Smart Anything Everywhere Initiative

Area 3: Advanced micro-electronics components and Smart System Integration Project: H2020–No 761809

diatomic

Digital Innovation Hubs boosting European Microelectronics Industry

Deliverable 6.1
Public Outreach Strategy

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Abstract:

This deliverable (D6.1) introduces the DIATOMIC Dissemination, communication and marketing plan, a comprehensive and living document which outlines the tools, channels and activities to be put in place throughout the project to ensure wide acceptance and sustainability of DIATOMIC Digital Innovation Hubs. This document outlines the strategy, activities, and tools with which the DIATOMIC project will communicate with a range of stakeholders, as well as the timing of the various activities throughout the lifetime of the project.

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01	INTRASOFT International S.A.	INTRA	BE
02	F6S NETWORK LIMITED	F6S	UK
03	BioSense	BIOS	SRB
04	Synelixis Solutions	SYN	EL
05	Instituto Pedro Nunes	IPN	PT
06	Fraunhofer IPA	IPA	DE
07	InoSens	INO	SRB
08	Libelium Comunicaciones Distribuidas SL	LIB	ES
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21/11/2017	1.0	Grigorios Chatzikostas	First draft
24/11/2017	1.1	João Quintas	Overall revision
28/11/2017	2.0	Grigorios Chatzikostas	Update based on comments/review
29/11/2017	2.1	João Quintas	Overall revision
29/11/2017	2.2	Grigorios Chatzikostas	Update based on comments/review
30/11/2017	FF	Raimund Broechler, Dariya Rublova, Babis Ipektsidis	Final version to be submitted

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List of Abbreviations

POS   Public Outreach Strategy

KPI   Key Performance Indicator

AME   Advanced Microelectronics

SSI   Smart System Integration

DIH   Digital Innovation Hub

EU   European Union

CC   Competence Center

DM   Direct Message

ROI   Return on Investment

CPS   Cyber-Physical Systems

RTD   Research Technology Development

SAE   Smart Anything Everywhere

CFM   Community Foundry Model

RTO   Research Technology Organization

PR   Public Relations

LAE   Large Area Electronics

SME   Small-Medium Enterprise

SAE   Smart Anything Everywhere

INNOSUP   Innovation support

Executive Summary

This deliverable consists of the following sections:

- Chapter 1 The first chapter lays out the context for the strategic planning of the DIATOMIC outreach activities at regional, national and European level.

- Chapter 2 This chapter introduces the inbound marketing methodology, the inbound approach and underlying principles that relate to DIATOMIC outreach activities. Furthermore, it sets marketing and outreach objectives that tie to DIATOMIC goals. Finally, this chapter paints an accurate picture of DIATOMIC target groups, offers an in-depth understanding of their journey through DIATOMIC over time, and crafts the narrative and key messages to be delivered.

- Chapter 3 The third chapter offers an overview of tools, channels, and activities. DIATOMIC channel mix is introduced, consisting of custom blog and social media content, PR outreach, as well as in-person marketing.

- Chapter 4 In this chapter, an activity plan is presented, with detailed schedule and scope. A collaborative, cross-functional activity calendar is introduced, for both digital and in-person communication. This allows for flexibility to the schedule and provides opportunities for real-time engagement with DIATOMIC target groups.

- Chapter 5 This chapter addresses monitoring and ongoing evaluation of the Public Outreach Strategy's efficiency. The chapter introduces a governance/oversight model for the coordination of DIATOMIC communication activities, and offers an overview of the consortium's responsibilities. Moreover, this chapter describes a framework for measuring progress (KPIs) related to communications, engagement with European SMEs, mid-caps, CCs, investors and other stakeholders from each of the three focus industries, and the advocacy of DIATOMIC brand.

1 Context

According to the European Commission "around 60% of large industries and more than 90% of SME feel lagging behind in digital innovation"[1]. SMEs' and midcaps' possess limited knowledge of what smart electronics and smart systems can do for them; moreover, they are unable to easily access a diverse set of competencies, and therefore often fail in overcoming the valley of death. To achieve higher digitization and foster market leadership in microelectronics and smart integration systems, a cohesive approach needs to be taken to involve various actors along the value chain to work together towards agile thinking and acting, ultimately, leading towards digital innovation.

DIATOMIC's goal is to create a sustainable ecosystem to enable AME/SSI-based innovation in the health, agrifood and manufacturing sectors. In terms of digitization, the current state of these three sectors is underdeveloped, however, with the enormous potential to grow. Additionally, these sectors are of prime importance to the society and the economy. DIATOMIC's ecosystem will derive its value from the advanced technological excellence of the DIATOMIC consortium to perform three sector-specific cross border Application Experiments to assist tech adopters, end users and smart solution developers to realize all the tangible benefits of digitization. At the center of the ecosystem are three interconnected sector-specific Digital Innovation Hubs (DIHs). The DIHs will work to accelerate digitization in-beat with sector-specific needs, and to facilitate the delivery of AME/SSI based applications to a critical mass of customers. The DIH will serve to assist non-tech companies to connect with counterparts across the EU with complementary technological competencies, creating a European wide network. This network will offer substantial technological support to accelerate design, development, prototyping and manufacturing. Moreover, business support will be provided to develop solutions with a tight product/market fit.

DIATOMIC Public Outreach Strategy is the crucial first step into creating the ecosystem. Its aim at this point is to introduce the guidelines to the involved stakeholders, partners and general public of how the first steps of the DIATOMIC ecosystem will be created. The envisioned market oriented digital innovation ecosystem requires significant and carefully planned communication activities to take place during the project timeline, and will be outlined in this document.

2 Strategy

2.1 Methodology

2.1.1 Approach

DIATOMIC's approach to public outreach, community building and engagement starts with outlining key activities and dependencies that should be considered to increase the effectiveness of the POS. The following table lists a set of activities and associated questions to be discussed in the following chapters.

Activity	Critical questions	Chapter
Targeting	Who is our target audience? What is our message?	2
Methods	How are we going to reach that audience?	3
Content development	What types of content does our audience find engaging?	3
Timing	When is the right time to reach our target audience?	4
Evaluation	How effective are our public outreach efforts?	5

Figure 1: DIATOMIC POS Key activities & critical questions

To bring together actors from three targeted sectors, promote networking among them, but also raise deeper understanding on the benefits of DIATOMIC ecosystem dynamics, **best practices of inbound marketing** will be adopted. The inbound methodology will put DIATOMIC in front of its stakeholders at the moment when they are actually looking for what DIATOMIC has to offer – **a market-oriented digital innovation ecosystem**.

Inbound marketing, as it is applied to DIATOMIC, involves strategic planning, content development, distribution across the most meaningful channels available, including online, print, and in-person, as well as metrics for the various stages of the DIATOMIC dissemination funnel, as shown in figure below.

The overall purpose of our inbound marketing efforts will be to **attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in DIATOMIC**. In this regard, the following types of activities will be considered:
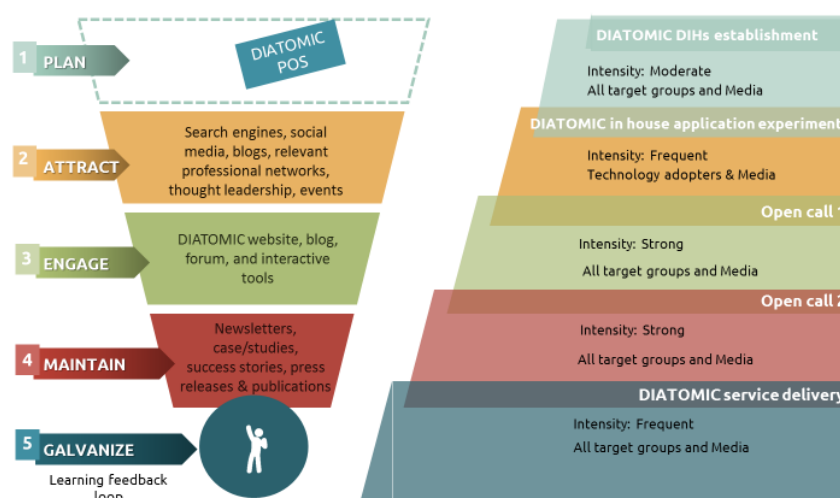
Figure 2: DIATOMIC Dissemination funnel

Each type of activities will be aimed at reaching one or more of the above levels across the different audiences (identified in Chapter 2), through the tools, channels and activities described in Chapter 3.

2.1.2 Principles

In order to achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the project:

- **Long-term relationship building, and earning trust.** DIATOMIC will build industry respect and recognition, as well as cultivate trust in its ecosystem by leveraging sector-specific expertise and experience to market the DIATOMIC DIHs offerings to the target audiences;
- **Personalized, multi-channel communication.** DIATOMIC will enhance interactions and foster closer links with its targeted audiences with by delivering relevant and personalized messages, across various touch points of identified ecosystem stakeholders;
- **Empowerment.** DIATOMIC will interact with its target audiences in a mutually beneficial environment, empowering the members of its ecosystem to bypass obstacles in their digital transformation journey.

2.2 Objectives

In order to ensure compliance to objectives proposed and the respective KPIs, mainly those relating to **"O3 – PULL Open Calls"** and **"O4 - Exploitation"**, this strategy aims to promote DIATOMIC DIHs and PUSH/PULL Application Experiments and engage a vast audience, while addressing the pain points that are pertinent to them. More specifically, this strategy aims to:

O1	Attract a sufficient number of industry-leading innovators (SME, mid-cap, competence centers, universities, R&D institutes…) from across the continent to join the DIATOMIC one-stop-shop.
O2	Present to future DIATOMIC beneficiaries the importance of obtaining access to cutting-edge infrastructure and experimentation facilities, tailored business training services, and funding support.

O3	Highlight the importance of piloting, testing and experimentation with new digitized AME (Advanced Microelectronics) and SSI-based products and services (Smart Systems Integration) in an environment that is heavy on collaboration.
O4	Raise the awareness of a wide range of stakeholders, locally, regionally, and internationally, of the role of DIATOMIC DIHs in increasing of competitiveness of existing industries, but also additional business creation.
O5	Ensure proper know-how exchange within the DIATOMIC consortium.
O6	Deliver clear and tangible results of DIATOMIC Application Experiments to technology providers and technology adopters and also to CCs and stakeholders along the whole value chain through a set of awareness-raising actions, going further from traditional communication activities.
O7	Support the organization of a range of events inside the DIATOMIC ecosystem (e.g. innovation events, bootcamps, etc.)
O8	Develop networks and liaison with clusters and DIHs, as well as with SAE and INNOSUP projects, to share resources and maximize impact.
O9	To support the development and maintenance of the official project's website throughout the project lifecycle.

2.3 Segmentation, Targeting, Positioning

2.3.1 Open Call Strategy

With respect to Open Calls, the POS starts by outlining the following:

What?

Promotional activities based on sound online content strategy that complements offline activities at national, regional, pan-European level;

Who?

INOSENS with strong support from all DIATOMIC partners in terms of distributing prepared content, and making their channels available;

When?

November 2017 – March 2018

Public outreach activities during this period have one major goal: **attract a sufficient number of applicants to apply to DIATOMIC Open Calls**.

Channels to be used include: social media, advertising on Facebook and LinkedIn, web magazines and web portals, blogging campaign, partners' networks (both online and offline), Newsletters; their usage is described in the following chapter.

The ultimate goal is **to position DIATOMIC as a one-stop-shop for high potential, market oriented business ideas**.

2.3.1.1 Direction of Themes and Topics of Communication in relation to DIATOMIC Open Calls:

Content in Table below will be produced by INOSENS. Partners are encouraged to share the content and republish it on their own channels. The list is indicative.

Theme	*Topics*
DIGITAL INNOVATION HUBS	- What digital innovation hubs really do?
	- DIATOMIC Digital Innovation Hubs vs. Technology Accelerators: Here's the Big Difference
	- Digital Innovation Hubs: What to Look for in DIATOMIC?
	- 3 Ways Digital Innovation Hubs Add Value to SMEs and mid-caps
	- Should You Join a Digital Innovation Hub?
	- The One Fundamental Every VC Should Know About Digital Innovation Hubs
UNDERSTANDING THE DIATOMIC ECOSYSTEM	- DIATOMIC: How to Apply and What to Expect
	- DIATOMIC Ecosystem: Explore Our Services
	- DIATOMIC DIHs: Which technologies do we offer?
	- Mainstreaming Digital Transformation through DIATOMIC: What, Why and How
DIGITAL TRANSFORMATION OF INDUSTRIES	- Scaling Up Healthtech Innovation
	- Mainstreaming digital transformation: the Agrifood Case
	- 3 Keys to Digital Transformation in Manufacturing

Table 2.1 DIATOMIC Open Call Strategy - Themes and Topics

For details on monitoring, please see Chapter 5 Monitoring and Evaluation.
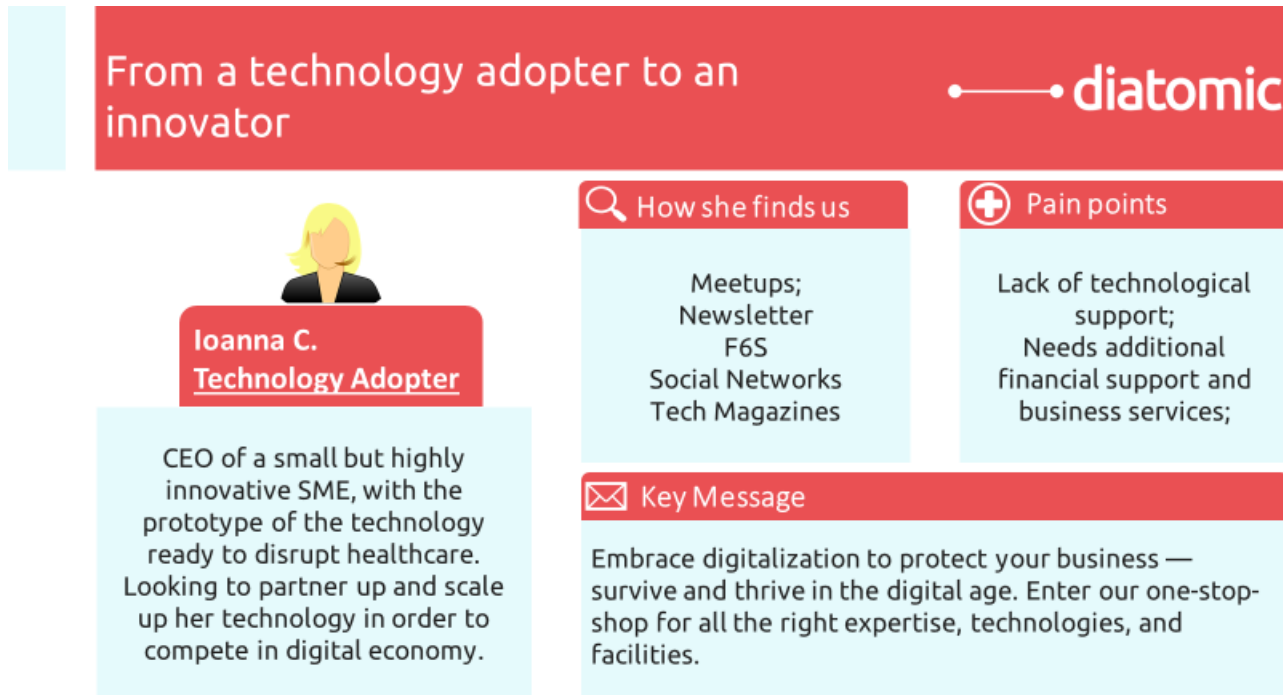
2.3.2 Narrative and Messages

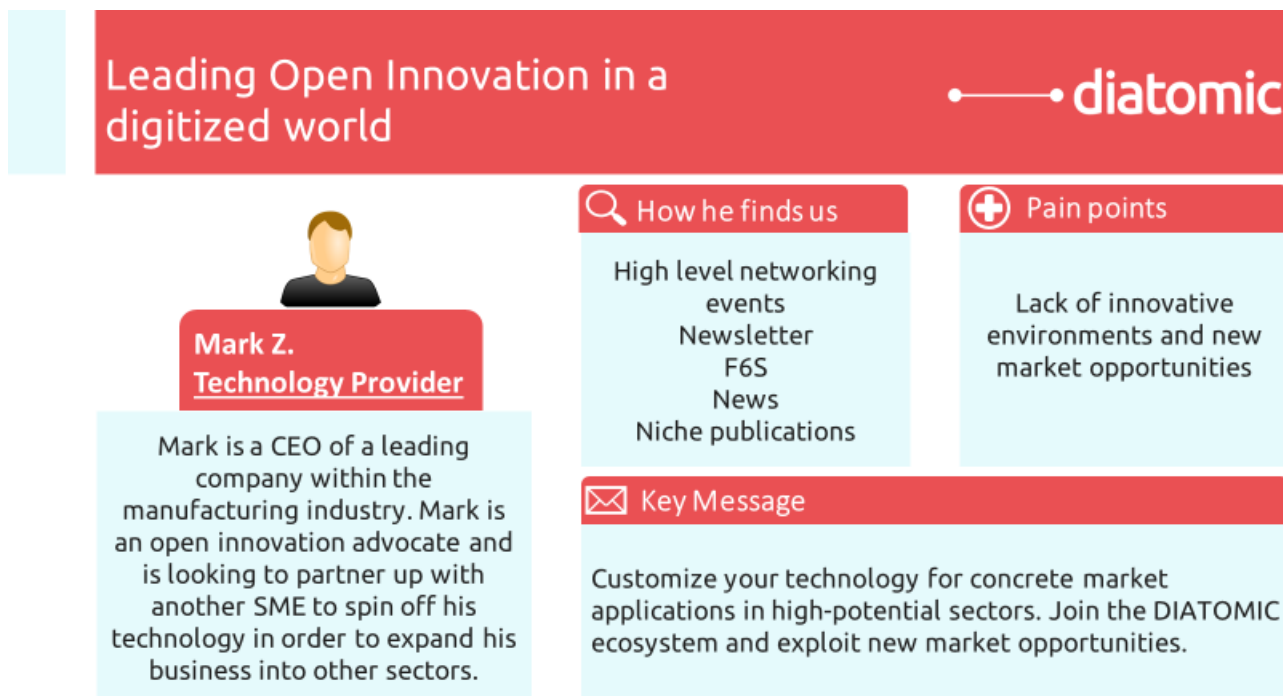**Figure 3: Narrative & Key Messages - Technology Adopters**

Figure 4: Narrative & Key Messages - Technology Providers

Industry 4.0: Building complementarities

diatomic

How she finds us

Pan European Events
Professional Networks
Newsletter
F6S
News

Pain points

Lack of cohesive interaction that leads towards bringing together scientific research and the needs of enterprises

Penelope C.
Competence Center

Penelope is the agrifood specialist and runs a Competence Center. Penelope is constantly on a lookout for technology providers to test and experiment their innovations within the Competence center's facilities.

Key Message

You know your competences are world class. With DIATOMIC you will allow thousands of SMEs in Europe to discover the benefits of doing business with you.

Figure 5: Narrative & Key Messages – Competence Center

Seizing opportunities: The smart way to invest

diatomic

How he finds us

Pan European Events
F6S
Networking
News

Pain points

Difficulty in finding market and technology proven companies

Warren B.
Investor

Warren has been an investor for years, but recently, the venture capital industry has become much more demanding. Warren is looking for companies with traction, or in other words, market and technology proven companies.

Key Message

DIATOMIC is your gateway to high-potential, market-oriented business ideas. Access opportunities to invest in disruptive solutions pre-vetted by a network of industry experts before digitization takes root in these sectors.
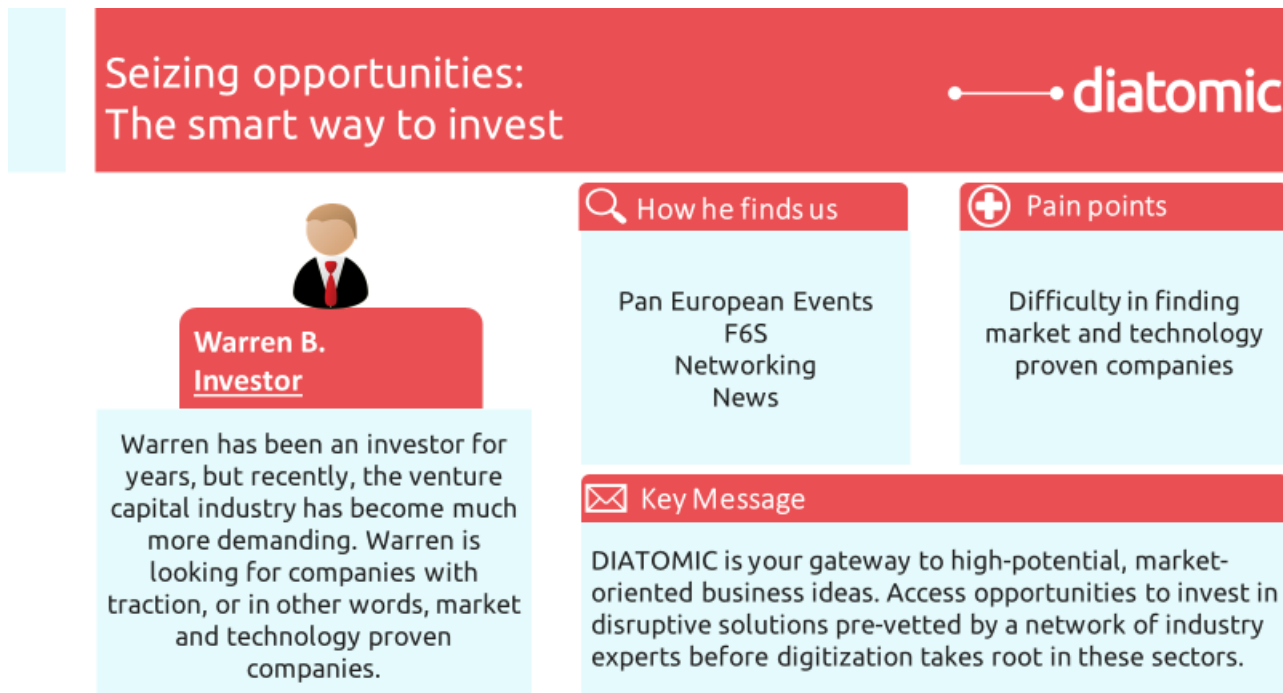
Figure 6: Narrative & Key Messages – Investors

Figure 7: Narrative & Key Messages – Policy Maker

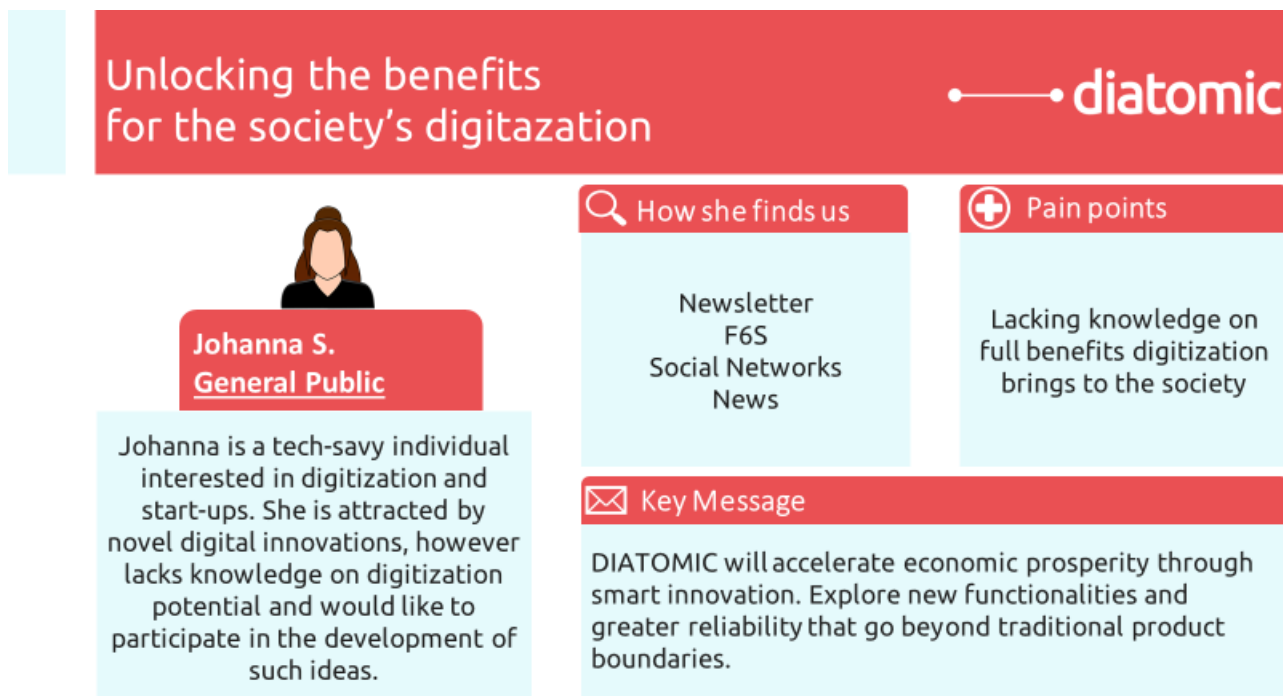**Figure 8: Narrative & Key Messages – Opinion Leaders**

Figure 9: Narrative & Key Messages – General Public

3 Channels, Tools, Activities

3.1 Visual identity

The true aim of adopting a coherent visual identity for DIATOMIC, complete with logo design, print and web identity, is to reflect strong and distinctive values of the DIATOMIC ecosystem. The identity is the visual manifestation of the DIATOMIC Public Outreach Strategy, as conveyed through colors, logo, typography, and any other visual aid tool, which when combined, whether in tangible or digital form, represent a consistent and coherent whole.

In order to build a distinctive, stand out visual identity for DIATOMIC, the following needs were explored, (M1-M3):

- Efficiency: to connect the appropriate aesthetic appeal to individual target groups, placing premium on stability, familiarity, and simplicity;

- Differentiation: to ensure a completely fresh approach that would bring a cutting-edge character to every aspect of the DIATOMIC ecosystem;

The DIATOMIC logo will be present on all materials related to communication, together with the EU emblem, a direct statement on the funding source and the Grant Agreement number.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 761809.

Figure 10: Standard funding source non-disclosure text and European emblem

3.1.1 Logo

The chosen logo (see Figure 11) is based around a straight line with two dots at each end – highlighting the dual nature of the DIATOMIC ecosystem dynamics: DIATOMIC promotes a harmonious interplay of technology transfer and business support.

Figure 11: DIATOMIC Logo

3.1.2 Color palette

Apart from the logo, color is the most effective visual cue to communicate and represent our brand. Colors were selected to inspire trust, and convey durability, stability and reliability of the DIATOMIC ecosystem. They represent DIATOMIC at the highest level and should be present in all communications to ensure our materials reflect a cohesive DIATOMIC image or visual story. The color palette is trendy and bold, consisting of the following colors:

RGB: 2, 28, 30
HEX: #021C1E

RGB: 0, 68, 69
HEX: #004445

RGB: 44, 120, 115
HEX: #2C7873

RGB: 111, 185, 143
HEX: #6FB98F

Figure 12: DIATOMIC Color palette

3.1.3 Templates

A Power Point presentation providing a general overview of the project has been produced (see Annex B). Additional presentations will be designed by the Communication Manager as needed in the frame of project activities.

3.2 DIATOMIC Channel Mix

3.2.1 Digital Channel Promotion

Our digital channels include: DIATOMIC website, content hub, i.e. blog, social media, newsletter.

Tools to be used to find,monitor, and respond to mentions on digital channels include Notify[1] and Google Alerts[2].

3.2.1.1 DIATOMIC Content hub

The DIATOMIC website will be enhanced with a content hub. This hub will provide DIATOIMC with ample opportunity to tap into some of the major concerns that our target groups may have, ultimately driving conversions (e.g. applications to the DIATOMIC Open Calls, etc.).

3.2.1.2 Types of content

The overall purpose of our content marketing efforts will be to support the target audience's journey towards decision making (i.e. apply to Open Calls). In this regard, the following types of content will be developed:

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[1] https://notify.ly/
[2] https://www.google.com/alerts

Attract	Engage	Maintain	Galvanize
Viral content production: SlideShares, infographics; Media/influencer outreach;	Blog posts, whitepapers, webinars, case studies, interviews/podcasts, industry repots;	Email marketing, social ads, retargeting initiatives;	Local meetups, hackathons, workshops, conferences, etc.

Table 3.1: DIATOMIC Types of content

3.2.1.3 Influencer marketing and content outreach

In order to scale existing content marketing and outreach efforts, DIATOMIC will run targeted content distribution campaigns. For successful outreach on reputable and relevant sources, DIATOMIC will follow the next steps:

- Generate a list of influencers and key contacts DIATOMIC can reach out to; the list will always be readily available on DIATOMIC Redmine;
- Get familiar with people involved in the content distribution of our target sites, and send personalized emails;
- Regularly monitor who links to diatomic.eu;

Furthermore, **a dedicated press kit** will be developed for circulation to journalists (M3). The kit will contain press releases, background information, article suggestions and contact points for interviews. A number of specialized media channels will be targeted with press kits, based on the master list of communication contacts (available on Redmine).

3.2.1.4 Social media promotion

Social media, unarguably, will provide a treasure trove of longer-run benefits for DIATOMIC, including but not limited to:

- Gaining brand recognition & proactive reputation management;
- Fostering genuine conversations with the target audience;
- Generating both thought leadership & engagement, and:
- Creating more diverse inbound traffic streams.

To ensure the biggest impact, our social media activities will be aligned with our broader communication objectives and values, effectively taking into account the needs of target audience, as well as the nuances of different social media platforms. Moreover, we will seek to demonstrate the personality behind our brand and our unique value proposition. In this regard, DIATOMIC will emphasize customer engagement and interaction with followers, favoring quality over quantity.

The following rule illustrates a roadmap to help achieve consistency of interactions and balanced messaging across social media channels:

- 1/3 of social content will serve to demystify the DIATOMIC one-stop-shop, raise the sense of urgency, and trigger call-to-action (apply to DIATOMIC Open Calls);
- 1/3 of social content will be focused on sharing ideas and stories from thought leaders in the health, agrifood and manufacturing sectors;
- 1/3 of social content will inspire personal interactions with the audience (e.g. support to potential applicants).

Social media channels to be used are F6S, SlideShare, Facebook, LinkedIn, Twitter. DIATOMIC will present unified branding experience across all social channels (e.g. core values, the promise, mission, vision, the DIATOMIC advantage).

F6S

The F6S platform will be used for ecosystem building, given that applications for Open Calls will be processed through F6S. With this in mind, hyperlinks to the DIATOMIC F6S profile will be accessible through our website and social media accounts. All official announcements, e.g. press releases, will also include a link to F6S, where we will provide detailed guidance on our Open Calls.
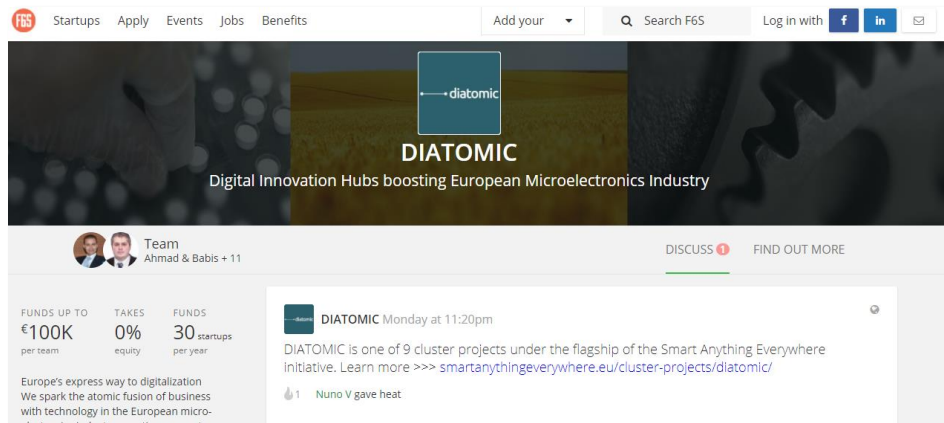

Figure 13: DIATOMIC F6S Profile

SlideShare

According to CMO.com, SlideShare receives 500% more traffic from business owners than any other social platform[3]. Presentations and other resources on SlideShare[4] will allow DIATOMIC to leverage these visits (including both views and downloads) to create new contacts and leads. Namely, pieces of content will be specifically designed to collect contact information, either through lead forms embedded in slides, or by guiding readers to the next step through links to the DIATOMIC website, our F6S profile, etc.

Facebook

A dedicated Facebook page[5] has been created, with the messages being both professional (i.e. speaking in the language of our target groups) and trustworthy, that is, already trusted by industry. With its sophisticated targeting measures, in the context of DIATOMIC, Facebook represents a massive opportunity for always-on lead generation. DIATOMIC will offer different incentives (whitepapers, webinars, cheat sheets), as well as a variety of topics (digital transformation, digital economy, etc.) which appeal to a wide range of needs of our identified target groups, to help build our ecosystem.

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[3] http://www.cmo.com/features/articles/2014/3/10/mind_blowing_stats_slideshare.html
[4] https://www.slideshare.net/DiatomicEU
[5] https://www.facebook.com/DiatomicEU

Figure 14: DIATOMIC DIHs, Facebook announcement

LinkedIn

A LinkedIn group has been set up[6], free subscription which is open to all who are interested in learning about our funding opportunities, infrastructure, and business support services. This group will help us to strategically connect and professionally engage with our target groups. Additionally, announcements from the DIATOMIC ecosystem will be posted in the following LinkedIn groups within health, agrifood, and manufacturing industries: *Innovations in Health, Digital Health, Agritech: Agribusiness; Precision Agriculture; Robotics; Food Security, SME Manufacturing, Manufacturing & Industrial*, etc.

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[6] https://www.linkedin.com/groups/13543145

Figure 15: DIATOMIC Kick-off event, LinkedIn announcement

Twitter

In creating a Twitter profile that provides high-quality information and key trends on digital transformation (@DiatomicEU), DIATOMIC aims to find much success in establishing thought leadership. Thinking of our brand, DIATOMIC will take advantage of this networking platform to develop a community of industry-leading innovators, most notably, SMEs and midcaps within the focus sectors, who can benefit from our technological and business offerings and sector-specific expertise. Based on insights derived from SproutSocial's Trends Report[7], trending hashtags relevant for driving DIATOMIC brand awareness include, but not limited to: #digital #digitization, #digitaltransformation, #innovation, #technology, #entrepreneurship, #automation, #industry40, #healthtech, #healthcare, #healthyageing, #agtech, #agribusiness, #manufacturing, #advancedmanufacturing, #automation, #3dprinting, etc.

Figure 16: A branded Twitter post

Crucially, DIATOMIC has already established connections existing CCs, ongoing accelerator projects (e.g. KATANA, Data Pitch), and relevant EU/global-scale initiatives focused on promoting Industry 4.0 such as

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[7] https://sproutsocial.com/

[Digital Single Market](#), [ESCEL](#), [AIOTI](#), [FI-WARE](#), [EIT Health](#), [Interreg Erudite](#), etc. to extend its reach to a much wider and relevant demographic.

To thank and welcome new followers, DIATOMIC will send custom direct messages (DMs) with a personalized call to action. DIATOMIC will be thoughtful about the frequency of these messages, in other words, tools to send automated DMs will not be used.

Tweets from the official DIATOMIC profile will be posted in English. Tweets in other languages with content relevant to DIATOMIC (e.g. news about DIATOMIC) will be retweeted with a comment in English.

MONTHLY TWITTER CHATS

Driving active engagement from target groups

On a monthly basis, DIATOMIC will take advantage of **timely topics** related to three targeted sectors, and interesting enough to engage target groups by hosting **a hashtag-driven Twitter chat**. During these chats, but also at other times, Twitter will help DIATOMIC develop **a community of thought leaders and a trusted network**. This community will further guide our efforts regarding content development (e.g. SlideShares, Infographics, blog posts, etc).

3.2.1.5 Email outreach

In 2017, email marketing has been cited by marketers as one of the most vital digital marketing tools for awareness, acquisition, conversion, and retention (WordStream, 35 Face-Melting Email Marketing Stats for 2017). DIATOMIC will run **bi-monthly email campaigns**, from M3 onwards, at regular send times, to communicate **the essential pieces of information on DIATOMIC Open Calls, and news from the DIATOMIC ecosystem**. Additionally, the newsletter will include value-added content, such as digital transformation news, trends, analysis, and practical advice pulled from the DIATOMIC Content Hub. In the long run, our value-based approach to email marketing will foster long-lasting trust and engagement with industry leading innovators fitting in the DIATOMIC's target groups.

To stay engaging and competitive *in the inbox*, DIATOMIC will take into account the following:

- **Responsive email design for better engagement**: Mailchimp[8], a real-time email marketing automation platform will be used to design and distribute responsive, targeted email campaigns, with enhanced reading experience. Additionally, the platform will facilitate reporting and analytics.
- **Dynamic customization and personalization**: The email opt-in form on the DIATOMIC website will contain custom required fields (e.g. company name, type of company, sector, etc.). The subscriber database will thus contain a variety of data types to create email campaigns, which are more in the context of subscriber interests.
- **Customer lifecycle and multichannel integration:** DIATOMIC will review opportunities for email marketing automation across the entire lifecycle of end-user engagement. The most important DIATOMIC online marketing channels will be integrated in order to encourage email opt-in or to plan a range of follow-up activities.

To further boost email marketing Return on Investment (ROI), DIATOMIC partners will be encouraged to forward the newsletter, as appropriate, within their own professional networks. Newsletter archive will list any past issues, and will be available for download on the DIATOMIC website.

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[8] https://mailchimp.com/

3.2.2 Offline Communication & Marketing

3.2.2.1 Scientific and Technical Publications

At least three Open Access scientific publications will be published in journals and magazines, aimed at disseminating the quantified results of the experiments to academia, research, and business professionals alike. The DIATOMIC consortium will conform to the Horizon2020 Open Access mandates including Gold Open Access and Green Open Access (or self-archiving) for all scientific publications produced. As a minimum, all publications will be available via Green Open Access, e.g. through OpenAIRE, ResearchGate and repositories supported by individual institutions.

The following is an indicative list of journals that fall into DIATOMIC focus sectors: Microelectronics Journal, Health and Technology, Journal of Aging and Health, Precision Agriculture, Computers and Electronics in Agriculture, International Journal of Manufacturing Technology and Management.

Moreover, for placement of scientific results, **DIATOMIC will also target technical magazines, periodicals, and newsletters of EU and national associations and networks**. Examples include: CORDIS Research.EU Magazine, Horizon: the EU Research & Innovation Magazine, Kundenmagazin »interaktiv« - Fraunhofer IPA, Taste of Science, etc.

3.2.2.2 Promotional material

By the time of Open Call 1, diverse types of promotional material will be designed for print. When possible, this material will also be available in digital form. Partners will be invited to share this promotional material on every suitable occasion, thus putting DIATOMIC directly in the hands of the right set of target audience.

DIATOMIC leaflet

Prior to the kick-off event, a double-sided A4 leaflet had been designed to help explain how DIATOMIC target groups may benefit from the DIATOMIC one-stop-shop. Although the leaflet is in English, it can be translated into other languages, but the content should be kept as close as possible to the message that is conveyed in the original text. The editable file is available on the project's Redmine.
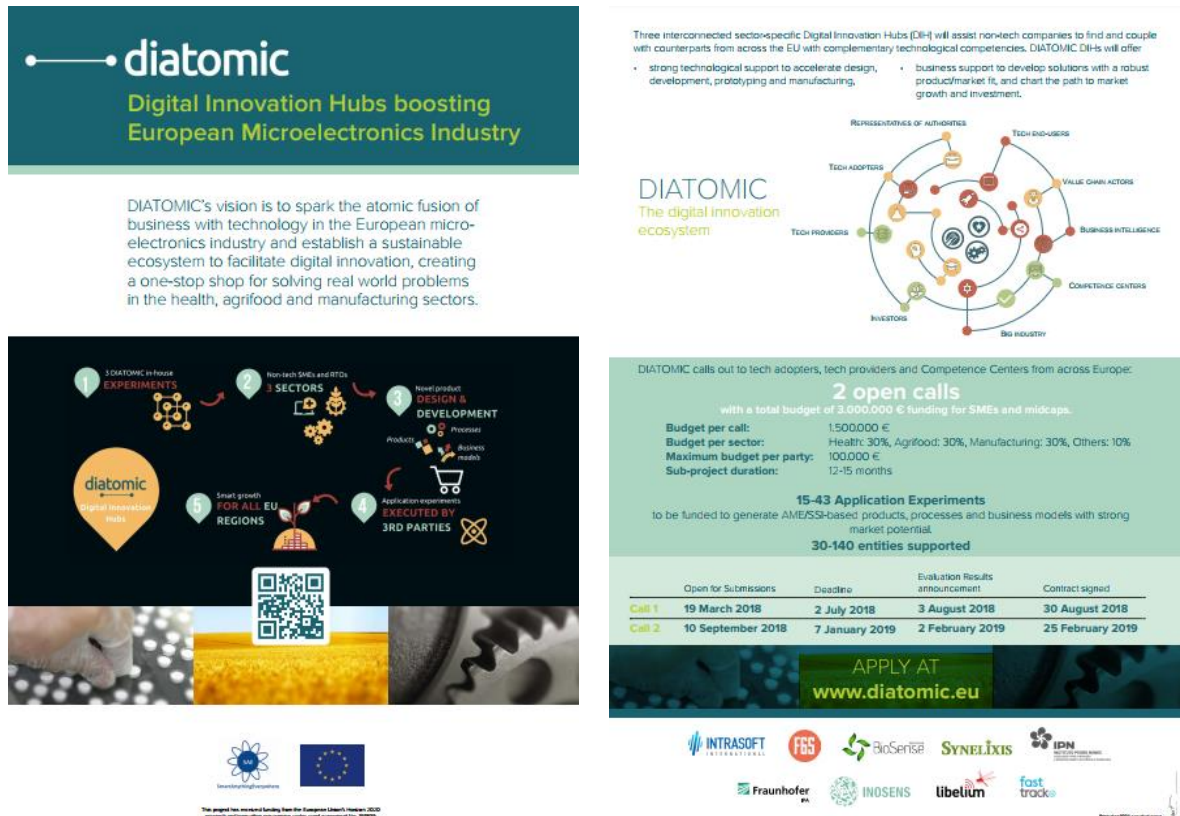
Figure 17: DIATOMIC Leaflet

DIATOMIC Roll-up Banner

A roll-up banner stand will be designed for display at events hosted by DIATOMIC and various external events of relevance to DIATOMIC. The roll-ups will be printed by partners locally, following the recommended layout and design suggestions to ensure consistency.

Other material

The production of communication material also includes postcards, stickers, folders, notebooks, t-shirts. These will be prepared in advance and distributed at any (relevant) event.

3.2.3 In-person Communication & Marketing

3.2.3.1 DIATOMIC events

Innovation Events

In total, 3 three innovation events will be organized at least 2 months prior to the launch of the Open Calls. The events will take place in:

a) in Porto, Portugal (IPN) to attract the SMEs operating in the West Mediterranean region;

b) in Novi Sad, Serbia, (BIOS) to draw interest of the SMEs from the middle and southern European countries;

c) in Stuttgart, Germany (IPA), to attract the manufacturing sector players, from central and Northern EU countries.

The events will have dual purpose: (i) to attract potential applicants and inform them about opportunities offered through DIATOMIC DIHs, as well as (ii) to promote the DIATOMIC DIHs ecosystem among the general public.

Bootcamps

Through bootcamps, DIATOMIC will provide high-quality training in technologies of interest to each sector. Two technology bootcamps will be organized, one per Open Call. Each bootcamp will be followed by a series of webinars. This is to focus on technologies that are most interesting from the sub-grantees' perspective. Moreover, webinars will provide further opportunities to tackle interoperability and integration issues in greater detail.

3.2.3.2 Non-DIATOMIC events

DIATOMIC partners will actively contribute to a number of events of interest at regional, national, and international level (meetings, workshops, conferences, etc).

Up until this point (M3), the DIATOMIC team has been involved in a number of relevant events across the continent, including: **AAL Forum 2017** (Coimbra, Portugal), **NGI Forum 2017** (Barcelona, spain), **1st SAE Workshop** (Madrid, Spain), **I4MS - DIHs Key towards Broad Digital Transformation of European Industry** (Madrid, Spain), **IoT Solutions World Congress** (Barcelona, Spain), **Transferring Robotics to The World OF SMEs** (Brussels, Belgium), **ICT Proposers' Day 2017** (Budapest, Hungary).

The table below represents an indicative list of upcoming events of interest to which DIATOMIC will contribute.

Event	Brief Description	Location/Dates
HPE Discover 2017	A showcase technology event for business and IT professionals to learn, connect, and grow	28 - 30.11.2017 Madrid, Spain
EFECS - European Forum for Electronic Components and Systems	An international forum focusing on the Electronic Components and Systems value chain in Europe	5 - 7.12.2017. Brussels, Belgium
Agrotica	An international exhibition for agricultural machinery, equipment and material, and one of the largest fairs of its kind in the world	1 - 4.2.2018. Thessaloniki, Greece
EPoSS Proposer's Day & inSSIght Brokerage Event	The event will focus on selected H2020 and ECSEL calls, that are relevant for the EPoSS community.	8.2.2018. Berlin, Germany
European Industry Day 2018	The event will update stakeholders on the Commission's strategic approach to industrial policy and actions to further develop industrial competitiveness in Europe.	22 – 23.2.2018. Brussels, Belgium
embedded world Conference 2018	The trade fair for it security for electronic systems and distributed intelligence	27.02 - 01.3. 2018. Nuremberg, Germany
LOPEC 2018	The leading international event for printed electronics	13 - 15.03.2018. Munich, Germany
INVESTORS' FORUM	This event delivers unparalleled relationship building in a collegiate, non-commercial environment.	21 - 22.3.2018 Geneva, Switzerland
IoT Tech Expo Europe	The IoT Tech Expo is the world's largest IoT event series which covers the entire ecosystem, and features the latest IoT news and insights.	18 - 19.04.2018. London, UK
Cyber-Physical Systems Week	CPS Week is the premier event on Cyber-Physical Systems. It brings	11 - 13.4.2018. Porto, Portugal

	together four top conferences, HSCC, ICCPS, IPSN, and RTAS, multiple workshops, tutorials, summits, and various exhibitions from both industry and academia.	
Smart Systems Integration 2018	Smart Systems Integration is the international communication platform for research institutes and manufacturers to exchange know-how on Smart Systems Integration and to create the basis for successful research cooperation with focus on Europe.	11 - 12.4.2018. Dresden, Germany
Hannover Messe	The world's leading trade show for industrial technology.	22 - 23.4.2018. Hannover, Germany
The Europas	Concentrating on the newest companies on the scene, it also brings together the mid and late stage technology startups, as well as leading investors and media in the EMEA region.	13.4.2018. London, UK
ICT Spring Europe	A two-day event that facilitates the meeting of minds, encourages emulation and networking with industry leaders.	15 - 16.5.2018. Luxembourg, Luxembourg
Pioneers Festival	Pioneers builds business relationships between tech innovators.	24 - 25.5.2018 Vienna, Austria
CeBIT	Europe's Business Festival for Innovation and Digitization	11 - 15.6.2018. Hannover, Germany
ECSEL Symposium	The ECSEL Joint Undertaking – Electronic components and systems for European leadership is delivering on its objective of bridging the gap between research and exploitation.	18.6 - 22.6.2018. Brussels, Belgium
automatica	**automatica** is the Leading Trade Fair for Smart Automation and Robotics	19 - 22.6.2018. Munich, Germany
AAL Forum 2018	The AAL Forum is Europe's premier event in the field of active ageing.	1 - 3.10.2018. Bilbao, Portugal

Table 3.2: DIATOMIC Relevant events

3.2.3.3 Networks and liaisons with other relevant initiatives and projects

To ensure a scalable impact of its ecosystem services, DIATOMIC will **explore complementarities and exploit synergies** with other relevant initiatives (notably established EU actions supporting SME's compete and scale up in the digital economy), projects and programs of varying size, scale and scope addressing similar issues.

Smart Anything Everywhere

DIATOMIC is fully committed to contribute to **the building up of the Smart Anything Everywhere initiative as a brand**. In this regard, DIATOMIC will support the development of a common web-portal for SAE, by sharing information about its Open Calls, relevant events, and reporting on results and achievements of experiments conducted.

With respect to collaboration with innovation actions supported under the Smart Anything Everywhere initiative, DIATOMIC aims to (i) participate in international forums, conferences, fairs organized by SAE

IAs/CSA projects, and/or co-host collaboration workshops, booths, etc. (ii) step up its ongoing public outreach efforts with news and updates from respective projects, (iii) seek to jointly publish press and news announcements, in order to exchange best practices, especially in areas of ecosystem building, (iv) analyze relevant target groups to identify and share overlaps.

The table below offers a brief insight into projects aligned to the Smart Anything Everywhere initiative as well as identified complementarities.

CPSE Labs | @cpse_labs

Goal	CPS engineering infrastructure, knowledge and tools for realizing novel CPS-based products and services. The CPSE Labs marketplace provides **an open forum for sharing platforms, architectures and software tools** for the engineering of dependable and trustworthy CPS.
Shared interests	Fast-track experimentation; manufacturing as one focus industries;

EuroCPS

Goal	A network of design centres **boosting and initiating synergies between SMEs, major CPS-platforms and competency providers** to capture the emerging markets of IoT products. 30 experiments initiated and led by SMEs.
Shared interests	Creating synergies across the whole value chain, from hardware/software platforms to cyber-physical systems – to high value-added products and services;

FED4SAE | @fed4sae

Goal	FED4SAE facilitate **the acceleration of European Cyber-Physical System (CPS)** solutions to market and will boost digitization of European industry by strengthening companies' competitiveness in the CPS market.
Shared interests	Smart agriculture, smart food, smart health and wellbeing among focus markets;

Tetramax | @tetramaxEU

Goal	TETRAMAX implements the European "Smart Anything Everywhere (SAE)" initiative in the domain of **customized low-energy computing (CLEC) for CPS and the IoT**. TETRAMAX is building and leveraging a European Competence Center Network in customized low-energy computing, providing easy access for SMEs and mid-caps to novel CLEC technologies via local contact points.

Shared interests	Application experiments, resulting in low-risk industrial adoption of novel computing technologies;

gateone PROJECT	gateone-project	@gateoneproject

Goal	Innovation service for European smartization by SMEs. 20% of bioelectronics technologies. 50 small scale experiments to deliver innovation concept as demonstrators with SMEs engaged in testing phase.
Shared interests	Prototype testing, technology evaluation by SME; agrifood, medical devices, microelectronics, among vertical businesses;

SMARTER - SI	Smarter-SI

Goal	Smart access to manufacturing for systems integration. To develop a Research Technology Organization (RTO) Community Foundry Model (CFM) that will accelerate a wider deployment of SSI with greater access to design, manufacturing capabilities for prototyping, early validation and first production for SMEs to exploit in niche markets (low volume high value). A test bed to realise 10 application experiments.
Shared interests	Application experiments, a holistic approach (from RTD to manufacturing and final consumers);

SmartEEs	SmartEEs

Goal	SMARTEES is the Digital Innovation Hub dedicated to Large Area Electronics (LAEs), an organized European innovation network that provides both access to competencies and business support for innovation adoption.
Shared interests	Providing innovation support in a pan-European manner;

Ongoing accelerator projects and relevant EU/global-scale initiatives

By establishing links with ongoing accelerator projects (e.g. KATANA), DIATOMIC aims to involve SMEs and mid-caps from the health, agri-food and manufacturing sectors right from the beginning of the project. DIATOMIC has a strong networking with FI-WARE through INTRA, SYN, BIOS, IPN and F6S. SYN is a member of AIOTI, IPN is a member of EIT Health and IPA of Industry 4.0.

The rationale behind these activities is to exchange timely and contextual information and build collaboration networks.

4 Schedule & Timing

The table below represents indicative frequency for posting on DIATOMIC main communication channels. The frequency and content will be regularly monitored to allow for adjustments.

Table 4.1: Frequency of DIATOMIC communication activities

The following spreadsheets will be used to plan online marketing activities:

    a. Blog Editorial Calendar
    b. Social Media Planning Calendar

Moreover, in order to better coordinate our participation in events of interest to DIATOMIC, as well as to ensure that each partner has adequate support from the Communication Manager, an Event Calendar has been created, and is available online (DIATOMIC Redmine) with additional details and information.

5 Monitoring & Evaluation

All public outreach activities will be monitored on an ongoing basis with adjustments made as required.

To monitor **week-over-week and month-over-month growth on digital channels**, the following spreadsheets will be used:

  a. Email Campaign Tracking & Reporting
  b. Google Analytics Heat Map
  c. Social Media Metrics Dashboard

The spreadsheets are available on the project's Redmine, and will be updated on a weekly, that is, monthly basis.

With respect to **offline and in-person communication**, each partner is required to report on public outreach activities in which they have been involved, as appropriate, i.e. immediately following a particular activity.

In order to track and benchmark KPIs the Monthly Marketing Reporting Template will be used.

The following table presents critical KPIs to be tracked and benchmarked to prove the overall value of DIATOMIC communication efforts, and set further guidance regarding public outreach.

Digital channel promotion	Offline Communication	In-person Communication
40 000 DIATOMIC website pageviews *(Source: Google Analytics)* **8 000** Social media followers *(Source: Accounts data)* **10** Targeted events (physical or online) *(Source: Partners' regular reporting)* **3** sector-specific newsletters & **3** issues per sector *(Source: Partners' regular reporting)* **800** Newsletter subscribers *(Source: Mailing list record)* **98** Specialized blog posts *(DIATOMIC posts on website)* **150** articles published in national and European online press *(Source: Partners' regular reporting)*	**3** publications in scientific journals, one for each target sector *(Source: Partners' regular reporting)* **5 000** Distributed printed material *(Source: Partners' regular reporting)*	**3** Innovation events in Belgium, Serbia and Spain *(Source: Partners' regular reporting)* **2** bootcamps in UK and Serbia *(Source: Partners' regular reporting)* **3** Dedicated events: dev challenges & hackathons (Greece, Portugal, Germany) *(Source: Partners' regular reporting)* **2** Pitching events *(Source: Partners' regular reporting)* **2** (co-)event dedicated to share AME and SSI technologies and DIATOMIC experiment results *(Source: Partners' regular reporting)*

Table 5.1: Key Performance Indicators

6 Conclusion

The DIATOMIC Public Outreach Strategy is designed to be a comprehensive, living document that seeks to outline tools, channels, activities to be put in place to reach and engage distinct target groups. The whole consortium, especially regarding creating a differentiated experience across all channels, will adopt a coherent approach. This will ensure that fitting media/formats with personalized message are used for the appropriate target group, maximizing impact with resources available throughout the project. The POS will be refreshed quarterly, to ensure it is providing the guidance DIATOMIC needs to achieve its specific objectives, notably those related to "O3 – PULL Open Calls" and "O4 - Exploitation".

7 References

1. "Pan-European Network of Digital Innovation Hubs (DIHs)." *Digital Single Market*, ec.europa.eu/digital-single-market/en/digital-innovation-hubs.

Annex A – Partners' Outreach Activity Report Template

Issued by:	Issue date:

Type of activity	*[e.g. press release communication / press article / press interview / tv-radio interview / event (pre)announcement / event organisation / conference / workshop / seminar / infoday / bilateral meeting / trade fair / direct mailing / scientific publication / internet posts / social media posts / newsletter / promotional material distribution / person-to-person communication]*
Activity title, place, dates	*[DD/MM/YY or DD/MM/YY- DD/MM/YY*
Activity aim & purpose	
Type of Audience	*[Describe briefly the type of audience]*
Size of audience	*[e.g. number of people the activity has reached / people that attended the event]*
Coverage Level	*[e.g. local / regional / national / European level]*
Staff involved	

Brief report and feedback gathered

Reference
Please provide include relevant links, photos/videos, etc.

Annex B – DIATOMIC Outreach Template

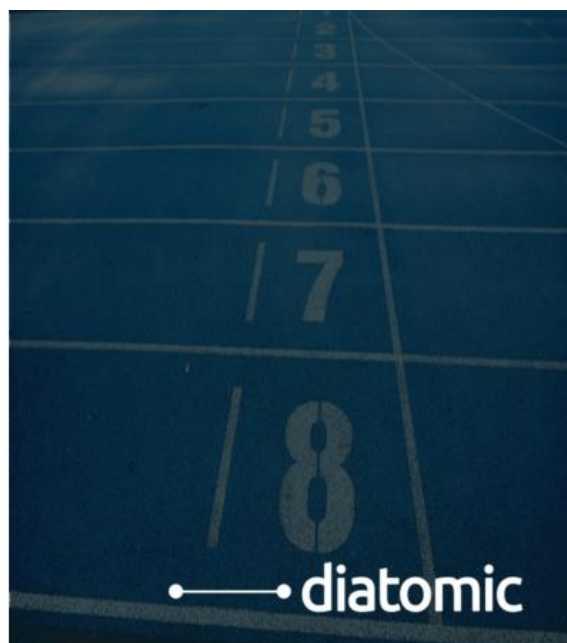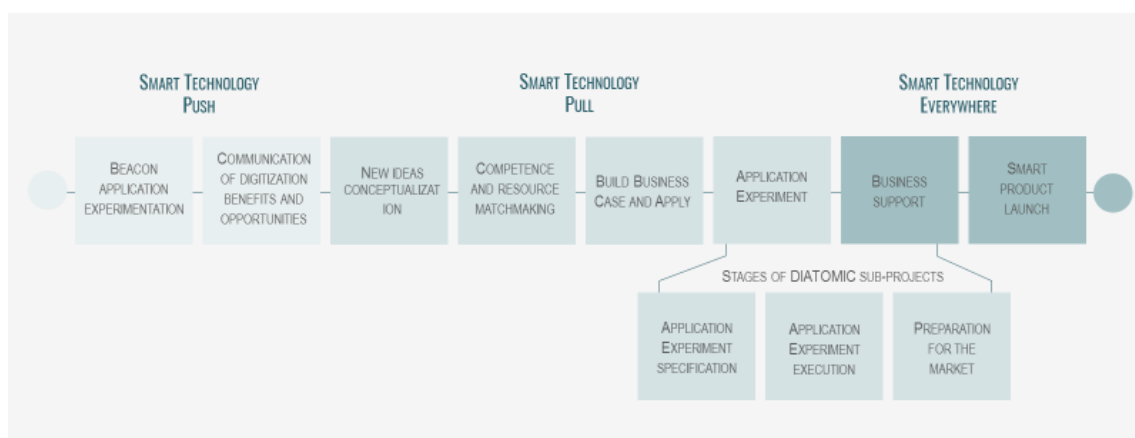# DIATOMIC Digital Innovation hubs

DIATOMIC Ecosystem

DIATOMIC by numbers

- 2 Open calls
- 3,000,000€ FUNDING for SMEs and midcaps
- Budget per sector: *Health* 30%, Agrifood: 30%, *Manufacturing* 30%, *Others* 10%
- 15-43 EXPERIMENTS
- 30-140 Companies SUPPORTED

The Concept

Testbed #2 – Agrifood Applications
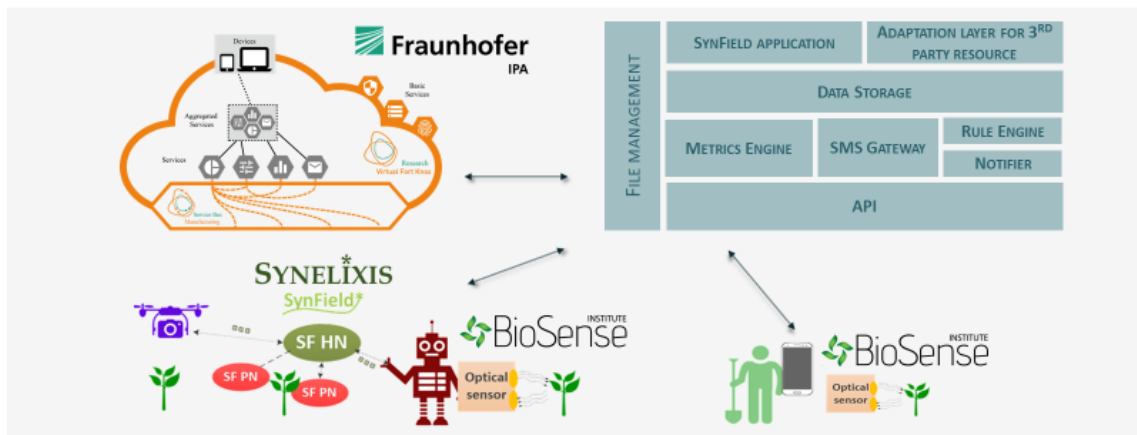
Testbed #3 – Manufacturing Applications
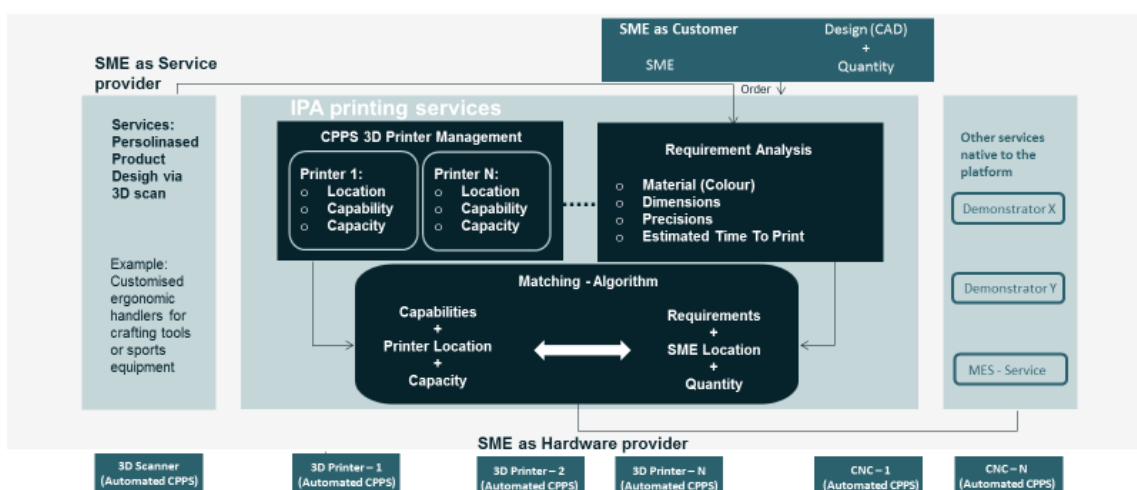
Our services

Matchmaking services

Tailored business training services

Technological support

Communication activities for tech adopters

Access to funding support and guidance

Collaborative product design tools

Our technology

- **eVida platform** - Rapid prototyping health applications *(IPN)*
- **SynField** - Precision Agriculture system *(Synelixis)*
- **VIRTUAL FORT KNOX** - IT cloud services to optimize factory planning and factory operations *(Fraunhofer IPA)*
- **DIATOMIC collaborative product design tool** - Built on the IMAGINE platform *(Intrasoft/Fraunhofer IPA)*
- **COSSIM** - Open CPS systems simulator *(Synelixis)*
- **ManuCloud** - Manufacturing as a Service IT *(IPA)*

DIATOMIC BENEFICIARIES WILL ALSO HAVE ACCESS TO HARDWARE TECHNOLOGIES AVAILABLE THROUGH THE COMPETENCE CENTERS ENGAGED IN DIATOMIC DIHS

Open Calls & Support Tool

| #1 global community for startup founders | +2,100,000 Founders, Investors & Corp Members | +815,000 Startup's & SME's |

DIATOMIC Smart Technology Pull

OPEN CALLS TIMELINE

	Open for submissions	Deadline	Evaluation Results announcement	Contract signed
Call 1	19 March 2018	2 July 2018	3 August 2018	30 August 2018
Call 2	10 September 2018	7 January 2019	2 February 2019	25 February 2019

Annex C – Partners' Outreach Profiles

Partner	INTRASOFT International

Communication Team

Name	Babis Ipektsidis
Position	Innovation expert / Delivery Manager
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Name	Dariya Rublova
Position	Research & Innovation Policy Analyst, Research & Innovation Development Department
Contact	Dariya.Rublova@intrasoft-intl.com

Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	https://www.intrasoft-intl.com	~ 7.600
LinkedIn	URL	Nº of followers
	https://www.linkedin.com/company/intrasoft-international/	10,742 followers
Twitter	Username	Nº of followers
	https://twitter.com/Intrasoft_int	1.183

Networks/initiatives		
Name	**Type of affiliation**	**Nº of members**
International Network for Small and Medium Sized Enterprises (INSME)	Legally recognized not-for-profit Association open to international membership. Its mission is to stimulate transnational cooperation and public and private partnership in the field of **innovation and technology transfer to SMEs**.	68 Members in 32 countries in 4 continents: 11 governmental bodies, 19 International Organisations, 6 International NGOs and representatives of 32 networks and intermediaries acting in the field of innovation and technology transfer to SMEs
Enterprise Europe Network (EEN)	Helps businesses innovate and grow on an international scale. It is the world's largest support network for small and medium-sized	~600 members- business and innovation support agencies, 60 countries worldwide

	enterprises (SMEs) with international ambitions.	
Technology Innovation international (TII)	The TII Commercialization Hub is a global online community offering expert skills and services, which are available to assist firms, universities, RTOs and regions to commercialize their inventions and new technologies or to put in place programmes and schemes which aim to maximize the ROI of the research developed in their region.	~230 members, including innovation and technology consultancies, technology brokerages and intellectual asset advisors, university and research centre transfer offices, regional development agencies and chambers of commerce, science parks, innovation centres and incubators, contract research organizations and engineering consultants, government ministries and agencies and sectoral professional organizations

Partner	F6S

Communication Team

Name	Nuno Varandas
Position	BizDev
Contact	nuno@f6s.com

Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	www.f6s.com	600,000
LinkedIn	URL	Nº of followers
	https://www.linkedin.com/company/3474253/	1,938
Twitter	Username	Nº of followers
	@F6S_Gov	83
Facebook	URL	Nº of page likes
	https://www.facebook.com/pg/f6s-28995714768809/community/?ref=page_internal	4,437
Other	Channel name	Nº of followers/subscribers
	https://www.f6s.com/europeancommission	101,522

Publications		
Newsletter	URL	Frequency	Nº of subscribers
	(through email)	Every 2weeks	220,000

Networks/initiatives		
Name	**Type of affiliation**	**Nº of members**
Big Data Value Association	Member	>250

Partner	BioSense Institute

Communication Team

Name	Maja Radisic
Position	Senior Project Manager Assistant
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Name	Davide Guariento
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Name	Masa Mimica
Position	Project Manager Assistant
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Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	http://biosens.rs/?page_id=6597&lang=en	
LinkedIn	URL	Nº of followers
	https://www.linkedin.com/company/17986943/	189
Twitter	Username	Nº of followers
	https://twitter.com/biosensers	542
Facebook	URL	Nº of page likes
	https://www.facebook.com/biosense.institute/	886
YouTube	Channel name	Nº of subscribers
	BioSense Institute	

Partner	Synelixis Solutions

Communication Team

Name	Papadopoulou Aikaterini
Position	Marketing & Contracts department
Contact	kpapadopoulou@synelixis.com

Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	http://www.synelixis.com/	365
LinkedIn	URL	Nº of followers
	https://www.linkedin.com/company/2726485	96
Twitter	Username	Nº of followers
	Synelixis	124
Facebook	URL	Nº of page likes
	https://www.facebook.com/SynelixisSolutions/	84
YouTube	Channel name	Nº of subscribers
	Synelixis Solutions	20
	N/A	N/A

Networks/initiatives		
Name	**Type of affiliation**	**Nº of members**
eMobility	Member	240+
FIWARE	Member	1000+
ETP4HPC	Member	85
NETWORLD2020	Member	995
NESSI	Member	450+
AIOTI	Member	160+
5GPPP	Member	
NEM Initiative	Member	1000+

Partner	Instituto Pedro Nunes (IPN)

Communication Team

Name	Diana Guardado
Position	Communication Manager/ Innovation Ecosystem Manager at IPN Laboratory for Automation and Systems
Contact	dguardado@ipn.pt || +351 239 700 932

Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	www.ipn.pt	-
LinkedIn	URL	Nº of followers
	https://www.linkedin.com/company/17193/	5,170
Twitter	Username	Nº of followers
	ipnunes	2,146
Facebook	URL	Nº of page likes
	https://www.facebook.com/institutopedronunes/	6,857
YouTube	Channel name	Nº of subscribers
	https://www.youtube.com/user/InstitutoPedroNunes	70

Publications			
Newsletter	URL	Frequency	Nº of subscribers
	Don't have: we have subscribers	weekly	5000

Networks/initiatives		
Name	**Type of affiliation**	**Nº of members**
Ageing@Coimbra (EIP-AHA reference site)	**Co-founder member**	**62**
EIT-Health	**Innostars member**	**150**

Partner	Fraunhofer IPA

Communication Team

Name	Jennifer Bieg
Position	Portfolio Marketing Manager
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Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	https://www.ipa.fraunhofer.de/	
LinkedIn	URL	Nº of followers
	https://www.ipa.fraunhofer.de/	
Twitter	Username	Nº of followers
	https://twitter.com/Fraunhofer_IPA	
Facebook	URL	Nº of page likes
	https://www.facebook.com/IPA.Fraunhofer	
YouTube	Channel name	Nº of subscribers
	https://www.youtube.com/user/FraunhoferIPA	

Publications		
Newsletter	URL	Frequency	Nº of subscribers
	Several newsletters, all individual		
Magazine	URL	Frequency	Est. audience
	http://interaktiv.ipa.fraunhofer.de/		

Partner	InoSens

Communication Team

Name	Maja Zikic
Position	Business Developer
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Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	Inosens.rs	1000
LinkedIn	URL	Nº of followers
	https://www.linkedin.com/company/10807126/	80
Twitter	Username	Nº of followers
	@InoSens_rs	400
Facebook	URL	Nº of page likes
	https://www.facebook.com/inosensrs/	300
YouTube	Channel name	Nº of subscribers
	InoSens	15

Publications			
Newsletter	URL	Frequency	4000
	Inosens.rs	monthly	

Networks/initiatives		
Name	**Type of affiliation**	**Nº of members**
Vojvodina ICT cluster	**Member**	**n/a**

Partner	Libelium Comunicaciones Distribuidas S.L.

Communication Team

Name	Rubén Hermoso Diez
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Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	http://www.libelium.com/	202792
LinkedIn	URL	Nº of followers
	https://es.linkedin.com/company/libelium	5.425
Twitter	Username	Nº of followers
	@Libelium	7.123
Facebook	URL	Nº of page likes
	https://www.facebook.com/libelium.iot/	974
YouTube	Channel name	Nº of subscribers
	Libelium	2.831
Other	Channel name	Nº of followers/subscribers
	N/A	N/A

Publications		
Newsletter	URL	Frequency	Nº of subscribers
	http://www.libelium.com/	1per week	76.397

Partner	FastTrack

Communication Team

Name	Sónia Magalhães
Position	CFO
Contact	smagalhaes@fasttrack.vc

Communication Tools & Channels

Communication Tools		
Website	URL	Avg. monthly visits
	www.fasttrack.vc	1503
LinkedIn	URL	Nº of followers
	https://www.linkedin.com/company/10325765/	180
Twitter	Username	Nº of followers
	@FastTrackVC	188
Facebook	URL	Nº of page likes
	https://www.facebook.com/pg/FastTrack.vc/	3309
YouTube	Channel name	Nº of subscribers
	Fast Track VC	7