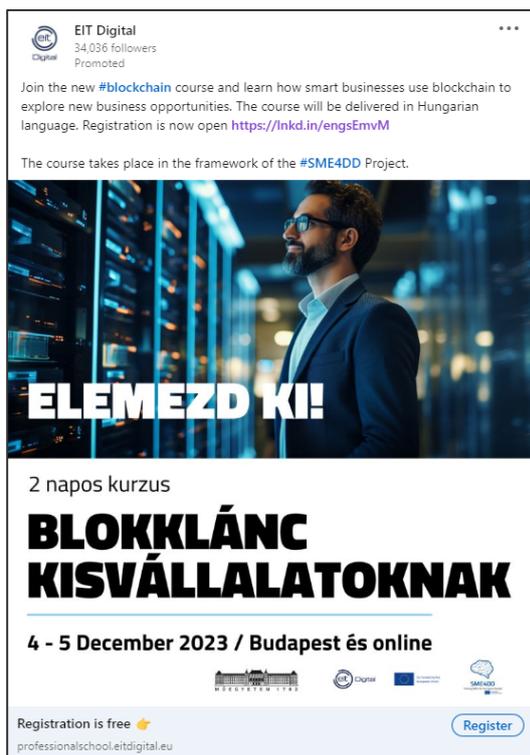
## 3.1.2 Paid Channels

### 3.1.2.1 Social Media Sponsored Campaigns: LinkedIn & Facebook Paid Ads

During the autumn of 2023, EIT Digital carried out targeted promotional campaigns through paid advertisements on LinkedIn. These campaigns were designed to drive engagement and direct potential leads to the dedicated landing pages for each of the pilot short-term courses:

- [BME 'Blockchain for Small Businesses' course](#)
- [INRIA' Scikit-learn, the toolbox for machine learning' course](#)
- [TAG 'Cybersecurity & Data Protection' course](#)

The visuals below illustrate the LinkedIn ads that ran as of November 2023, promoting the inaugural edition of the BME 'Blockchain for Small Businesses' course. These ads recorded a total of 36,772 impressions and 385 clicks, directing users to the registration page.



EIT Digital  
34,036 followers  
Promoted

Join the new **#blockchain** course and learn how smart businesses use blockchain to explore new business opportunities. The course will be delivered in Hungarian language. Registration is now open <https://lnkd.in/engsEmvM>

The course takes place in the framework of the **#SME4DD** Project.

**ELEMEZD KI!**

2 napos kurzus  
**BLOKKLÁNC  
KISVÁLLALATOKNAK**

4 - 5 December 2023 / Budapest és online

Registration is free 🍌  
[professionalschool.eitdigital.eu](https://professionalschool.eitdigital.eu) [Register](#)



EIT Digital  
34,036 followers  
Promoted

Join the new **#blockchain** course and learn how smart businesses use blockchain to explore new business opportunities. The course will be delivered in Hungarian language. Registration is now open <https://lnkd.in/eTnGB3ie>

The course takes place in the framework of the **#SME4DD** Project.

**ELEMEZD KI!**

2 napos kurzus  
**BLOKKLÁNC  
KISVÁLLALATOKNAK**

4 - 5 December 2023 / Budapest és online

Registration is free 🍌  
[professionalschool.eitdigital.eu](https://professionalschool.eitdigital.eu) [Register](#)

Figure 31: LinkedIn ad campaigns for blockchain course

Search by name or ID		Filters(1)	Columns: PSL	Breakdown	Time range: 1/1/2023 - 12/18/2023	
Ad Name	Off/On	Status	Impressions	Clicks	Average CPC	
4 ads	-	-	36,772	385	€1.25	
Registration is free 🏆 Name: Ad_2 ID: 319307803 · Single Image		Active	9,569	90	€1.31	
Registration is free 🏆 Name: Ad_1 ID: 319334623 · Single Image		Active	7,917	89	€1.16	
Registration is free 🏆 Name: Ad_3 ID: 319334633 · Single Image		Active	11,869	124	€1.23	
Registration is free 🏆 Name: Ad_4 ID: 319334623 · Single Image		Active	7,417	82	€1.32	

Figure 32: LinkedIn results for blockchain course

The second course, promoted on LinkedIn through paid ads, is INRIA's "Scikit-learn, the toolbox for machine learning" course. The campaign ran from November to December, recording 27,725 impressions with 211 clicks to the course registration page.

**EIT Digital**  
34,036 followers  
Promoted

Vous êtes une PME et vous cherchez à faire augmenter les compétences de vos équipes sur les outils d'apprentissage automatique?  
Cette formation niveau Débutant couvrira les notions de base de l'apprentissage statistique

6 heures formation niveau débutant  
**SCIKIT-LEARN**  
LA BOÎTE À OUTILS POUR  
L'APPRENTISSAGE AUTOMATIQUE

**4 décembre 2023**  
Lieu : à distance

La formation sera avant tout pratique, axée sur des exemples d'applications avec du code exécuté par les participants. [Learn more](#)

inria-academy.fr

Figure 33: LinkedIn Ads for Scikit-learn course

Ad Name	Off/On	Status	Impressions	Clicks	Average CPC
5 ads					
La formazione sera avant tout pratique, axée sur des exemples d'applications avec du code exécuté par les participants. <a href="#">↗</a> Name: Ad_5 ID: 329437123 · Single Image	<input checked="" type="checkbox"/>	Active	7,901	38	€1.56
La formation sera avant tout pratique, axée sur des exemples d'applications avec du code exécuté par les participants. <a href="#">↗</a> Name: Ad_1 ID: 329447613 · Single Image	<input checked="" type="checkbox"/>	Active	4,952	37	€1.11
La formation sera avant tout pratique, axée sur des exemples d'applications avec du code exécuté par les participants. <a href="#">↗</a> Name: Ad_3 ID: 329447623 · Single Image	<input checked="" type="checkbox"/>	Active	5,339	58	€1.02

Figure 34: results of LinkedIn paid ads for Scikit-learn course

The third campaign, executed through LinkedIn Paid Advertisement, focused on promoting the TAG 'Cybersecurity & Data Protection' course. The campaign, which ran in November and December, recorded 140,350 Impressions and 207 clicks to the course registration page.

Figure 35: LinkedIn ads for cybersecurity course

### 3.1.2.2 Google Search Paid Ads & Microsoft Paid Ads

In the fall of 2023, EIT Digital continued to promote the three pilot courses through paid advertising on Google Ads. This entailed utilizing search ads with relevant keywords for the campaigns promoting the courses."

Campaign	Budget	Status	Impr.	Clicks	CTR
sme4dd_inria_AI	€80.00/day	Ended	18,322	412	2.25%
SME4DD_General courses	€60.00/day	Eligible	136,092	2,687	1.97%
SME4DD_Cybersecurity TAG	€140.00/day	Ended	36,813	1,598	4.34%
SME4DD_Blockchain BME	€80.00/day	Ended	336,913	2,988	0.89%
Total: Filtered campaigns			528,140	7,685	1.46%

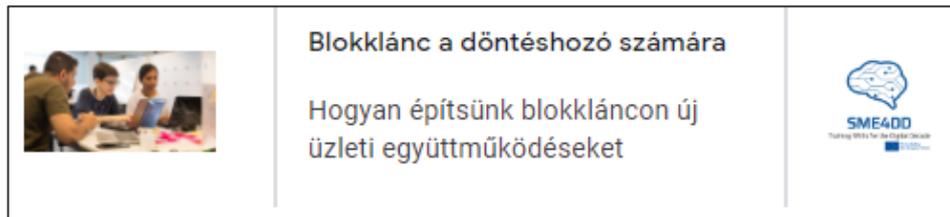
Ad Name	Off/On	Status	Impressions	Clicks	Average CPC
5 ads					
Diventa il punto di riferimento sulla Cybersecurity nella tua azienda in sole 6 settimane e con il supporto dei migliori professionisti del settore		Active	39,877	207	€0.82
Diventa il punto di riferimento sulla Cybersecurity nella tua azienda in sole 6 settimane e con il supporto dei migliori professionisti del settore		Active	31,858	213	€0.71
Diventa il punto di riferimento sulla Cybersecurity nella tua azienda in sole 6 settimane e con il supporto dei migliori professionisti del settore		Active	24,219	159	€0.76

Figure 36: results of google ads for all courses

The ads were built on relevant headlines and keywords for each of the courses, targeting their respective countries. Additionally, a generic campaign was launched to increase overall awareness of the SME4DD project and the course portfolio developed under the project up to that point. The ads ran throughout November and December, registering the following results:

- BME "Blockchain for Small Businesses" course: Impressions 33,691 and 2,988 clicks to the course registration page.
- INRIA "Scikit-learn, the toolbox for machine learning" course: Impressions 18,322 and 412 clicks to the course registration page.
- TAG "Cybersecurity & Data Protection" course: Impressions 36,813 and 1,598 clicks to the course registration page.

Below are examples of the Google search ads deployed for the three courses in 2023.



Headline  
Cybersecurity aziende | Corso di cyber security online

Description  
Il master presenta una combinazione unica di competenze in cybersecurity e governance. Guadagna le competenze necessarie per affrontare le sfide della cybersecurity.

Headline  
A kurzus regisztráció ingyenes | Online blokklánc tanfolyam

Description  
Ismerje meg, hogyan használhatja a blokkláncot új üzleti lehetőségek feltárására. Ismerje meg a blokkláncok és az elosztott főkönyvi technológiák alapjait.

Headline  
Inria Academy | Offre apprentissage AI

Description  
Comprendre les avantages de l'utilisation de l'IA pour une PME avec des cas d'utilisation. Apprentissage automatique, analyse prédictive, gestion des données, segmentation du marché.

Headline  
Online blokklánc tanfolyam | Élő online blokklánc tanfolyam

Description  
Ismerje meg, hogyan használhatja a blokkláncot új üzleti lehetőségek feltárására. Ismerje meg a blokkláncok és az elosztott főkönyvi technológiák alapjait.

Headline  
Offre apprentissage AI | Inria Academy

Description  
Comprendre les avantages de l'utilisation de l'IA pour une PME avec des cas d'utilisation.

Figure 37: examples of Google search ads

# 4. Communication and Dissemination Overview and Conclusions

## 4.1 KPIs and First-Year Results

During the first year of the SME4DD project, WP 3 included an array of marketing and promotion activities in alignment with the Communication and Dissemination Plan (D.3.1). These efforts aimed to actively engage relevant stakeholders, raise awareness about the project and its benefits for SMEs, and promote the participation of SME professionals in pilot courses.

The success and completion of these activities are measured through a set of KPIs established for the entire project. It is important to note that the first pilot courses were introduced and actively promoted in the latter half of the year, offering further context for understanding the outcomes.

The first-year results illustrate progress against the overall project benchmarks (KPIs), as follows:

KPI	Expected Result	Reached Results
	<i>Overall Project</i>	<i>Year 1</i>
Number of leads interested in SME4DD training activities:	6,000	660 (All consortium data)
Average number of applications per course edition: 20*  <i>* Excluding the course on AI developed by INRIA, which is limited to a maximum of 8 participants per course edition</i>	20	376 (TAG) 58 (BME) 7 (INRIA)
Average number of participants per course edition: 15*  <i>* Excluding the course on AI developed by INRIA, which is limited to a maximum of 8 participants per course edition</i>	15	10 (TAG) 19 (BME) 2 (INRIA)

**Table 3: SME4DD KPIs and results for short-term courses**

An additional benchmark for WP3 represents the expected impact across seven communication channels. The results for the first year are presented in the table below.

<b>ACTIVITY CHANNEL</b>	<b>IMPACT</b>	<b>REACHED RESULTS</b> <b>IMPACT YEAR 1</b>
<b>CH1. SME4DD webpage</b>	Visitors: 8,000/month	Visitors Y1: 16,841
<b>CH2. Social media</b>	Impressions: 200,000/month No. posts using project-specific hashtags: 50/month No. projects mentions: 10/month	Impressions Y 1: 31,614 No. posts using project-specific hashtags: 50 No. projects mention: 10
<b>CH3. Paid advertisements on social media</b>	Impressions: 300,000 No. of clicks 5,000/month	Impressions Y1: 409,649 No. of clicks: 2,103
<b>CH4. Paid search advertising on Google</b>	Impressions: 300,000 No. of clicks 5,000/month	Impressions Y1: 528,140 No. of clicks: 7,685
<b>CH5. Event, conference, meetings</b>	People reached through events: 3,000	People reached through events: 28,000
<b>CH6. Scouting and synergies with other</b>	Successful partnership created: 5	n/a
<b>CH7. Dissemination materials</b>	Brochures, flyers, visuals: 30 Videos: 10 Newsletters: 4/month Press releases: 8	Brochures, flyers, visuals: 36 Videos: 1 (published on HADEA) Newsletters: 4 (All Consortium) Press releases: 2

**Table 4: SME4DD Communication Channels – Expected vs. Actual Impact and KPIs**

## **4.2 Achievements and lessons learned**

In its inaugural year, the SME4DD consortium collaborated across diverse channels to raise awareness of the project and its pilot short-term courses kicked off in Q4 of 2023. The outlined results are promising, illustrating the project's potential in enhancing the digital skills of SME professionals. As new SME4DD short-term courses are set to launch in 2024, and pilot courses are renewed, further efforts

are required to amplify impact metrics and broaden dissemination through the communication tools and channels.

The paid campaigns deployed on social media and Google Ads have demonstrated significant reach (impressions) and engagement (clicks) with the target audience. They started capturing the attention of individuals interested in the respective courses, channelling them to the course landing and registration pages. To ensure a comprehensive analysis, collected figures from campaigns will be aligned with overarching goals and benchmarks going forward. This review will help determine potential areas for improvement for future campaigns, ensuring increased lead conversion through course landing page optimization, iterative ad copy improvements, and efficient lead follow-up. Specifically, a particular focus will be on harmonizing short-term course landing pages to enhance the user experience and communicate effectively about the project and its courses to the SME audience. Simultaneously, upcoming efforts will be directed toward streamlining the registration process by efficiently managing the different lead pipelines. These strategic adjustments will pave the way for improved conversion rates and the consortium's ability to boost course registrations and participation.

### **4.3 Future Steps and Recommendations**

Moving forward, the SME4DD project is set to diversify its local initiatives and collaborations within focus countries. The primary goal is to capitalize on the established reputation within local networks and cater to the SME audience, recognizing that investing in strong connections in their immediate geographies is the most effective approach. While cross-country collaboration will be explored, it comes with inherent complexities due to the courses' stronghold in their respective geographies and languages, and, for this reason, limitations in the reach of course providers.

The project will pursue other offline engagement strategies to enhance visibility for the short-term courses and encourage future participation. This includes maintaining a consistent presence at industry conferences and outreach events (local and pan-European), which will complement online promotion efforts. These events can serve as 'educational fairs' where participation opportunities are presented,

master classes are conducted, and even company-specific sessions are explored with SMEs, potentially attracting groups for employee-specific course deliveries.

Furthermore, the project anticipates the growing significance of hybrid options. This is reflected in the pilot courses and courses yet to be launched. By offering both in-person and online deliveries, the short-term courses aim to align with the diverse preferences and needs of the target audience. This adaptive approach reflects an understanding of the evolving landscape and ensures the project remains responsive to the market needs.

In summary, the SME4DD project and the work through WP3 have laid a solid foundation through initial communication and dissemination activities, resulting in the effective generation of interest and the initial course registrations within the SME target audience. As the project looks ahead to the forthcoming year, promising prospects emerge, and the valuable insights gained during the first year will serve as a guiding framework for the continued growth and roll-out of new short-term course intakes.

As challenges persist in achieving specific metrics, particularly in the context of expected impacts aligned with planned KPIs, it is clear that a more granular approach will be needed. To address this, WP3 will execute a detailed plan using the Gantt chart(s) and other tools, closely monitored by the work package leader in collaboration with individual partners, respectively, for their short-course portfolio. This granular approach will outline and schedule communication strategies for year two, provide a more detailed definition of partner responsibilities, and closely track progress. By improving coordination and transparency within an agreed roadmap, this proactive step will aim to speed up communication efforts as upcoming courses become more predictable, bridging gaps in performance metrics, and moving closer to the project's envisioned impact.

## 5. Appendix

### Consortium Communication and Dissemination Activities

PERIOD	PARTNER	CAMPAIGN	CHANNEL	TYPE	IMPRESSIONS / RECIPIENTS	CLICKS
<b>June-September 2023</b>	EITD	Survey SME upskilling needs	LinkedIn	Paid	198,624	633
<b>June 2023</b>	ASSINTEL	Survey SME upskilling needs	LinkedIn	Organic		11
<b>June 2023</b>	ASSINTEL	Web Article	Assintel website	Organic		
<b>June 2023</b>	ASSINTEL	Direct Email Marketing (DEM)	Email	Organic	1,346	41
<b>June 2023</b>	ASSINTEL	DEM	Email	Organic	635	17
<b>June 2023</b>	ASSINTEL	Survey SME upskilling needs	Email (reminder)	Organic		
<b>June 2023</b>	EIT Digital	SME4DD at Grow Digital 2023 Conference	LinkedIn	Organic	577	23
<b>June 2023</b>	EIT Digital	Survey SME upskilling needs	LinkedIn	Organic	800	30
<b>June 2023</b>	EIT Digital	Survey SME upskilling needs	Email	Organic	365	126
<b>June 2023</b>	KIFÜ	Raising awareness of the workshop about the survey SME upskilling needs	Email	Organic	632	
<b>June 2023</b>	KIFÜ	Workshop	Online	Organic	73	56
<b>June 2023</b>	KIFÜ	Raising awareness of the project, disseminating the questionnaire	LinkedIn	Organic	177	10
<b>July 2023</b>	INRIA	Survey SME upskilling needs	LinkedIn	Organic	341	16
<b>July 2023</b>	INRIA	Survey SME upskilling needs	Linkedin	Organic	514	12
<b>August 2023</b>	EIT Digital	Survey SME upskilling needs	Email (reminder)	Organic	169	58
<b>August 2023</b>	KIFÜ	Survey SME upskilling needs	LinkedIn	Organic	278	11
<b>September 2023</b>	ASSINTEL	Newsletter/DEM	Email	Organic	1,806	
<b>September 2023</b>	ASSINTEL	Personal Mail	Email	Organic	63	

PERIOD	PARTNER	CAMPAIGN	CHANNEL	TYPE	IMPRESSIONS / RECIPIENTS	CLICKS
September 2023	KIFÜ	Raising awareness of the second workshop and the survey	LinkedIn	Organic	331	12
September 2023	KIFÜ	Raising awareness of the workshop registration workshop and the survey	LinkedIn	Organic	459	9
September 2023	KIFÜ	Raising awareness of the workshop registration workshop and the survey	Email	Organic	632	
September 2023	KIFÜ	Workshop 2	Offline	Organic	32	24
September 2023	TAG	1 <sup>st</sup> workshop "First Steps into Cybersecurity"	LinkedIn	Organic	1,257	6
September 2023	TAG	1 <sup>st</sup> workshop "First Steps into Cybersecurity"	Newsletter	Organic	1,788	18
October 2023	ASSINTEL	Newsletter/DEM, Promotion TAG workshop	Email	Organic	1,807	
October 2023	ASSINTEL	Personal Mail, Promotion TAG workshop	Email	Organic	73	
October 2023	EIT Digital	Awareness SME4DD	LinkedIn	Organic	2,183	26
October 2023	EITD	General post	LinkedIn	Organic	2,758	30
October 2023	KIFÜ	follow up of the workshop, presentation of the highlight video	LinkedIn	Organic	383	12
October 2023	TAG	2 <sup>nd</sup> workshop "La manipolazione nella cybersecurity: il Social Engineering"	Newsletter	Organic	124	1
October 2023	TAG	2 <sup>nd</sup> workshop "La manipolazione nella cybersecurity: il Social Engineering"	LinkedIn	Organic and paid	10,182	134
November/December 2023	TAG	3 <sup>rd</sup> workshop "Protezione Digitale delle PMI: Guida alla sicurezza informatica"	Instagram	Paid	144.865	1.927
November 2023	ASSINTEL	Newsletter/DEM	Email	Organic	1,967	
November 2023	ASSINTEL	Personal Mail	Email	Organic	160	
November 2023	EITD	BME course	LinkedIn	Organic	727	12

PERIOD	PARTNER	CAMPAIGN	CHANNEL	TYPE	IMPRESSIONS / RECIPIENTS	CLICKS
November 2023	INRIA	Promotion Scikit learn 4/12	LinkedIn	Organic	1,210	9
November 2023	INRIA	Promotion Scikit learn 4/12	X (Twitter)	Organic	304	2
November 2023	INRIA	Promotion Scikit learn 4/12	LinkedIn	Organic	401	3
November 2023	INRIA	Promotion Scikit learn 4/12	X (Twitter)	Organic	569	2
November 2023	INRIA	Azur Tech Winter 28/11	LinkedIn	Organic	129	2
November 2023	INRIA	Azur Tech Winter 28/11	X (Twitter)	Organic	243	3
November 2023	INRIA	Promotion via personal accounts of INRIA academy members		Organic	549	11
November 2023	INRIA	OSXP Promotion	LinkedIn	Organic	169	12
November 2023	INRIA	OSXP Promotion	X (Twitter)	Organic	96	3
November 2023	INRIA	Promotion SME4DD	X (Twitter)	Organic	108	3
November 2023	KIFÜ	Raising awareness post of SME4DD project	LinkedIn	Organic	99	8
November 2023	KIFÜ	Raising awareness and sharing information about the 1 <sup>st</sup> course	LinkedIn	Organic	128	14
November 2023	KIFÜ	Sharing information of trainees	LinkedIn	Organic	90	14
November 2023	TAG	1 <sup>st</sup> course intake "Cybersecurity & Data Protection"	Linkedin	Organic	419	9
November 2023	TAG	1 <sup>st</sup> course intake "Cybersecurity & Data Protection"	Newsletter	Organic	1068 recipients Total opens: 718	14
November 2023	TAG	1 <sup>st</sup> course intake "Cybersecurity & Data Protection"	Facebook	Organic	2,013	3
November 2023	TAG	3 <sup>rd</sup> workshop "Protezione Digitale delle PMI: Guida alla sicurezza informatica"	Newsletter	Organic	903 recipients Total opens: 241	16 unique clicks; 17 total clicks
November 2023	TAG	3 <sup>rd</sup> workshop "Protezione Digitale delle PMI: Guida alla sicurezza informatica"	Linkedin	Organic	760	4
November 2023	BME	BME course promotion, general project promotion at a workshop	Workshop presentation	Organic	30	30

PERIOD	PARTNER	CAMPAIGN	CHANNEL	TYPE	IMPRESSIONS / RECIPIENTS	CLICKS
<b>November 2023</b>	BME	Blockchain course promotion	Newsletter	Organic	950	
<b>November 2023</b>	BME	Blockchain course promotion	Facebook	Organic	1628	61
<b>November - December 2025</b>	EITD	Promotion TAG course	LinkedIn	Organic	1,107	40
<b>November - December 2025</b>	EITD	Promotion INRIA course	LinkedIn	Paid	27,725	211
<b>November - December 2025</b>	EITD	Promotion BME course	Google Ads	Paid	336,913	1598
<b>November - December 2025</b>	EITD	Promotion TAG course	Google Ads	Paid	36,813	1598
<b>November - December 2025</b>	EITD	Promotion INRIA course	Google Ads	Paid	18,322	412
<b>November - December 2024</b>	EITD	Promotion BME course	LinkedIn/Facebook/ Twitter	Organic	1,718	31
<b>November - December 2024</b>	EITD	Promotion TAG course	LinkedIn	Paid	144,427	855
<b>November - December 2023</b>	EITD	Promotion BME course	LinkedIn	Paid	38,873	404
<b>December 2023</b>	EITD	TAG course	LinkedIn	Organic	1,084	24
<b>December 2023</b>	KIFÜ	1st blockchain course	Offline and online	Organic	Sent out: 632	
<b>December 2023</b>	TAG	3 <sup>rd</sup> workshop "Protezione Digitale delle PMI: Guida alla sicurezza informatica"	Newsletter	Paid	Recipients 49.259	575
<b>December 2023</b>	TAG	3rd workshop "Protezione Digitale delle PMI"	Banner Native Newsletter	Paid	166.299	1.034