

A.4.3 PROMOTION OF THE E PLATFORM

Introduction

This report aims to provide an overview of the e-knowledge platform promotion activities developed by the GREENES project. The e-platform is designed as a tool to improve education and exchange knowledge among users, providing access to resources, courses and interactive tools.

2. Promotion objectives

- **Increase awareness** of the available resources and possibilities of the e-platform.
- **Connecting users** to content and tools that can enhance their learning.
- **Encourage engagement** and interaction between users of the platform.

3. Promotion activities

3.1. Creation of promotional materials

- **Brochures and flyers:**
 - A brochure was created that contains a brief description of the e-platform, its purpose, functionality and benefits. This brochure is designed to be informative and engaging, allowing users to quickly understand the value of the platform.
 - The brochure is designed in accordance with the visual identity of the organization, using colors and graphics that are eye-catching and easy to read. We have ensured that the design is modern and professional, which further emphasizes the seriousness of the platform.
 - The brochure was distributed in digital format as a trefoil, which was sent to around 300 email addresses in all three countries of the EUCENICE GREENS project. This distribution includes relevant target groups, including educational institutions, NGOs and interested individuals.

3.2. Online Promotion

- **Social networks:**
 - The social media campaign plan for the Greenes e-knowledge platform aims to increase awareness of the platform, engage the community and promote the available courses and resources. The campaign is organized over four weeks, with a minimum of three posts per week focusing on different aspects of the platform. The first week introduces users to the platform's functionalities through videos and infographics, while the second week focuses on highlighting courses and user experiences. The third week fosters community engagement through interactive posts and webinar announcements. The fourth week sums up the platform's achievements and invites users to share their experiences. Through regular interactions, the use of eye-catching visuals and monitoring the performance of posts, the campaign will contribute to strengthening the

connection with users and increasing the use of the Greenes e-knowledge platform. Create a calendar of posts with a schedule of posts (at least 3 times a week).

- **Email marketing:**

- In order to effectively promote the Greenes e-knowledge platform, it is necessary to establish a system for collecting and managing user addresses. The first point is the collection of addresses through registered users and events, which creates a relevant and targeted list of users interested in the content of the platform. These addresses will be crucial for sending regular information and updates. Email content should be informative and engaging, including updates on available resources, upcoming workshops, and inspiring success stories. Also, each email should contain a call to action, such as links to register on the platform or directly use its resources, which will encourage users to actively participate. This approach allows for building a stronger connection with the community and ensures that users are well informed about all aspects of the platform. Collect addresses through registered users and events.

3.4. Cooperation with the institutions

- **Identification of potential partners**

- In order to expand the use of the Greenes e-knowledge platform, it is crucial to identify potential partners such as educational institutions, NGOs and companies that would be interested in its resources and functionalities. The first step in this process involves researching and analyzing organizations that are engaged in education and training, as well as those that promote sustainability and innovation. Once identified, it is necessary to develop cooperation proposals that highlight the benefits of using the e-platform, as well as opportunities for training and joint projects. These proposals should highlight how the platform can contribute to the goals of the partners and improve the experience of students or participants. In order to further strengthen cooperation, it is important to organize meetings or presentations for the heads of these institutions, during which potential opportunities for cooperation would be discussed, ideas would be shared and the foundations for future joint activities would be laid. This approach not only increases the visibility of the platform, but also creates opportunities for networking and the joint development of innovative educational solutions.

- **4. Promotion Results**

- **Traffic Monitoring Activities and E-Platform Metrics**
Regular monitoring of traffic on the e-platform is crucial for understanding user behavior. This includes the use of tools such as Google Analytics to

analyze the number of visitors, traffic sources (e.g., direct visits, search engines, social networks), and user demographics. This information makes it possible to identify the most popular content and resources, as well as determine which promotion strategies bring the best results.

- In addition to overall traffic, it's important to track engagement metrics, such as time spent on the page, bounce rate, and the number of interactions per user. These metrics help to evaluate the quality of content and user experience. The use of an analysis tool can provide insights into user behavior on the platform through a heat map and session recording.
- To evaluate the success of an e-commerce platform, it is important to track conversion metrics, which can include registrations, downloads, or participation in workshops. Setting goals in analytics tools allows you to track the success of campaigns and engagement strategies.

6. Attachments

- Examples of promotional materials
- A plan for a social media campaign.