



Case Study

Generating Leads for KIC InnoEnergy's Call for Innovation Projects

The brief

KIC InnoEnergy hired Alesia to deliver a marketing and communication campaign to generate submissions for its call for innovation projects, a business acceleration programme taking place in 2014. The target audience is made of researchers, research institutions and clean-tech industry players, and geographically focussed on Europe. The main KPI was to boost traffic to the project website <http://cip2014.kic-innoenergy.com/>

The process

The limited budget available de facto ruled out the utilisation of traditional advertising strategies. We have therefore used three other communications pillars, made of Media Relations, Social media, and E-marketing.

Press Work

Alesia designed a press release announcing the launch of the call for submissions, leveraging Alesia's 2000+ industry press contacts in renewable energy and its related fields. In total, 31 articles were published within the relevant trade press, and created the first awareness boost needed.

Social Media

Alesia has leveraged the power offered by the business social network Linked-in, both in terms of PR activities around relevant linked-in groups, and targeted advertising. The linked-in advertising system allows advertisers to refine their target audiences using a large number of filters so that the ad only appears on the right type of profiles, in the right countries. A 2,000Eur pay per click campaign offered almost 1000 qualified visits to the project website. The linked in group marketing campaign enabled us to reach a very large audience for free. Thought leadership articles were written and posted on over 15 relevant groups, driving traffic to the website.



E-marketing

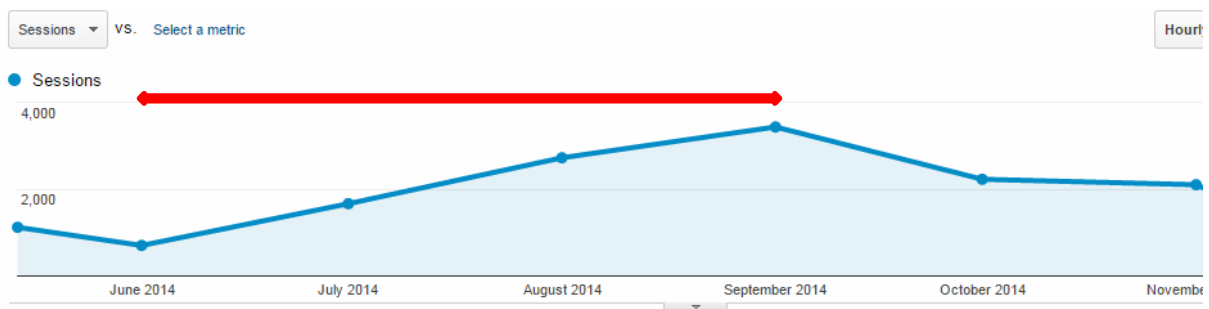
We have designed relevant emails and rented contact databases from leading renewables media to arrange for a targeted delivery of those emails. This direct marketing technique was very efficient for lead generation purposes. The challenge was to select the right RE media vendors and apply the right filters to only select the relevant segments of their contact databases

Content copywriting

High impact content was created for blog posts, website landing page, and PR, making sure that the Client's value proposition was clearly articulated and efficient in converting initial interest into engagement.

The results

Over the course of the campaign, which started in June and finished in September, the Alesia team generated a **500% increase of the clients' website traffic**. The clients' website attracted 700 visitors in June. In September over 3,500 visitors visited the website.



As a result of our work, a significant number of businesses applied to KIC innoEnergy's business accelerator programme, generating significant new business opportunities for the company.

"We are very pleased with the communication campaign, we liked your pro-activity and the way you have delivered quality services in a timely manner"

Rafael Marin, Marketing Manager, Kic InnoEnergy