

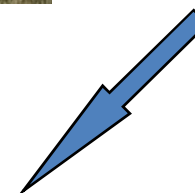
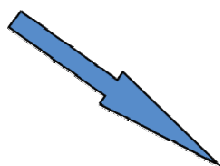
Electronic A-Hungary



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Körös Valley Association for Rural Development



Evolution of Our Campaign Strategy

Campaign Targets

- help the organization “Korosek Volgye” to limit the electronic exclusion, volunteers, 1% income tax, NGOs, Businesses



Rural
development

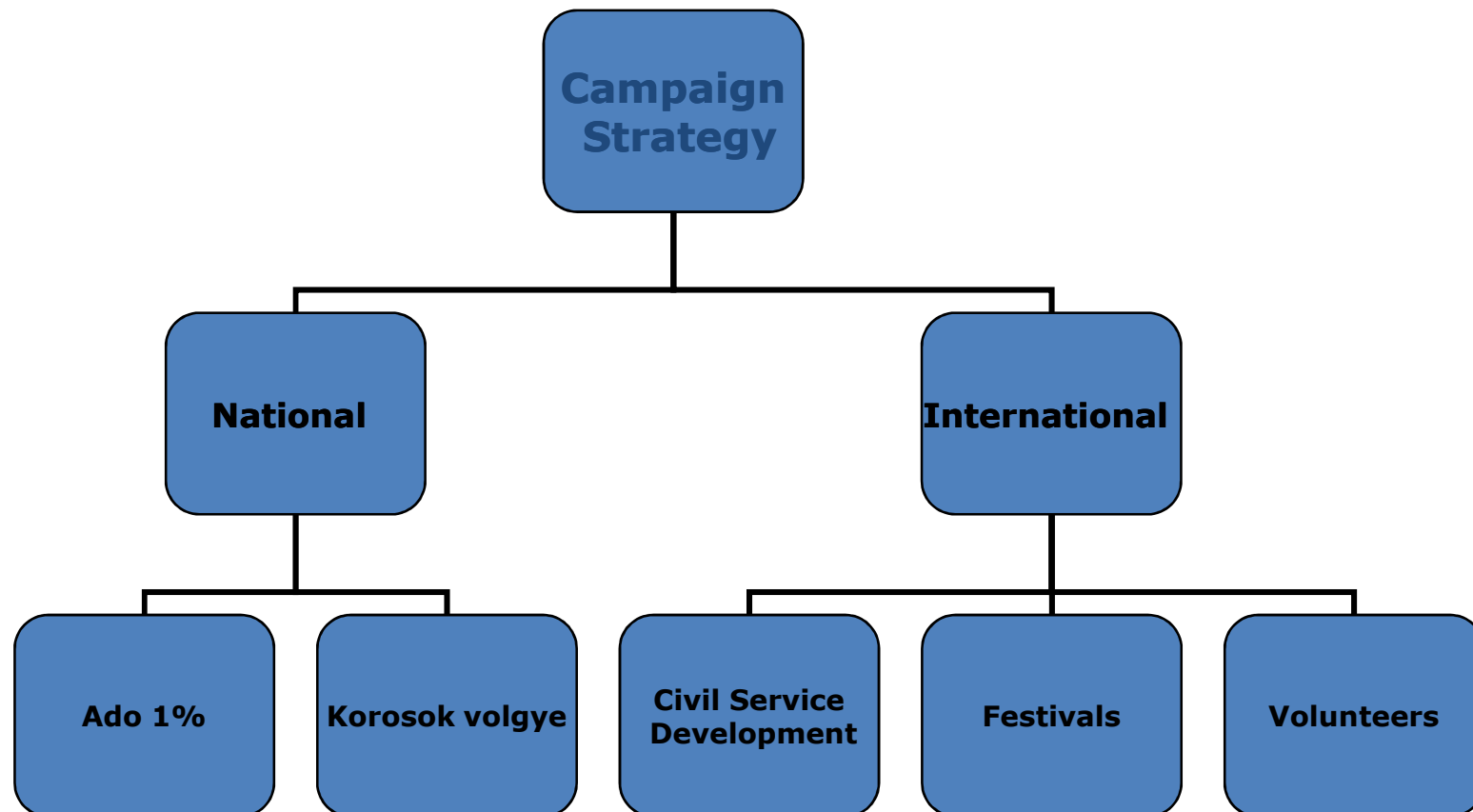
sector-related
civil service
improvement

Support
businesses

Promote
European
integration

Money
support for
publications

Evolution of Our Campaign Strategy



FACEBOOK Page



• Facebook page Strategy

- Upload relevant contents
- Make followers very active (questionnaires)

Static Contents

- Profile pictures of the team
- Personal informations



Strategic Contents

- Added value information
- Questions
- Entertaining contents



FACEBOOK Page



- Facebook page Results



likes

People Talking About This?

117 ↓ -44.55%

Weekly Total Reach?

5,987 ↑ 454.87%

2/27/13

Members of the Team

183

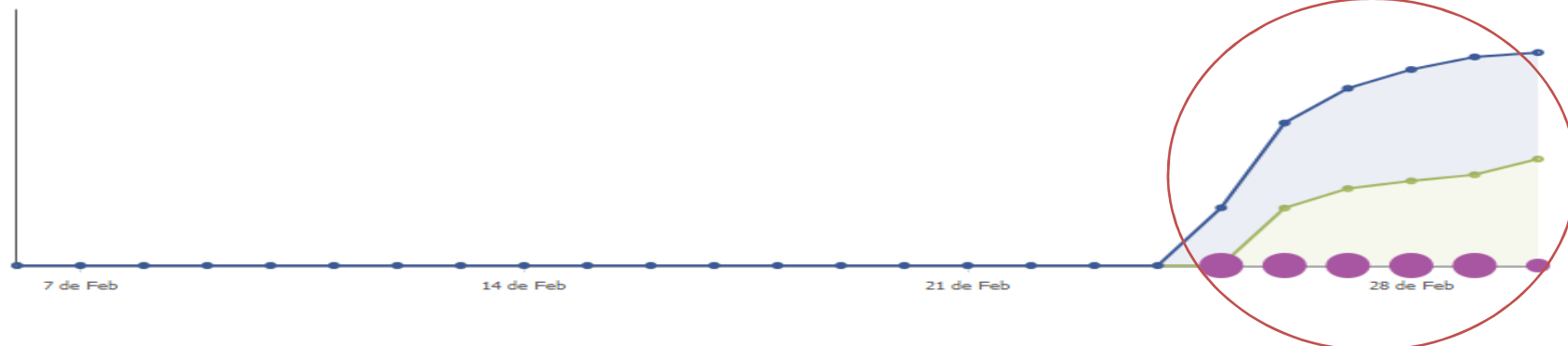
61

21

11.48%



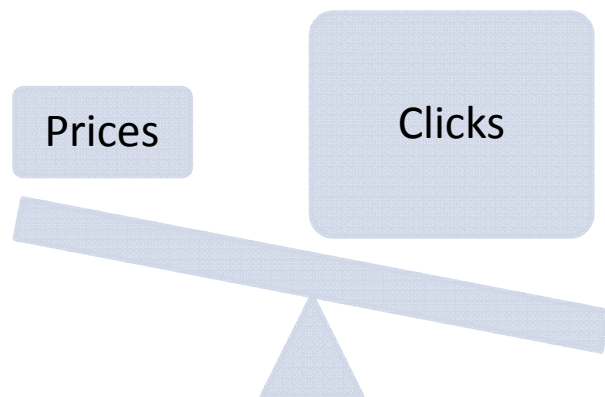
Publicaciones? Personas que están hablando de esto? Alcance total de la semana?



Evolution of Our Campaign Strategy

- **Keyword Strategy**

- not too specific
- not too general
- more interesting



- [Volunteering in Hungary](#)
It's better to give than get!
Change lives of e-excluded people
www.korosokvolgye.hu

- [Discover e-inclusion](#)
Find out about e-exclusion
Get involved in Hungary
www.korosokvolgye.hu

- [Join us for e-inclusion](#)
Help them learn to use a computer
Say no to e-exclusion - rural areas
www.korosokvolgye.hu

National Adds

- [Tégy csodát adód 1%-val](#)
Felejtsd el az állatokat!
Fordítsd adód vidékfejlesztésre
www.korosokvolgye.hu

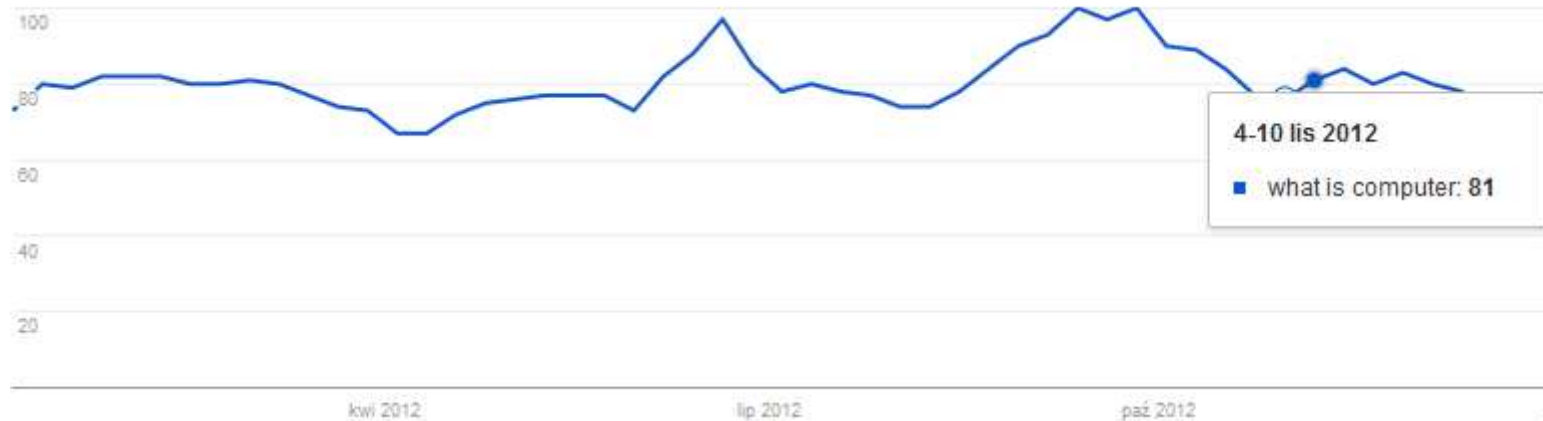
- [Körösünk Önnel](#)
Fordítsa adóját vidékfejlesztésre,
segítse civil szervezetünk munkáját
www.korosokvolgye.hu

- [Vár a Körösök Völgye](#)
Rendezvény és fesztiválszervezés
a körös völgyében! Látogasson meg
www.korosokvolgye.hu

International Adds

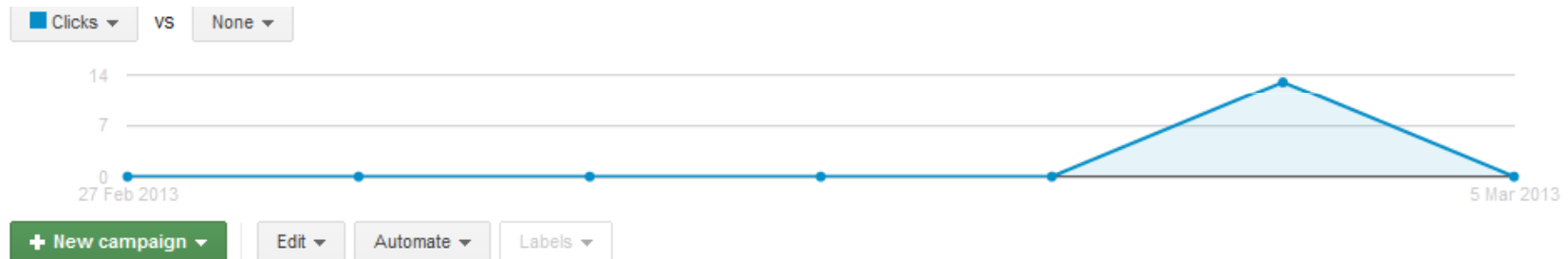
Key Results

- **Google Insights for Search**
 - For research the trend of the keywords



Key Results

- The Electronic – A Campaign received



CTR 0.19%

CPC : 5.81\$

Total Cost / day : 75.56\$

Impressions : 6 977

13 clicks at the first day

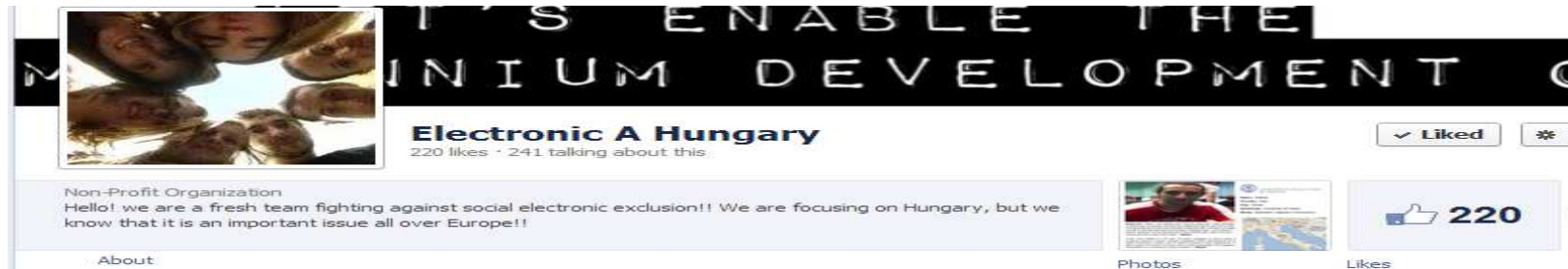
Conclusions

More time in order to become effective

TIME



Facebook page – impact on the public



Information we can use in our countries

Future Recommendations

- **For the organization**
 - translate their webpage into English
 - use Google Adwords in the future
- **For future participants**

~~Immediate Results~~

Keywords

Learning Component

WHAT WE EXPECT	2 weeks IP	THE RESULTS
Improve English	Being direct	Improve English ✓
Learn the culture		Learn the culture ●
Discover Poland	Active listening	Discover Poland ●
E-exclusion		E-exclusion ✓
Marketing	Cultural differences awareness	Marketing ✓
	Patience	Learn about us
		Intercultural management
		Strong social links

Learning Component



Solutions

Take distance from what we know

Adapt ourselves

Re-focus

Recommendations

- Present yourself
- Determine roles
- Set working organization
- 5 minutes briefing before/after
- Express your ideas
- Ask your questions