The Synergy of Online and Offline Campaigns. Case Study of the Media Use in a Mobilization Campaign Ran in Two Countries

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Abstract. This paper offers a case study of the informational and mobilization campaign in the recent “Diaspora Ungaria–România” (Hungary–Romania Diaspora) project designed to enhance economic mobility. We aim to outline the particularities of the present communicational paradigm, the joint use of online and offline campaigns and the use of mass media and social media with various target groups, for a successful campaign. We do this by establishing a case study following the phases of classical campaign planning and implementation: brief and project description, campaign objectives, strategic planning, indicators, segmenting and targeting target groups via messages, creating visual identity, offline and online campaigns and their content, results, conclusions, possible further directions.

Keywords: Campaign planning; Mobilization campaign; Online communication; Offline communication; Synergy of media channels.
The efficiency of communication campaigns today resides in using the synergy between various types of campaign and in simultaneously using available online and offline channels. ATL and BTL categories listing the tools of communication are merely informational by now, as they often merge and campaigns are characterized by an integrated use of tools. Campaign planning generates several questions: how do these platforms influence one another, and what kind of conflicting reactions will the type and timing of media used within a campaign trigger. The channels of communication change constantly, as they are simultaneously influenced by media and social events, by changes in legislation, by changes in the media consumption habits of target groups and also by changes in cultural, social and other environmental particularities.

Taking all these into account it is obviously difficult to formulate a univocal statement regarding the matter of the mutual influence between online and offline channels. Nevertheless, certain elements of the process can be described, while the gathering and analysis of data regarding media consumption can provide an accurate image of how the synergy of the two types of communication channels worked within a given project. The current paper presents a case study of a bilingual campaign of definite duration and spreading over a six-month cycle, presenting its objectives, target group, formulated messages, used platforms and their indicators.

1. Project presentation

The main objective of the subvention system of the Human Capital Operational Program (POCU, Program Operational Capital Uman) structural fund is to reduce economic and social inequalities between Romania and EU member states (POCU webpage), subordinate goals being to enhance entrepreneurial culture, to assist economic co-operation and to stimulate enterprises. Another goal is to support relocation, offering practicing professionals the possibility to use their knowledge and experience acquired abroad in Romania. The subvention system tries to solve economic and demographical matters such as mass migration. According to the UN Migration Report, measured in absolute numbers between the years 2000 and 2015, the migration rate in Romania was the second highest after Syria, viewed as a conflict zone (International Migration Report, 2015, 19). This involves a number of 3.4 million Romanian citizens living in other countries (Benchir, 2016). Mass migration is a direct outcome of economic migration, while Romania channeled structural funds to counterbalance it, targeting Romanian citizens living in EU member states, urging them to run businesses on home ground.

The project 40 000 reasons to do business in Romania! ranked highest among applications for Diaspora Start Up POCU 2014-2020, a support program for Romanian citizens living in Hungary to start a home business in two specific NUTS regions in
Romania: the North-West development region including the following Counties: Bistrița Năsăud, Bihor, Cluj, Maramureș, Satu Mare and Sălaj, and the Center development region with Counties such as Brașov, Alba, Harghita, Covasna, Mureș and Sibiu. The project is implemented by the Association for Business Promotion in Romania, and the LAM Foundation, entities with several successfully implemented start-up projects in the past. Funds for implementation, above 2 million Euros, were granted by the European Union and the Romanian Government. According to the description (DiasporaUngaria webpage) the project targets Romanian citizens between the ages of 18 and 64, possessing a home address in one of the above mentioned regions, who prior to joining the project have spent at least 12 months officially in Hungary and possess experience and/or studies in the field in which they intend to start their business.

The project expects a number of at least 260 participants, who will complete a free business start-up course on an e-learning platform, and by the end of the course they are expected to design the business plan they can use to apply for financial support. A professional jury evaluates the forwarded business plans and eventually 32 applicants will receive a maximum of 40,000 Euros to start a business. Besides financial support the project also offers professional education. Before registering their business, winning applicants will benefit of customized online mentoring, covering the fields of management, finance, human resources and marketing. Mentoring does not end with business registration, as mentors are available during the period of sustainability as well, to monitor and assist implementation and the long-term development of businesses involved.

The program includes a business co-operation network accessible for all participants in the project. Those who will not receive financial funding will also benefit from this platform. As a network member all participants stay in contact with representatives of the business and counselling domain, having access to useful information regarding the market and available funding possibilities and benefiting from all the advantages of an online community, such as success stories, best practices, and possibilities to co-operate with other entrepreneurs.

2. Planning the Information and Mobilization Campaign

The first five months of the project required the planning and implementation of a campaign that would successfully address Romanian citizens living in Hungary. The basic goal is to introduce the project and deliver the message regarding the possibility on offer to the targeted audience, to mobilize and motivate people to participate, to start a business and operate it successfully in the future. The communication campaign expected 260 eligible applicants to sign up for the program, to complete the e-learning course and come up with a business plan. The mandatory brief established further minimum criteria for the communication campaign: us-
implementing four types of social media: Facebook, LinkedIn, YouTube and Instagram; implementing at least 20 online sub-campaigns on Facebook, gathering 3000 followers and publishing at least 100 posts; starting and online direct marketing campaign, within which at least 300 participants sign up for the program and would receive weekly newsletters with updated and useful information. Regarding offline media, the opening and closing events of the project were scheduled to be organized (at least 100 participants each), the project needed to be advertised using prints and posters (500 brochures, 500 flyers and 300 posters), and media apparitions were scheduled.

2.1. Determining the Strategic Line

Campaign planning started based on the established objectives and the mandatory brief, following the classical phases (Kádár, 2008, 11-12). At first, we determined the axis of the campaign, its central topic and main features: target groups, tools, messages, and all these appeared on online and offline platforms according to an established schedule (Kádár, 2008, 13). We aided the planning of the campaign by establishing the guiding strategic directions. Using these we elaborated our segmentation, formulated our messages and later chose channels accordingly. Our strategic directions were the following:

a. **Online media consumption.** There are few surveys on online consumption and behavior in Romania and Eastern Europe in general, thus it is a question whether one should or should not rely on international surveys and campaign results.

b. **Offline media consumption.** Contrary to Romanian citizens living in other European states, most Romanians living in Hungary are ethnically Hungarians, thus the media consumption habits of this group are an issue, especially the use of Hungarian media before and after migration.

c. **Amphibious targets.** The target group knows both countries having lived for a certain period in both, thus this might generate certain particular features in the community.

d. **External intervention.** What groups can be established in order to reach a targeted audience living in Hungary through a specific campaign implemented in Romania? As the project is funded by the EU, its headquarters need to be in Romania, resources can be freely used in other member states directed from HQ.

e. **The matter of motivation.** Regarding the success of the campaign the key matter is how to convince citizens living abroad to return to Romania or at least to initiate business activities there, to invest without actually relocating? The types of messages they are sensitive to need to be determined here and also the types of messages that yielded negative effects so far.
2.2. Scaling Target Groups

Based on strategic directions we started to define and describe target groups. According to Eurostat surveys there are no major differences in online media consumption between the two countries. Based on data valid for the entire population, 84% of the population in Hungary and 82% in Romania consumed online media content during the past three months. As a result of smartphone usage and wide band mobile internet coverage 90% of the 16-27 age group uses social media on a daily basis (Eurostat 2018). According to survey results, the online and offline information procurement habits of Eastern European youth are identical to similar European age, geographical and professional groups.

As an outcome of media convergence, limits between online and offline media are washed up, several offline media consumers start to follow classical media content online, as it is a cheaper and faster solution, while digital media culture is increasingly higher among older age groups as well. Taking into account media user groups (Prensky, 2001, 1-3) and generational marketing divisions (Smith, Clurman, 1997) in the practical campaign planning instead of year of birth we use mixed online and offline media consumption habits. Here, three groups are worth differentiating: a) digital natives: online media consumers, focused on webpages and especially on social media. Contact is kept primarily on social media platforms, only sporadically through e-mail or telephone; b) digital incomers: their main source of information is the official webpage and the weekly newsletter, specific contact is by e-mail and phone; c) all-offline group: they are reached through mass media channels – television, radio, print – media appearances are specifically designed to contact this group. Specific contact is established by personal meeting or over the phone. Categories established according to media consumption habits were completed by classical demographic categories such as mother tongue, age, address, profession, family life cycle.

Examining amphibious citizens, groups of Romanian and Hungarian mother tongues differ. The Romanian mother tongue group consumes Romanian media in Romania, and even if with reduced volume, they try to preserve their media consumption habits in Hungary as well, focusing on available online content. They also follow Romanian minority media in Hungary. The media consumption of the Romanian Hungarian ethnic minority is characterized by the push-pull effect. As Romanian media only deals negatively or not at all with Hungarian matters, Romanian Hungarian consumers tend to turn away. In parallel, Hungarian, especially public service media will treat Hungarian minorities beyond Hungarian borders as a special topic, thus Hungarian communities in Romania will consume these channels, and also Hungarian commercial media and Hungarian media based in Romania.

Our starting point regarding external intervention and motivation was a mix of the reasons for migrating or living abroad and satisfaction and home ties. Ac-
Accordingly, we differentiated the following groups: a) the adapters: people seeking for a living, who would relocate under proper conditions, or would start a new business or extend an existing one, using their double ties; b) the nostalgic disappointed: people seeking for a living, with strong feelings for their homeland, longing to return there, also because of negative experience in Hungary; c) temporary migrants: changing places for study or professional projects, but otherwise seeking for possibilities to return (reverse mobility); d) family and acquaintances: citizens living in Romania whose family members or acquaintances are established in Hungary. Family can be a key determinant for starting a business at home, acquaintances can help relocation by becoming business partners of employees.

Summing up the strategic planning of the campaign, even if it is not the only program meant to urge Romanian citizens established in EU member states to start home-based businesses, it is the only one dealing with specific groups of Hungarians living in Romania beside majority groups. This particular group involves different information procurement habits, which a mobilization campaign is compelled to take into account. Ethnic Romanians will generally consume online media content while their consumption habits are generally similar to those of other EU citizens, while due to the push-pull effect, ethnic Hungarians consume Hungarian online and offline media content. The information procurement habits of digital natives are just like general European habits, irrespective of ethnicity and other demographic factors, thus generational habits can be generalized.

2.3. Messages and Targeting

After segmenting target groups and surveying media consumption habits, we defined campaign messages. In doing this, we focused on the following aspects: a) project presentation with offers and possibilities (rational); b) motivation invitation and urging to join the program (rational and emotional); and c) building trust formulating responses for eventual pieces of criticism, doubts expressed, for reducing and preventing negative reaction (rational and emotional).

In relation to enhancing entrepreneurial spirit and satisfaction, we organized campaign messages based on the principle that it is possible to influence relocating citizens using thorough rational arguments and empathic emotional pressure. Accordingly, during the first phase of the campaign we mainly issued rational arguments, pertaining to the program itself and presenting the Romanian business sphere, while during the second part of the program we laid emphasis on sentimental communication and motivational content by popularizing successful Romanian businesses founded by relocated citizens and also the results reached by participants in the program.

A key element of the message was the financial assistance of 40,000 Euros, enclosed in the program title as well: „40,000 reasons to do business in Romania!”,

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that worked as a powerful trigger, practically as a slogan during the campaign. The central axis of our message was that it was worthwhile doing business in Romania, and we did that by presenting Romanian business possibilities, successful local businesses and the advantages of entrepreneurship. We also paid attention to avoid the topic of politics, especially because of the unreliable character of Romanian law-making and because of earlier unsuccessful Start Up Nation initiatives of the Romanian government that shed unfavorable light upon similar programs.

2.4. Visual Identity

An important element of content creation is a strong, particular visual identity based on easily recognizable elements, one that is also easy to identify even within a Facebook news feed. Accordingly, the first phase of the online communication campaign aims at introducing visual elements and communication platforms, aiding further communication and the easy identification of program content. Visual identity takes into account the particular features of various platforms (resolution, size, legibility), it also contains the aspects and expectations (logos, content, forms of design) of the visual profile manual of the Structural Funds (Fonduri UE 2018).

Image 1. The Romanian version of the project webpage
Source: landing page of DiasporaUngaria official webpage
3. Combining Online and Offline Communication

In order to introduce the project, we chose to combine two campaign types, the informational and the mobilizing one (Kádár, 2008, 41-43). The informational campaign is meant to provide extensive information, to share information on the program, to present it to targeted groups, not necessarily expecting a reaction. The aim of a mobilization campaign is to involve targeted groups and make their members look up necessary information, to influence them to sign up for the program, thus beyond providing information it is also meant to inspire trust and to create positive attitudes in targeted groups. The campaign was implemented between November 2017 and March 2018, using the communication channels enlisted in the following subchapters.

Offline communication was a three-phased project of uniform impulses, the online campaign was a back loading one, with intensity increasing over time, using a gradually increasing number of channels and sub-campaigns, information and mobilize targeted groups, creating a buzz around the program. This effect of increasing synergy triggered by interconnected messages and sub-campaigns meets our intention to avoid content repetition and achieve sustainable communication and also the principle of message planning, designed to use rational arguments in the beginning and move towards emotional persuasion in time. The central platform of the campaign is the webpage, completed by a weekly newsletter, online media apparitions and the use of social media platforms, thus achieving the simultaneous use of several channels.
3.1. Offline Channels and Content

In the offline environment, the project focused on meeting-point events, media presence and co-operation with professional organizations. The offline campaign was calibrated (Incze, Pénzes, 2006, 208-211) as a three-phase campaign, emitting periodic impulses. We activated the project webpage before initializing the first phase, which is important because detailed presentation and signing up for the program is available through the webpage, thus it is important even in the offline communication to direct the interested parties towards the webpage. Each phase was signaled by an event intended to sustain campaign continuity, to inform and to mobilize. Beside more powerful phases, we also had a series of less intense periods featuring media presence and interviews (e.g., the end of January and March), reaching and upholding persons already following the program.

The project launching phase starts in November 2017, with a press conference, press releases and project presentation involving partner organizations (professional associations in Hungary, university career centers, public institutions for stimulating economy and professional organizations) using posters, flyers and brochures. The content presents the project: project objective, successful applications, the highest scoring Diaspora project, the launch of the webpage and the start of the sign-up period, information on participation and mobilization to participate. Channels used here are sending info over mailing lists, posting calls to participate on social media, distributing posters and flyers and also spreading word of mouth, organizing personal meetings and presentations. The mid-phase is a period void of events and feasts, we scheduled a professional conference and a press meeting for mid-February, where beside experts and public institutions for stimulating economy (Bihor County Chamber of Commerce and Industry, Romania’s Commercial Attaché in Hungary, representatives of local government and MPs) the mentors of the program were also present. The event was meant to recruit new members but it was also a meeting point for enlisted participants, organizers and experts. Employed tools were: press conference, press releases, media appearance, online event, streaming, photo gallery, all meant to ensure presence and build trust. The closing phase lasted until the end of the registration period, based on a back-loading media presence, with online sharing intended to reinforce information and also mobilize those who had heard about the program but did not apply. Employed tools were media appearance, press releases and sharing motivational content posted by registered participants (interviews, posts).

3.2. Online Channels

Offline and online communication went parallel, the latter enhancing the former and borrowing its content. The first phase was informational here as well, then followed mobilization for registration, and sustained communication with
already signed up members until the launch of the program scheduled for April, while basic information needed to be shared with non-involved target-group members. Communication was carried out in both Hungarian and Romanian, the same webpage content being featured in both languages while social media posts were language sensitive, sharing different content for Romanian and Hungarian media appearances. Our main channel was the Facebook page, completed by Instagram, LinkedIn and YouTube.

The 20 sub-campaigns on social media platforms were often parallel and used homogeneous visual profile elements. Even though the goals differed, we did not signal this towards consumers, they only met periodically shared predefined posts, they received newsletters forwarded in the same time by e-mail (enhancing reliability and the sense of trust), sporadic pieces of news and media appearances to avoid the monotone of periodic impulses, and content published over YouTube, LinkedIn and Instagram according to platform particularities. Communication style (language, use, visual elements, timing) was tailored to online media user expectations and consumer habits (posting time, text length, visual content, links, hashtags) on each platform. We monitored online posts within each sub-campaign: project presentation, business sphere presentation and media appearance posts were more complex (photo, text, link), news were short (text, link), motivational content was varied (photo and text, photo and link, video). In the spirit of the brief we focused on gender balance and youth wishing to start enterprises. Our customer management and call centre switching from online to offline ensured periodicity trying to answer mails, Messenger messages within 24 hours and to call applicants soliciting that on online platforms within 48 hours.

We elaborated separate plans for each sub-campaign, containing goals, tools and communication style, specific target group and secondarily reached group, relation to project objective, central message and other sub-campaigns (building synergy), the timing of various content, mock-ups for posts and expected results. The previously created Facebook page of the project became active in November and functioned as an interactive platform of communication, with visually unified, regular posts. Beside news, press content, audio-visual appearances and social media platforms (Instagram, LinkedIn, YouTube), offline channels and contact through the call centre provided for a personal touch. According to the plan, we had more posts in December. Regular posts reflect authenticity and seriousness, thus they were published at the same hour of the same day throughout the project, unlike irregular media appearances. We also issued the first press release and were present in the media. This is an informational period of the project, with offline media presence, while online platforms will gradually embrace motivational content.

Sub-campaign monitoring dealt with each post, recording changes in platform indicators (likes, shares, reach), and impact as well, measurable in comments and
**Table 1.** Online sub-campaign types, timing and volume of posts

*Source:* our own design.

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<td>SC01: presenting elements of visual identity</td>
<td>Nov 2017 1 week</td>
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<td>SC03: introducing the Romanian business sphere</td>
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<td>SC04: reasons to do business in Romania, motivating participants</td>
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<td>SC05: useful advice for first-time entrepreneurs, #businessstalks-posts</td>
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<td>SC06: introducing communication platforms, publications, updating central webpage</td>
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<td>SC07: „backstage content”, e.g. Monday Morning, holidays, werk films</td>
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<td>SC08: posts of Romanian media apparitions in Romanian</td>
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<td>SC09: posts of Romanian media apparitions in Hungarian</td>
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<td>SC10: posts of Hungarian media apparitions in Hungarian</td>
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<td>SC11: introducing the e-learning platform</td>
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<td>SC13: presenting mentors and experts</td>
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<td>SC14: text-based interviews with successful Romanian entrepreneurs</td>
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<td>SC15: audio-visual interviews with successful Romanian entrepreneurs</td>
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<td>SC17: media ads, presenting mock-ups</td>
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<td>SC18: presenting registered projects</td>
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<td>SC19: results, announcing participants</td>
<td>Mar 2018 2 weeks</td>
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<td>SC20: launch of training, switch to latent communication</td>
<td>Mar 2018 2 weeks</td>
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in the fluctuation of registering applicants. All these were completed, according to the campaign plan, by monthly assessments both during preparation and campaign time.

3.3. Online Content

Our main principles in social media communication were the following: a) creating integrated visual identity: visual content was tailored to a previously determined look, colors used reflected colors in the project logo. We also used color code to thematically categories content; b) language of communication: our Instagram page only used English, the other surfaces were bilingual, using Romanian and Hungarian; c) format of communication: we published different content on each platform. On LinkedIn we posted professional content, mainly texts. We used Instagram to post motivational content, using visual communication. We used YouTube mainly to archive our audio-visual content. Content on Facebook was more varied, usually with photo, text and links; d) intensity of communication: in this respect the campaign followed the dynamic established by the used platforms. We shared the most content on our Facebook page (at least 3 posts per week), then on Instagram (2 posts per week), finally LinkedIn (1 post per week).

Our prime channel in social media communication was our Facebook page, as the platform used most frequently by the target audience. At the beginning, as planned, we had 3 posts per week: a) professional content: meant to present the Romanian economic environment and business possibilities, using data and statistics; b) project presentation: presenting conditions for application, emphasizing the advantages of signing up for the project; and c) motivational content: in order to motivate the potential applicants we used quotes and inspirational content. New content appeared gradually in Facebook communication as the project unfolded.

In December we posted information on media appearances and also backstage content, such as our MondayMorning inspirational messages at the beginning of each week. In January we launched our BusinessTalks series, where experts delivered useful advice for novice entrepreneurs. Communication was most intense in February and March. Existing content appeared with weekly regularity on our page, and we had increased presence and more events in the offline environment, which significantly influenced the number of applicants signing up. We introduced our mentors and the e-learning platform in this period, and we also had a series of interviews with registered applicants sharing their reasons for signing up and the type of business they intended to start, thus motivating the targeted audience.

Figure 1 displays a growing intensity in line with our campaign plan. The daily average number of posts is 0.36 in November, 0.43 in December, 0.60 in January, but during the second half of the campaign we have at least 1 post per day. The campaign reaches the 100 Facebook posts set by project expectations by the end of March, and it reaches beyond that by the closure of the registration period.
Figure 1. Facebook posts during the campaign (November 2017–March 2018)

Source: our own design.

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Figure 2. Number of Facebook likes during campaign period (November 2017–March 2018)

Source: our own design.

Figure 2 displays the evolution of the number of Facebook likes during the campaign period. Our goal was to reach 3000 likes on our Facebook page. We had 525 likes in November, 1058 in December, 2230 in January, 3016 in February, so we fulfilled and outdid our goal. January is outstanding in terms of audience growth rate, we got 38% of all likes then, followed by February with 25%, while in November and December we had an audience growth rate of 17%.

Project introductory posts and media appearances scored the highest reaches of our campaign posts reaching individually over 20,000 persons. Analyzing the average engagement rate (sum of reactions, shares and comments) we can determine which type of content generated the highest engagement among the Facebook followers.
The chart in Figure 3 shows that media appearance related posts generated the highest average numbers in terms of engagement (46.70), followed by the blog posts of *BusinessTalks* (38.33) and posts related to project description (37.24). The positive reaction of the audience to media appearances is mainly due to the fact that this type of content presented real people while media presence enhanced the authenticity of the project and increased trust in our initiative. The above average positive reactions to the *BusinessTalks* series is due to the experts in the series and the useful and relevant content. Motivational content closes the list (16.30) presumably because the audience has already come across such content on various platforms, thus it had no news value, wasn’t authentic enough and the audience did not quite identify it with the project.

### 3.4. Online Sub-Campaigns

Detailing sub-campaigns one must note that the project Facebook page turned active and acted as an interactive platform of communication. Offline channels enhanced the personal character of the program.

During the project period, February was the most intense month, followed by March, when application deadline and the eventful second phase of the offline campaign was scheduled. The offline campaign focused on several channels took heed in February with an opening conference and varied media appearances, significantly influencing the number of registered applicants. Beside the new tool of event marketing, the conference and the press release, we introduced our mentors and teachers, we published short audio-visual interviews with registered applicants and posted motivational videos on business ideas and TED Talks. In February
we also shifted focus based on feedback and measurable results. We managed to reach most of our campaign goals by the end of the month.

![Figure 4. The number of likes on the DiasporaUngaria Facebook page, end of February](image)

**Source:** Insights data of the DiasporaUngaria Facebook page (downloaded 15.03. 2018.)

March enhanced the last phase of registration and instrumented a transfer to the online project platform, with ongoing training and communication. Our principle was to present faces, participants and mentors in the program, to motivate applicants to hand in all documentation before the start of the online training scheduled for April. The online campaign has reached its goal: with 143 posts it exceeded the expected 100, the number of Facebook likes went over the expected 3000. We reformulated sub-campaigns according to partial results, some of them scored under recommended number of posts while others did more, in order to tailor communication to the targeted audience. The second phase of the offline campaign reached the expected results, presence at the opening conference was above 100 and media presence in Hungary and Romania was as expected. After completing campaigns, we had to finalize the process of registration, to allow registered applicants to begin training and plan their business. After this, we switched to a low intensity sustainable communication, designed to aid registered participants and also to keep channels open for eventual needs to increase the number of participants.

### 4. Campaign Results

By the end of the planned campaign period and the one month campaign effect period the campaign fulfilled its goals. A total of 950 persons registered, out of which 269 were eligible for the project, and could start the business development training, while another 225 persons were in the process of registering (procuring and presenting documents). As there were no previous similar projects, there were no related experiences either and as compared to other Diaspora Start-Up projects this was the only one to produce the expected results. One might wonder, what safeguarded the success of this project, especially as it dealt with a particular target
group, unlike campaigns tailored to homogenous Romanian communities living in bigger diasporas, covering several countries.

![Figure 5: change in the number of applicants during campaign and campaign impact period](source)

Among hard indicators, the offline campaign is significant, especially the measurable media appearances, the visitor number of the webpage, Facebook page likes, reaches and shares for the online campaign. These generated contact and registration. From the point of view of mobilization, the key issue is the relation between the event of registration and the intensity and content of online or offline campaigns, media material, organic or special social media posts?

Based on campaign results and further evaluation, a few conclusions can be formulated regarding the targeted audience of the project:

a. **Presence in regional offline media had a low influence on mobilization:** this might be caused by limited territorial reach and single broadcast. The impact is rather indirect and enhancing, as users might spread the news to the people they know who then can find the optimized webpage online and gather further information in order to register for the program.

b. **Mobilization was highly influenced by face to face events and media appearance related content on social media:** following the increase in the number of registered participants, it is clear that online content referring to events organized within the project and to appearances in national mass media influenced the number of registered participants most. Personal types of content related to real persons, such as interviews with registered participants and content shared by mentors were of lesser impact.

c. **Media appearances generated the highest reactions on Facebook:** according to statistical data the online audience reacted most to content presenting the offline media appearance. More sterile motivational content was
of lesser impact, even though these might also had a role to play in making people more aware, in enhancing information and reaching a dormant effect.

d. **Offline events generated the highest reach on Facebook:** based on social media statistics the events organized within the project generated the highest online reach, by previous announcements, live streaming, on-site photos, follow-ups and media echoes. These events have a powerful effect of enhancing trust even if not all interested parties participate in them.

5. **Conclusions and further directions**

Based on campaign experience and result, further research is necessary. Irrespective of the number of registered participants with an unclear situation, almost half of applicants (48%) failed to meet eligibility criteria, which points to the question of what is the relationship between applicant “quality” and source of information – that is media consumption habits.

Another possible question is how do messages work: do they enhance one another and do repeated pieces of information reach the desired effect of mobilization? Can one say that first *hard* content, rational argument is needed, to be later completed by *soft* content that is emotional elements, or is this merely a way to avoid monotonousness? Are rational or emotional elements more efficient, or are there certain environmental factors that rather generate the effect of mobilization? What values do registered participants and participants at the training attach to the program, irrespective of the presence or lack of these values in the process of communication?

A possible topic is the relation between media usage and reactions. Can one establish groups used during segmentation within the group of registered applicants, mixed from the viewpoint of media consumption habits? If yes, what are their particular habits of media consumption, the content, style, language, time period, channels they prefer? Which groups reacts the most to what type of media and message? Is it true that as an outcome of media convergence, digital newcomers characteristically gather information from social media? Are there any expectations regarding the content, form and style of posts?

Some of these questions might be answered by analyzing qualitative and quantitative data related to applicants, while big sample effect analysis is also valid, especially for groups who characteristically gather information online. This study does not intend to carry these measurements out, nevertheless the inquiries and interviews to be conducted among the group of applicants will certainly shed new light upon these questions.
References


