



Grant Agreement No.: 825354
Call: H2020-ICT-2018-2020

Topic: ICT-24-2018-2019
Type of action: CSA



D3.2 GROWTH HACKING ACTIVITIES AND NGI AMBASSADORS PROGRAMME REPORT

Revision: v.2.0

Work package	WP3
Task	Task 3.2
Due date	31/12/2019
Submission date	22/01/2020
Deliverable lead	FundingBox
Version	2.0
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Abstract	This deliverable consists of the second version of the NGI community platform description as a follow-up of Deliverable D3.1, and the 1st report (out of 3) describing the growth hacking activities run yearly, focusing on the lessons learned to better tailor future efforts. It will also report on the NGI Ambassadors programme status at M12.
Keywords	NGI, community, demographics, engagement and participation, behavioural pattern

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	01/09/2019	ToC	David Seoane (FundingBox)
V0.2	16/12/2019	First full draft version	David Seoane William Fox (FundingBox)
V0.3	20/12/2019	Review	Margherita Trestini (Martel)
V0.4	23/12/2019	Review	Margherita Facca (Martel)
V0.5	23/12/2019	Second full draft version	David Seoane (FundingBox)
V1.0	31/12/2019	Final version	Monique Calisti (Martel)
V2.0	09/01/2020	Final version (update)	David Seoane, William Fox (FundingBox)

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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



EXECUTIVE SUMMARY

The **NGI community platform** (<https://community.ngi.eu/>) was **set-up** to gather and engage a growing community of stakeholders, by mainly leveraging on the Open Calls that the current NGI Research and Innovation Actions (RIA) are running or will run, as a first selling point for acquiring a significant number of newcomers (applicants, namely startups and SMEs), but these will not be the only stakeholders to attract.

The goal of the platform is to **attract and engage the players of the NGI ecosystem**, all the “doers”, the start-ups, the researchers, the innovators. The objective is to create a dynamic community where synergies are found and where content and crucial information is gathered.

As first stakeholder’s entry point, the community platform is aimed at converting the deal-flow of applicants to NGI RIAs open calls into active users within the community, by following a **growth hacking plan**, described in detail in D3.1, to achieve the highest distribution of contents with minimum budget.

Strategies included in the growth hacking approach include:

- **writing posts** related to web sites and blogs that are already a reference for the Internet innovation community, such as TechCrunch;
- **addressing specific people via Twitter through a trigger** (e.g. a direct message to representatives of an SME that could apply to Open Calls);
- making **direct references** to
 - researchers and innovators that may be interested in Open Calls (firstly) OR
 - a wider audience willing to find suitable collaboration opportunities and attractive content related to Next Generation Internet technologies (secondly).

Deliverable D3.1 The NGI community platform and growth hacking plan consisted of the first version of the NGI community platform, launched in April 2019, and publicly announced on July 2019. This deliverable reported its features and offered services, as well as the main players to be engaged, and described the planned growth hacking activities to be pursued to ensure active engagement of users to the platform and more in general to the NGI dialogues.

The current document is Deliverable D3.2, the first out of three planned during the project’s duration, describes the actions taken in the framework of **NGI Community Growth Hacking Plan during the 1st year of the NGI4ALL project**, i.e. from January to December 2019 (M12).

Moreover, as one of the core activities planned to be undertaken within year 1, the **Ambassadors Programme status** at M12 is also described.

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ABBREVIATIONS

CPA	Cost per acquisition
CSA	Coordination and Support Action
DAU	Daily Active Users
DoA	Description of the Action
GDPR	EU General Data Protection Regulation
IP	Internet Protocol
KPI	Key Performance Indicator
MAU	Monthly Active Users
NGI	Next Generation Internet
RIA	Research Innovation Action
SME	Small and Medium Enterprises
SSO	Single Sign-On
TCP	Transmission Control Protocol
URL	Uniform Resource Locator
WAU	Weekly Active Users



1 INTRODUCTION

This document contains an **update of the deliverable D3.1. The NGI Community Platform and Growth Hacking Plan** issued in month 5. The aim of this deliverable, as outcome of the Work Package **WP3 NGI INSIGHT**, is to offer a tactic plan with actions to take to foster the distribution, dissemination and **growth of NGI online Community Platform**.

The following sections explain what the **growth hacking methodology** is, as well as **inbound marketing**, since these two techniques have been used to populate and dynamise the NGI Online Community. We also provide information about the actions that have been carried out by NGI4ALL partners following the initial growth hacking plan developed in month 5, as well as all the changes applied.

This deliverable also identifies **good practices** that the project will follow up on in the following months and the **next steps** of the growth hacking plan to increase the members acquisition and retention of the community.

1.1 WHAT IS GROWTH HACKING

As explained in D3.1 The NGI Community Platform and Growth Hacking Plan deliverable, “*Growth hacking is a process of rapid experimentation across marketing channels and product development to identify the most efficient ways to grow a business.*”¹ According to the Wikipedia definition, **growth hacking** refers to a set of both conventional and unconventional **marketing experiments to expand a business**. Accordingly, marketers, engineers and product managers work as growth hackers to build and engage the user base of a business **using low-cost alternatives** to traditional marketing, like social media, viral marketing or targeted advertising, instead of buying advertising through more traditional media such as radio, newspaper or television.

Thus, growth hackers use techniques such as search engine optimization, website analytics, content marketing, email campaigns, viral strategies and A/B testing. But it can also involve online community management and social media outreach, both through organic content and paid ads, and influencer marketing.

Every growth hacking strategy follows a funnel, also explained in detail in the deliverable D3.1

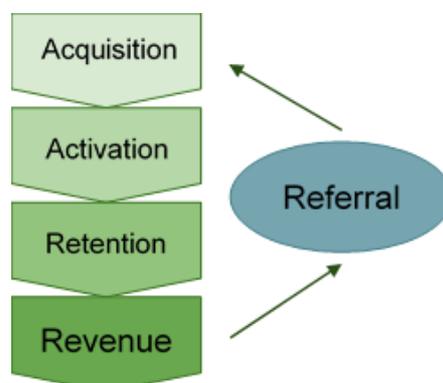


FIGURE 1: GROWTH HACKING FUNNEL

¹ https://en.wikipedia.org/wiki/Growth_hacking

1.2 WHAT IS INBOUND MARKETING METHODOLOGY

The Inbound Marketing Methodology applied to the Growth Hacking was explained in the deliverable 3.1, but to support the reader, we are going to explain what inbound marketing is according to HubSpot², that is what we are sticking to within NGI4ALL. This methodology is focused on attracting members through relevant and helpful content and adding value at every stage in the attraction and conversion journey. With inbound marketing, potential members for the NGI online community discover the NGI platform through channels like blogs, search engines and social media, among many others.

The inbound methodology includes four steps to convert strangers into promoters, as shown in the figure below:



FIGURE 2: INBOUND MARKETING METHODOLOGY ACCORDING TO HUBSPOT

The lead of **community engagement and “market” research analysis** that injects into the strategic and operational activities at the service of the NGI stakeholders and invigorate meaningful dialogues across the research and innovation landscape by 1) Attracting newcomers especially via support to NGI Open Calls promotions and 2) Ensuring mapping of and liaisons with related initiatives, should go to people / organisations that have reach and visibility into the future Internet R&I scene in Europe and beyond is led by **FBOX (in charge of WP3)** with specific support from Martel leading Task 3.3 aimed at sustaining liaisons and a continued, content-rich debates, especially with representatives of the Future Internet Forum and NGI Contact Points.

² <https://www.hubspot.com/inbound-marketing>

2 NGI COMMUNITY GROWTH HACKING AND ACTION PLAN

The NGI Community Platform growth hacking plan aims to build the largest online community about the Next Generation Internet initiative in Europe. It has been structured following the growth hacking funnel explained above. But at the same time, the four main phases of the inbound marketing methodology have been integrated in the growth hacking funnel, with its correspondent techniques and actions described below.

It is important to note that the 'Revenue' step of the funnel has been removed, because it is not the aim of the NGI online community to support a business action, that is why it doesn't have a business model. Instead, this online community aims at spreading the word about NGI initiative in a fresher way to strengthen its brand awareness, disseminating the success stories and the experiments (i.e. meaning early adopters of these technologies and beneficiaries of NGI open calls for example), as well as at increasing the applicants for the NGI initiative open calls. All this will help to enhance the earlier adoption of Next Generation technologies by the European SMEs and mid-caps.

2.1 ACQUISITION – ATTRACT

The first phase of the growth hacking funnel focuses on acquiring members, which means to attract them according to inbound marketing. It is the first contact a stranger is going to have with the product, so it is important to develop some actions to create some brand awareness and trust to make that stranger become a visitor. So far, the actions explained below have helped us acquire a total of **323 members (on date 23.12.2019)**.

2.1.1 PR Campaign

Tipik and Martel have been in charge of creating a PR Calendar and distributing press releases in order to build brand awareness and acquire members for the community by spreading the word about NGI in the media in line with the project and innovation actions activities. First press releases have been launched, including a promotional article, aiming to disseminate milestones of the NGI initiative and also important content for the NGI Research and Innovation Actions. In that sense, 3 types of content can be identified:

- NGI milestones
- NGI events
- RIAs open calls

The main PR in relation to the NGI Community, is the one that announces that the community was launched. This PR corresponds to the type NGI milestones mentioned above. It was published on the NGI Website:

<https://www.ngi.eu/news/2019/07/02/the-next-generation-internet-initiative-launches-the-ngi-community/>

The PR was promoted on NGI Social Media (Twitter, Facebook, Instagram and NGI LinkedIn page) and got a total of 4,196 impressions and a total of 69 engagement actions.

2.1.2 Branded content and banners in specialized media

This action has not been crucial in the growth hacking strategy of NGI Online Community since we will mainly focus our paid actions on an AdWords³ campaign that is explained below in this document, with an expected launch along Dec 2019 – Jan 2020. However, the type of media targeted to distribute the press releases has been specialised media both economical and industry-driven in all the European Union.

As a way of example, a **PR distribution campaign has been hired by FundingBox in Spain to promote the NGI Forum and the Community** in Helsinki, last 25th Sept 2019, covering the **period between 20th to 26th Sept 2019**, and this campaign resulted in 103.866 deliveries, including 103.325 via Twitter, 504 via e-mail and 57 via RSS.

In terms of impacts it raised 364.755 with an estimated audience of 321.395 users.

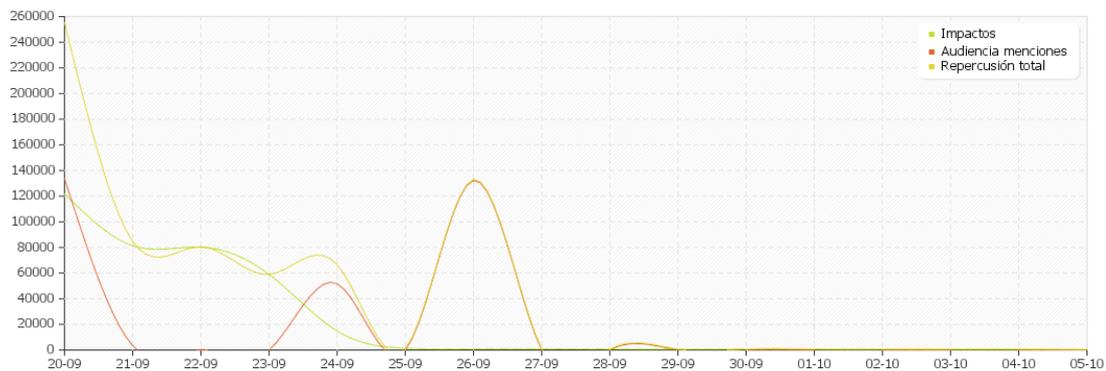


FIGURE 3: IMPACT ANALYSIS OF THE PR PROMOTING NGI FORUM AND COMMUNITY

³ More information about the AdWords campaign can be found in the Section 2.1.6 SEM (Search Engine Marketing) below.



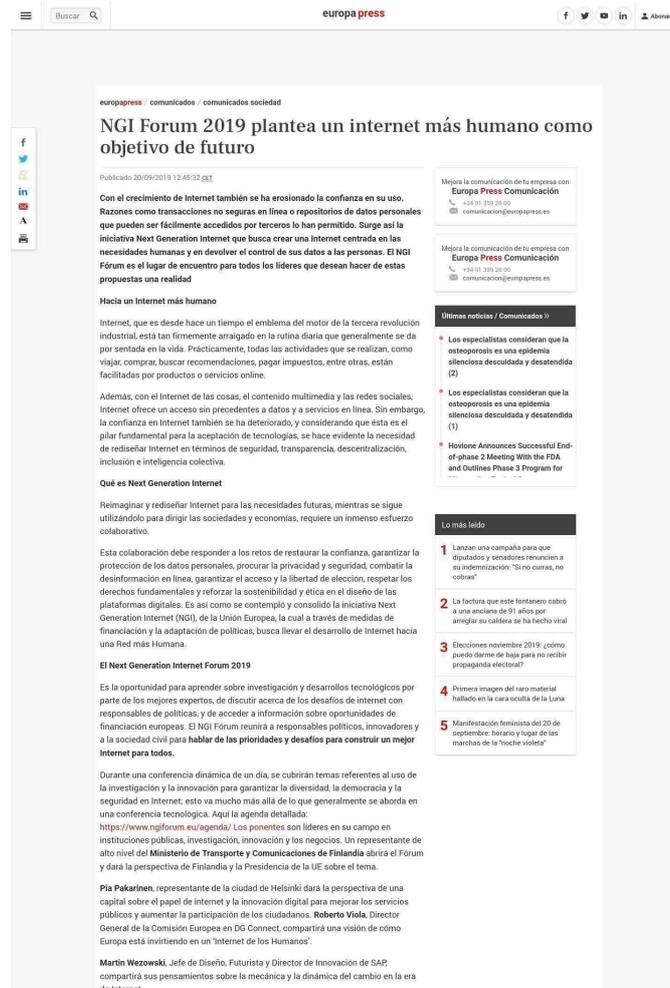


FIGURE 4: CLIPPING EXAMPLE OF NGI FORUM AND COMMUNITY PROMOTION (EUROPA PRESS)⁴

2.1.3 Influencer marketing (the NGI Ambassadors Programme)

With exactly the same aim of the previous action, the influencer outreach main goal is to create brand awareness reaching a specific target through influencers with big communities of followers on social networks. For that, it is necessary to negotiate partnerships with them to spread the word about NGI online community signed through an MOU or Agreement, or as part of the Ambassadors Programme collaboration, described following.

Ambassadors Programme mindset and rationale: The Ambassador programme is paramount to catalyse the NGI dissemination and communication proposed by NGI4ALL and to shape and give live to the NGI INSIGHT platform and community. To build live communities is a great challenge, FundingBox has been working on it along the last 3 years and we are aware of the key aspects to take care to be successful. A great software is not enough, you need to be able to gather in the community key stakeholders to act as magnets. The best way to do so is to work with a range of consolidated figures in the Internet and business space acting as ambassadors, creating awareness through their digital channels and in offline events and at the same time being active in the community platform providing knowledge, expertise and valuable content. This programme is key to create a crowd knowledge base repository and a thrilling and active community.

⁴ <https://www.europapress.es/comunicados/sociedad-00909/noticia-comunicado-ngi-forum-2019-planteainternet-mas-humano-objetivo-futuro-20190920124532.html>



The NGI Ambassadors Programme is showcased in the NGI Community landing page and invites both individuals and institutions to join here <https://community.ngi.eu/pages/ngi-ambassadors>

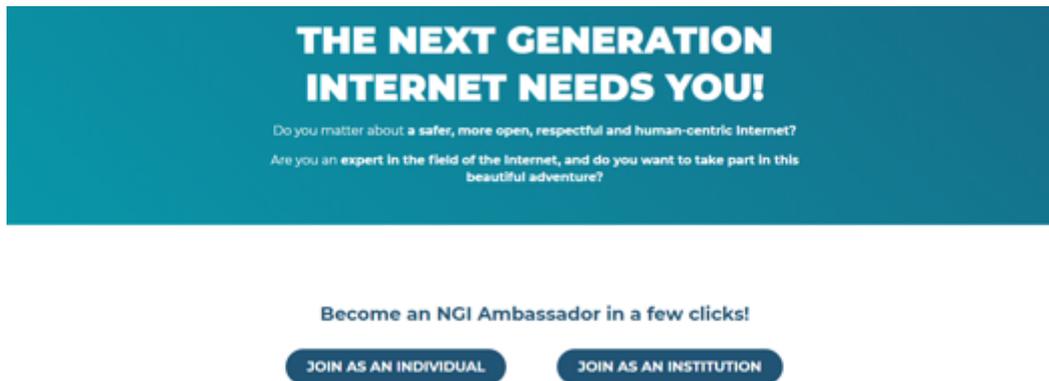


FIGURE 5: SCREENSHOT(S) FROM AMBASSADORS PROGRAMME LANDING PAGE

The programme designed intends to sign up **at least 30 Ambassadors** along the length of the project. The following 2 categories of ambassadors will be attracted to the community: top influencers and top contributors

- A **top influencer** is defined as a top expert or well-known person or institutions in the NGI space (i.e. over 20K followers and regular active social media contributor)
- A **top contributor** is defined as an interlocutor or early adopter of NGI technologies (i.e. NGI RIA open call beneficiary) with a regular active participation in social media but with a lower number of followers than a top influencer, i.e. under 20K followers.

Specifically, the requested tasks to be done by each ambassador for a 4-month period are:

Dynamize the NGI Community - contribute to the NGI Community by making conversation, encouraging the creation of a conversation and generating engagement either by:

- registering in the community (<https://community.ngi.eu/>) and introducing him/herself as NGI Ambassador
 - providing the requested info in the open call for the Ambassadors Programme (as an Individual or an Institution): <https://community.ngi.eu/pages/ngi-ambassadors>
- posting content from interested third parties (identified on the internet)
- announcing news or events
- interacting with users.

The Ambassador shall contribute to the NGI Community on a regular basis (**at least 3 days per month**).

Additionally,

- **Top influencers** shall organise at least ONE online event in the NGI Community in a format of Q&A sessions or small webinar
- **Top contributors** shall elaborate or replicate from a third-party source (i.e. his/her own blog, social media, etc.) at least TWO additional posts in the NGI Community.

All along the project it is expected to bring at least **10 influencers and 20 contributors** to the NGI Community, with an average of 3 to 6 ambassadors in total in a time scale of 1Q per year, starting from Sept 2019 until the end of the project in Dec 2021. For example, for the **current period of Q4 2019 (Sept – Dec 2019)**, it was expected to confirm **1 top influencer and 2 top contributors**, so 3 Ambassadors in total.

Currently, 1 top influencer has been confirmed and already announced in the NGI Community, Alex Puig, introduced already in the community⁵, and 3 additional top contributors have agreed to participate in the programme, nonetheless they have not been announced yet because they are just now involved in their respective on-boarding processes (see below the description).



FIGURE 6: BANNER OF AMBASSADORS INTRO USED IN THE COMMUNITY AND SOCIAL MEDIA

The process to engage and on-boarding Ambassadors

The NGI initiative is an already active ecosystem where many people are contributing from different perspectives, including NGI RIAs partners, sub-grantees of open calls, and former initiatives under the NGI, like [NGI Culture Awards](#), [NGI Early Adopters Club](#), [NGI R&E Awards](#), [European Champions Club](#), [NGI Startup Awards](#), or the list of potential Interlocutors and Advisory Board members that was elaborated in the NGI4ALL project. Furthermore, FundingBox, as responsible of the NGI Ambassadors Programme, has been in charge of making an active research of profiles across the internet and its own network that could match with the general profile of expected Ambassadors described as follows:

NGI4ALL ambassadors are all renowned and recognized profiles in the Digital industry, Internet, Research, Political, Activism and Business sectors, with an exact and proved influence in Internet. Ambassadors are experts, with a clear reputation, proved expertise and connections with companies, universities, governments and the leading start-up ecosystem in strategic countries in Europe and with a proven previous experience in Internet in the specific business and technical areas of: Strategy & Biz Model, Product development, Marketing & Sales, internationalization, Finance & Funding, Management, Legal and Technology

With all these sources together a potential list of **over 200 Ambassadors** has been elaborated and **over 80 Ambassadors from the list have been already reached, via e-mail**. From the potential Ambassadors reached, **33 have replied**, and from these **4 have accepted** (1 already announced, Alex Puig), 7 have rejected the offer (basically for a “lack of time” reason), 21 have replied that the programme sounds interesting to them (and currently they are being follow-up for the next steps), and 1 is pending on accepting the offer to become Ambassador. **Our KPI for confirmed Ambassadors is 30, having 2 to 4 every quarter**. Considering that 4 confirmed for Q4 of 2019, when the program was launched, we are achieving the expected result.

⁵<https://spaces.fundingbox.com/spaces/ngi-next-generation-internet-ngi-introduce-yourself/5dd28ead52317832f8590b0e>

Dear _____,

Taking a long hard look at the Internet we use today and questions issues that many of us take for granted, such as online transactions remaining subject to hacking and security flaws, the personal data of end-users being used in inappropriate ways - we would like to introduce you to the [Next Generation Internet](#), NGI, a **European initiative for a Human Internet that respects the fundamental values of diversity, openness, inclusivity, transparency, privacy, cooperation, and protection of data.**



As we believe that you have a significant expertise in the mentioned field, we would like to offer you to become an [NGI Ambassador](#) to a mutual contentment, spreading the word about the NGI Community that offers information (trends, news, events, technologies, funding opportunities), inspiration (exclusive content curated by experts and influencers: live chats, Q&As...), support and fun by networking with people interested in related topics.

Why join?

- As an ambassador, you would have a **great visibility on our Community website, newsletter and social media channels.**
- You would also have a chance to **showcase success stories and share the content** of your own activity with the NGI Community.
- With funding opportunities and project collaboration, you would **secure your seat at our events and even get a speaking slot.**

In return to all above mentioned, we would ask you to **regularly post on your social networks** about the NGI activities, events and achievements; **mention and describe NGI** at any event you're invited to as a speaker and post about it on your social media, aiming to bring new members to the Community.

Last but not least, we are open for discussion and would take your provided value into consideration for **possible compensation in due course**, that we would both find satisfying.

We kindly ask you to **let us know if you would be interested in this type of cooperation.** Should you need any further information, please do not hesitate to contact us, thank you.

FIGURE 7: E-MAIL TEMPLATE SENT TO POTENTIAL AMBASSADORS

Once the Ambassadors confirms his/her commitment to participate in the programme a **welcome e-mail is sent to him/her** in order to guide the onboarding and first steps as member of the community

Subject line: Great to have you on board as an Ambassador of the NGI Community!



Dear ____,

It's official! **You are now an NGI Community Ambassador** and we wish you a very warm welcome. By being a part of our group of energetic individuals with a clear vision for better and safer future of "online", we want to thank you for your trust and we are sure your passion and enthusiasm will easily spread the word about the Community aiming to **bring more members, build up connections, share interesting content, visions, and ideas.**

On the other hand, we will do our best to justify that same trust of yours by providing you with a certain **visibility in our community and social networks**, by **supporting the content** of your own, your **showcase stories** and, when possible, by **securing a seat for you to attend our events where you can also get a speaking slot.**

Here are some simple steps of your onboarding:

1. In case you still haven't, inside the [Community](#), [create a profile](#) and check some [basic guidelines](#).
2. Meet our Community Spaces

[News and Events](#)

[Open Calls and Funding Opportunities](#)

[Introduce yourself](#) (Follow this [link](#) on some tips about how to do it)

[Marketplace and Support](#)

If we can be of assistance, please do not hesitate to contact us. We are very much looking forward to working with you on this project.

Kind regards,

FIGURE 8: WELCOMING E-MAIL TO CONFIRMED AMBASSADORS

Additionally, an “**Introduce yourself guidelines**” message is sent to each Ambassador once he/she joins the Community:

There is a notable public loss of trust in the internet and large-scale breaches of cybersecurity and data, but through advanced technologies, new decentralized business and social models such as [NGI](#) itself will ensure secure and trustworthy access for all. That is the reason why all our members feel very influential, coming together!, witnessing and supporting the great change.

Networking is not only about trading information, but also serves as an avenue to create long-term relationships with mutual benefits. When you stand out (and hang out) in both your expertise and the services you offer, it creates room for partnership which in turn builds a career.

We strongly believe in the saying “*Your network is your net worth*”, especially when we have such a powerful tool, like this Community, to keep track and develop our network. We can all agree that online networking is helping people consistently and efficiently expand their circles of professional influence.

These are all the reasons why we **strongly suggest you to introduce yourself to the Community of NGI** that will result in growing your own network of like-minded people.

Here are some ideas that can help you to introduce yourself and you are very welcome to answer all of them but certainly not obligated to do so.

- Where do you come from and what are you dedicating yourself to, work-wise?
- What is your current and future contribution to “the Internet of Humans”?
- What problem do you love to solve in your work?
- How do you do that?
- What are you looking to do next with your skills?
- What are your expectations from this Community?
- And finally, feel free to share a thing or two about your free time.

How to introduce yourself in practical terms?

1. Go to the collection “[People & Ambassadors](#)” of the NGI Community
2. Click on “Add a new item”
3. Add your “title” that should be your full name
4. Add a Headline, that you should be your current position
5. Add a logo or icon, that should be your profile pic
6. Add a hero image, that should be a background that represents you the best (free theme)
7. Describe yourself following the instructions in the bullet points above
8. Tag yourself
9. Select the space where you will appear that should be NGI/Introduce yourself
10. Click on the top-right side of the screen on PUBLISH
11. Enjoy and join the conversation!

We are very glad to see you here and we encourage you to make the most out of this opportunity, build up that good networking karma and it’ll return to you.

We are all looking forward to meeting you a bit more.

Thank you and we hope to see you around often!

FIGURE 9: INTRODUCE YOURSELF GUIDELINES TO CONFIRMED AMBASSADORS



Once the Ambassador has started the cooperation then a check-list of follow-up actions are done by FundingBox as responsible of the programme, including (non-exhaustive list) among others the following:

- Include in social media profiles belonging to NGI Community Ambassadors
- Introduce in own social media accounts belonging to NGI Community Ambassadors
- Repost NGI welcoming social media posts on own social media channels
- Agree an online event (Q&A or webinar), including the following event-related actions:
 - Invite own social media followers to the event
 - Write an article based on the event
 - Ask own social media followers to read the article
- Invite own social media followers to join the community (Once a month)
- Promote some of your activities within the NGI community



FIGURE 10: SOCIAL MEDIA PROFILES OF CONFIRMED AMBASSADOR LINKING TO NGI (@NGI4EU)

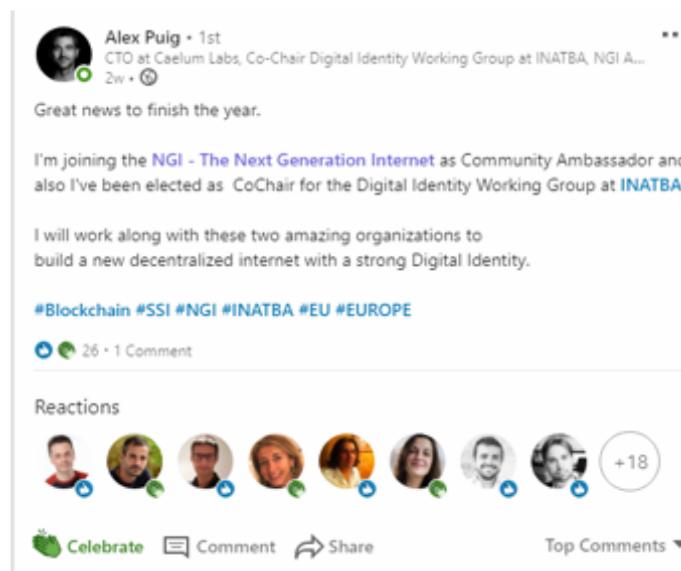


FIGURE 11: AMBASSADOR POST ANNOUNCING HIS NEWS NGI AMBASSADOR POSITION

2.1.4 Blogging



In order to engage future members within the NGI online community, a blogging strategy was defined to spread the right message through educational content that speaks to potential new Ambassadors and answers their questions. FundingBox has coordinated the publication of contents in the NGI Community Platform, through specific posts in the Announcements collection of the community.

Announcements that are published regularly (once a week at least). We have published 36 announcements, and regarding the data analysis, Announcements collection has had a total of 623 views (on date 18.12.2019). We do not have a KPI in terms of total announcements or views of them in the community. The number of views is related to the number of members we have in the community, KPI that we review further in this report.

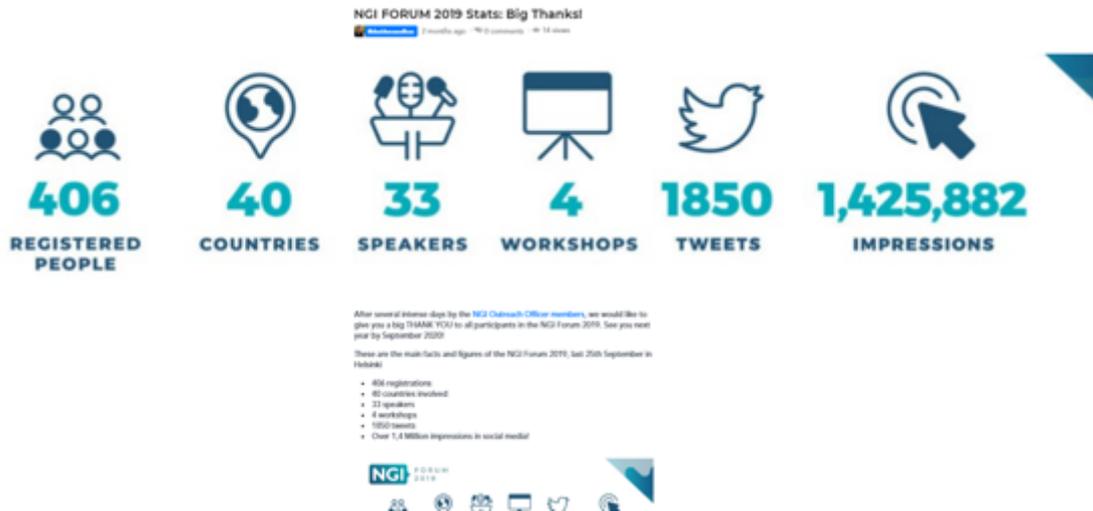


FIGURE 12: NGI ANNOUNCEMENT GIVING THANKS TO COMMUNITY MEMBERS (NGI FORUM 2019)

2.1.5 Mailing

Email campaigns have been key to acquire members for NGI Online Community. We can differentiate two types of actions regarding emails:

- **NGI Newsletter:** In 2019, 4 newsletters and 9 newsflashes have been sent out and since the community has been launched the newsletter promoted the engagement (April to December 2019).

April 2019, No. 4

☰

NGI

NGI Community / NGI/News & Events

4th Edition of NGI Newsletter (April 2019) is here

@darkkhanerflow
8 months ago
· 0 comments
· 8 views



Take a look at:
<https://mailchi.mp/0bccf9140ba5/latest-news-from-ngi-april2019>

Headlines:

- Save the date: NGI Forum 2019 – 25 September
- NGI Open Calls: Invitation to participate
- Introducing the NGI Outreach office
- Watch the latest NGI videos & webinars
- NGI at 4YFN
- Sitra guest blog: The fair data economy
- And more...including the NGI map, funding opportunities and upcoming events!

Newsletter NGI

🐦
f
✉
+ 😊 Add a reaction





July 2019, No. 5

NGI Community / NGI News & Events

NGI NEWSLETTER #5 (July 2019)

5 months ago · 0 comments · 5 views



The Newsletter #5 issue (July 2019) is here!

You can read the content here: <https://maulchi.mpr5f20e7a0ca72/latest-news-from-ngi-july2019>

Headlines

- NGI FORUM 2019
- Open Calls: NGI EXPLORERS (1st) and NGI ZERO DISCOVERY (4th)
- The NGI Community is officially launched
- NGI Map
- FORTHCOMING EVENTS: ICT Proposers Day, Future Tech Week, NGI Forum 2019, MyData 2019

NGI Newsletter

👍 🗨️ 📄 + Add a reaction

October 2019, No. 6

NGI Community / NGI News & Events

NGI NEWSLETTER #6 is OUT!

2 months ago · 0 comments · 4 views

INTERNET
INTERNET OF HUMANS

**GET FUNDED
YOUR IDEA!**

**DON'T MISS THE
NGI OPEN CALLS**



Hi NGI Community, the last Newsletter issue of NGI is out! Remarkable contents include:

- Funding for Innovation for the Next Generation Internet
- Get funded with NGI Open Calls (NGI ZERO DISCOVERY & PET, NGI TRUST, and forthcoming LEDGER Call)
- EC H2020 Open Calls (ICT 54, ICT 56, ICT 44, ICT 55 and opening soon ICT 57)
- Echoes of the NGI FORUM 2019: ...and interviews to some speakers!
- NGI Map and Upcoming events!

Read it here! <https://maulchi.mpr5f22736411/latest-news-from-ngi-oct2019>

NGI Newsletter NGI4ALL, Open Calls NGI Forum 2019

👍 🗨️ 📄 + Add a reaction



November 2019, No. 7

NGI Community / NGI/News & Events

NEWSFLASH NGI AVAILABLE: GET FUNDED YOUR IDEA!

 a month ago · 0 comments · 23 views

INTERNET
INTERNET OF HUMANS

**GET FUNDED
YOUR IDEA!**

**DON'T MISS THE
NGI OPEN CALLS**



NEWSFLASH! Funding for innovation opportunities - next deadlines are beginning of December 2019 and January 2020!
Get news on the latest videos with Francesca Bria of the DECODE project, Olivier Bringer of the EC's NGI Unit and Pia Pakarinen of Helsinki municipality.
And join the NGI Map, registering your organization!

<https://mailchi.mp/2acd5a309c99/ngi-newsflash-ngi-opencalls?e=102cbf54ef>

Newsflash NGI Open Calls NGI Forum NGI Map

- **Targeted email campaigns:** We have identified that targeted emails campaigns are a good practice when speaking about acquiring new members for the community. This action has been led by FundingBox, but partners have also sent emails to their databases inviting their contacts to join NGI Community and also participants in international events related to NGI initiative.

2.1.6 SEM (Search Engine Marketing)

Because our target is online, and they usually do some research to find something they have questions about, we need to make sure we are showing up when and where they search. AdWords⁶ campaigns are a way to gain visibility and become more relevant, which means that it is a good tool for this purpose.

FundingBox has started to process to launch the first full Social Media Campaign of the NGI Community, and a Marketing Agency has been hired to launch the programme, which is currently under launching process. The span of the Social Media Campaign is **12 months, starting mid-January 2020, and ending no later than the 31st December 2020**. It includes the following actions

⁶ **AdWords:** Google AdWords is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users.



- Planning, implementing, and managing advertising campaigns in the following platforms: Facebook, Twitter, LinkedIn, Google AdWords (Search and Display Network). The targets are the following:
 - Facebook: targeting users based on their employment status, fields of study, and interests
 - Twitter: gaining general visibility along with potential to be easily picked up by the key players in the field
 - LinkedIn: estimated higher costs per click, and fewer leads on this platform but more qualified leads overall. Targeting users based on company connections, industry and followers; job title, fields of study, member skills and interests
 - Google AdWords: Targeting user searching for terms related to funding, technology, and innovation in the six fields listed in the Brief and will display banners on sites based on users' search history and on websites that display content related to the topics.
- Designing 6 ad creatives (images and texts) and their adaptations for the platforms mentioned above.
- Creating a dashboard in Google Data Studio with daily updated data and a monthly report summarising progress.
- The campaign expects to generate 787,426 impressions and 16,461 clicks. The expected number of leads that can potentially join the community with this campaign will be determined more precisely after the first month of having it launched.

2.1.6.1 NGI Community advert

In relation to promote the NGI online community and invite potential members to join it, we have made 7 posts on the NGI Twitter channel, that count for 11,911 impressions and 185 engagement actions.

On Facebook, we have made 5 posts in the NGI page, that count for 472 impressions and 30 engagement actions.

In relation to promote the NGI community and invite potential members to join it, we have made 14 posts in the NGI LinkedIn group.

In general, **2 to 3 new members joined the community after we made these posts simultaneously in Twitter, LinkedIn and Facebook.**



FIGURE 13: POST IN THE NGI LINKEDIN GROUP INVITING MEMBERS TO JOIN NGI COMMUNITY⁷

2.1.7 Offline events

Partners have attended relevant events at a regional, national and international level to spread the word about NGI and the NGI online Community. Here, we should remark two major events: the **NGI Forum** – co-located with MyData Conference (25th Sept 2019, Helsinki) and the **Web Summit** (4-7 Nov 2019, Lisbon).

- **NGI Forum:** during the NGI Forum 2019 the NGI Community was actively promoted, including a specific banner to invite people to “Join the community” with a simple QR code that leads to the landing page here <https://community.ngi.eu/>

Considering the number of members in the community had before and after the NGI Forum, there was an increase of 7 members. However, as explained below our biggest effort to bring members to the community, considering the NGI Forum, was a previous one through the draw of free tickets to attend MyData conference. For this contest, we asked participants to the NGI Forum to register to the NGI Community in order to participate in the draw of the tickets and this was prior to the NGI Forum.



FIGURE 14: SCREENSHOT OF THE “JOIN THE COMMUNITY” BANNERS SHOWN AT NGI FORUM HELSINKI 2019

- **MyData Conference** (event to which NGI Forum was sided):

As an activity to attract new members to the community, we organized a draw offering to win three tickets for MyData Conference 2019:

<https://spaces.fundingbox.com/spaces/ngi-next-generation-internet-ngi-news-events/5d52b297edf1910864ab7687>

The activity was held within the promotion of the NGI Forum 2019. The contest was launched in August 7, when we had **133 members in the community**. **After the contest, we finished with 165 members on September 9th**.

- **Web Summit**

For the NGI **Community a specific** leaflet (screenshot below) has been elaborated and it has been distributed in Web Summit 2019 (4-7 Nov 2019, Lisbon).

Additionally, the leaflet was distributed during the [NGI initiative workshop that took place during the event on the 7th Nov 2019](#)

Considering the before and after the Web Summit, there was an increase of 4 members in the community.

⁷ <https://www.linkedin.com/feed/update/urn:li:activity:6611242392718716928>

NEXT GENERATION INTERNET
INTERNET OF HUMANS

Do you need funds and partners to build a better Internet?

The Next Generation Internet EU initiative aims at shaping a human centric Internet: useful, open, inclusive, transparent, safe, and respectful of personal data. It relies on the NGI Community where pioneers, entrepreneurs, researchers, policy makers and other innovators work together to build an Internet of Humans.

Why be part of it?

- Get funds: Millions of euros available in grants!
- Find partners: network with innovators, experts, thinkers and doers who can boost your ideas.
- Stay tuned: don't miss any news or event in your sector of activity.
- Become an NGI Ambassador: get visibility spreading your own NGI vision.

Join the NGI Community!
<https://community.ngi.eu/>

NGI The NGI Community is run by NGI4ALL project funded by the European Union's Horizon 2020 programme under the Grant Agreement no 825354

FIGURE 15: LEAFLET "JOIN THE COMMUNITY" DISTRIBUTED AT WEB SUMMIT 2019



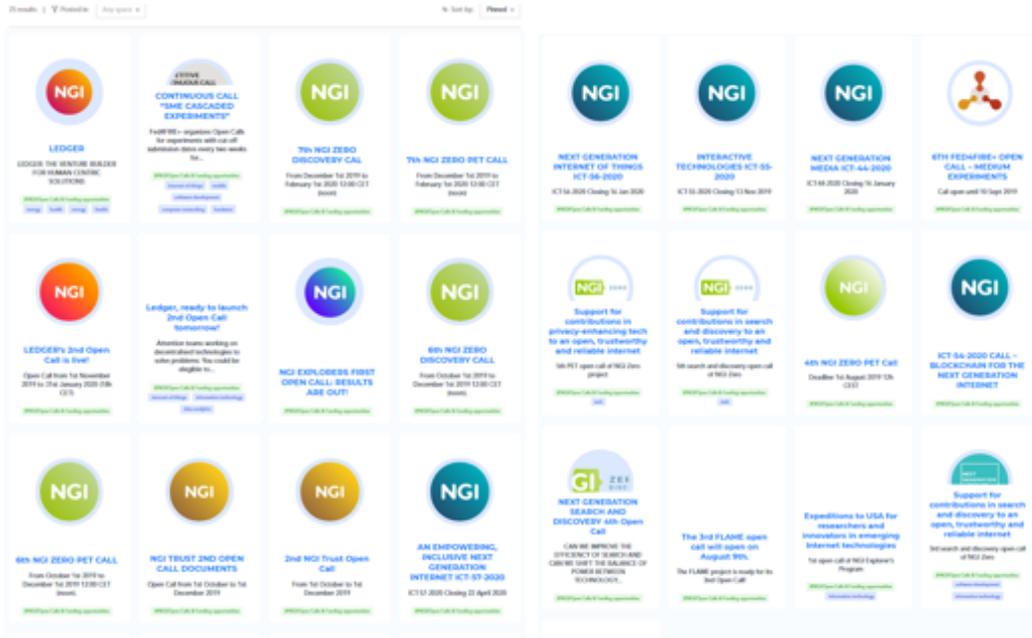


FIGURE 16: PROMOTING THE NGI COMMUNITY AT WEB SUMMIT (EU STAND AND NGI WORKSHOP)



2.1.8 Open calls

The dissemination of open calls is used as a hook to attract to attract new members to join the NGI online community. Also, to attract the press in order to publish our press releases. Actions on social media, the blog and the newsletter are carried out to promote these open calls within our network.



NGI4eu @NGI4eu · Nov 5
 Funding available for #decentralised #tech solutions including #blockchain through @LedgerEu to join its #VentureBuilder deadline 31 Jan 2020 @DSMeu @EU_Commission EU_H2020 @Horizon2020_ICT @ViolaRoberto @PODcloudEU @NetTechEU #digitalsinglemarket buff.ly/2WRceOE



NGI4eu @NGI4eu · Nov 4
 Interested in submitting a proposal to the @NGITrust 2nd #OpenCall? Up to 200,000 euro in #funding available. Join us for a #Webinar TODAY 12:30-14:00 CET. Register via: buff.ly/2WH8fVcR



NGI Next Generation Internet - NGI
November 6 · 🌐

Webinar by NGI Trust for researchers and innovators interested in the Open Call with up to EUR200k to develop and test privacy and trust enhancing technologies for the next generation internet - if you missed it you can watch it here:

NGI.EU
NGI Trust 2nd open call webinar
The NGI_Trust consortium organised on 4 November a first webinar for...

NGI Next Generation Internet - NGI
July 10 · 🌐

NGI.EU
NGI Explorers - 1st OPEN CALL
Expeditions for explorers NGI Explorers Program is looking for Europe's T...

NGI Next Generation Internet - NGI
January 28 · 🌐

Deadline this Friday! Two of our Open Calls close this Friday. Get your proposals in ASAP for these fantastic funding opportunities in Next Generation Search & Discovery and Privacy & Trust Enhancing Technologies. Read more here: <https://www.ngi.eu/opencalls/>





FIGURE 17: SCREENSHOT OF OPEN CALLS ANNOUNCEMENT IN SOCIAL MEDIA



2.2 ACTIVATION - CONVERT

2.2.1 Landing pages - Forms

To convert outcomers into leads it is very important to create attractive landing pages with appealing information about the NGI online community (easy to read, understand and navigate): clear concept message, reasons to join the community, images and call to action button in order to motivate newcomers to join the community. **A lead would be someone that visits the platform and could potentially sign up because of its interests and/or profile. Once signed up, it would be a member.**

In order for leads to become members, they can fill out a form and submit their information.

This is NGI Online Community microsite: <https://community.ngi.eu/>, that includes also an access to the Ambassadors Programme information. The registration process is easy and intuitive, but we haven't implemented the possibility to sign in with Facebook and/or LinkedIn.

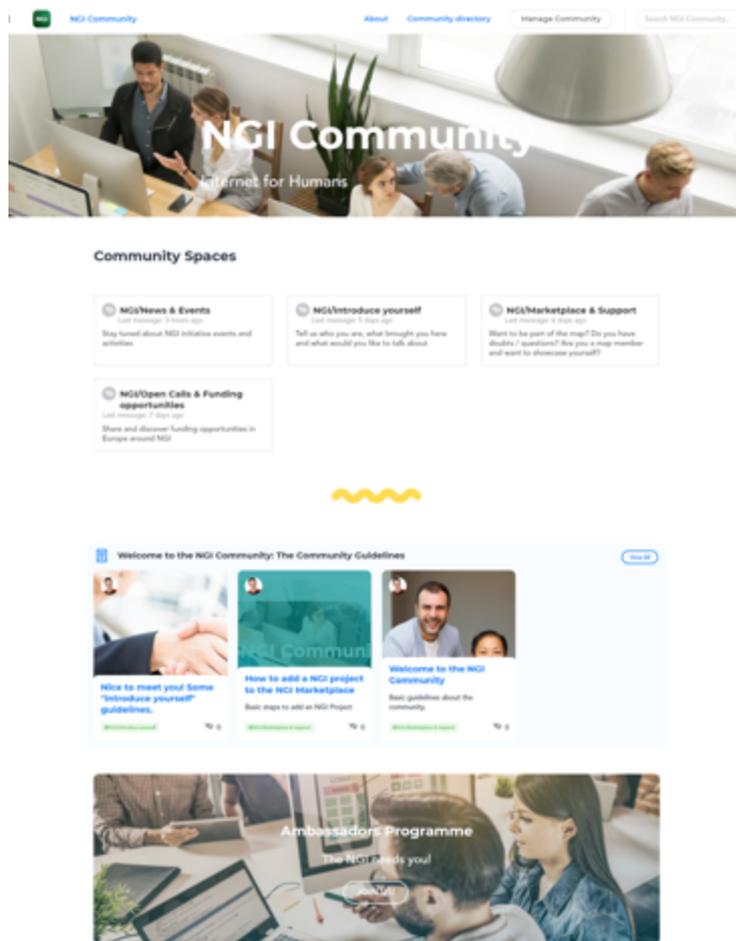


FIGURE 18: SCREENSHOTS OF NGI COMMUNITY LANDING PAGE

2.2.2 Call to action

To convert the visitors and increase the possibilities for them to join the community, it is very important to have attractive and very visible call to action buttons to subscribe to the newsletter and join the community. Both NGI portal and NGI Online Community microsite contain buttons inviting to join the community.

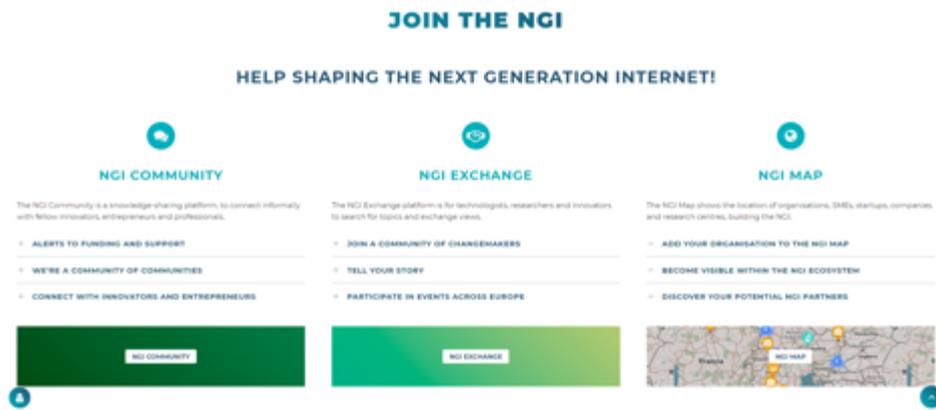


FIGURE 19: NGI PORTAL BUTTONS INVITING TO JOIN THE COMMUNITY (NGI PORTAL)

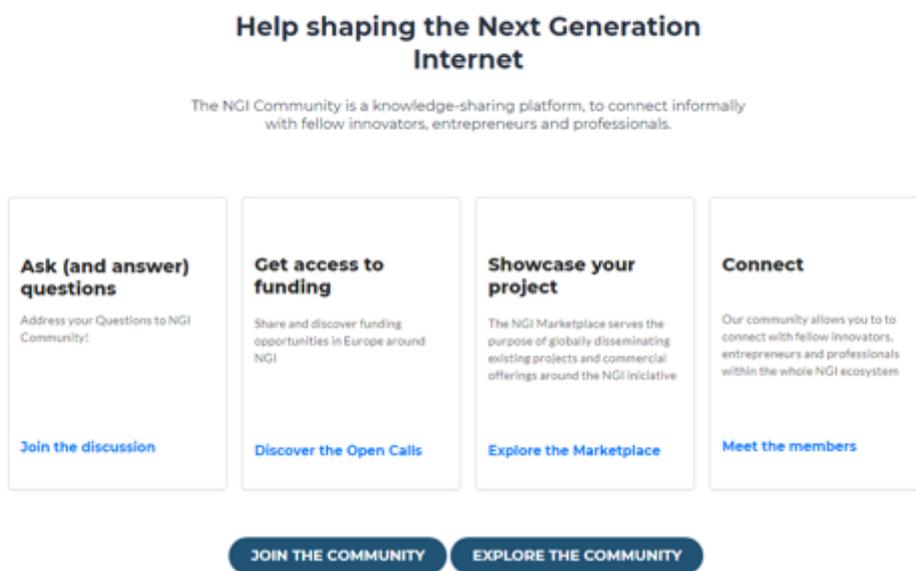


FIGURE 20: NGI BUTTONS INVITING TO JOIN THE COMMUNITY (NGI COMMUNITY LANDING PAGE)

2.2.3 Mailing - Contacts

All the contact having agreed in receiving NGI communications will receive targeted information depending on their interests. Having all the data in one place helps to make sense of every interaction you’ve had with your contacts and optimize your future interactions to more effectively attract, convert, close, and delight your ideal members. **We have 323 community members and 170 subscribers to the newsletter.** Moreover, we also have lists of emails of leads gathered having shown their interest in NGI activities. Additionally, when attending events post contact e-mails are regularly sent⁸.

⁸ All gathered e-mail contacts through the different sources mentioned above (community members, newsletter subscribers, direct contacts from project partners and e-mails gathered at events) are requested through sign-up / subscription forms and direct contacts to give their consent to receive such e-mails in compliance with GDPR rules.



Hi!

I am [David Seoane](#), Project Manager of [NGI4ALL](#) & [IMPACT Connected Car](#) at [FundingBox](#). I hope you enjoyed the **Web Summit** and have already recovered from it! ;) I really enjoyed talking to you and as promised, here is my follow up email.

[FundingBox](#) is the go-to platform for digital disruptors to **win equity free funding opportunities in a simple and personalised way**. It is also a place to **join tech communities** where entrepreneurs can meet, interact and collaborate. For that we have created [Spaces](#), a new kind of hybrid between Slack and LinkedIn **where fresh networking happens**.

[SIGN UP TO SPACES](#)



Myself at European Commission booth showcasing some of the funding opportunities and communities offered by FundingBox.

Moreover, FundingBox is also the EU leader in the number of projects and funding offered, but we are not the only ones. I provide to you with **several links that might be useful** for you:

- The [information about funding opportunities and Open Calls](#) (not only from FundingBox);
- The [FundingBox projects list](#) (we currently have more than 26 projects in specific verticals like AI, blockchain, circular economy, mobility etc.);
- Last but not least, I was mainly attending the Web Summit to disseminate the [Next Generation Internet Community](#), which is one of the projects that we have recently joined and we are in charge of managing the community. This is an umbrella initiative under which several projects on "internet of humans" technologies (AI, blockchain, machine learning, etc...) are offering specific cascade funding opportunities.

I hope to see you doing some fresh networking on [Spaces](#) and I am looking forward to hearing back from you soon! Please do not hesitate to contact me if you have any doubt or want to talk about anything further!

Best,
David

--

David Seoane,
Project Manager at NGI4ALL & IMPACT Connected Car

FIGURE 21: POST E-MAIL EVENT INVITING TO JOIN NGI COMMUNITY (WEB SUMMIT 2019)

2.2.4 Remarketing / Retargeting⁹

Remarketing campaigns are used to convert the target that already knows NGI, but hasn't converted yet, which means they are not members yet. The main tools to do remarketing are mailing, social networks and AdWords.

As described in Section 2.1.6 SEM (Search Engine Marketing), FundingBox has started to process to launch the first full Social Media Campaign of the NGI Community, and a Marketing Agency has been subcontracted to launch the programme. This is a planned activity in order to provide more visibility to the community out of its organic ecosystem. The campaign will be launched by mid-January and results will be visible after 6 weeks of launch

2.2.5 Helpdesk

The helpdesk can be used as a call to action to invite members to join the community in the form of a pop-up message when the visitor first arrives to the website. This way, they would see the message and the invitation to join the community, increasing the chances of getting new members. NGI portal, as such does not contain a Helpdesk, but the NGI Community includes a Support Space that is used as a call to action to join the community when its content is publicly shared, since sign-up is not required to access to its contents.

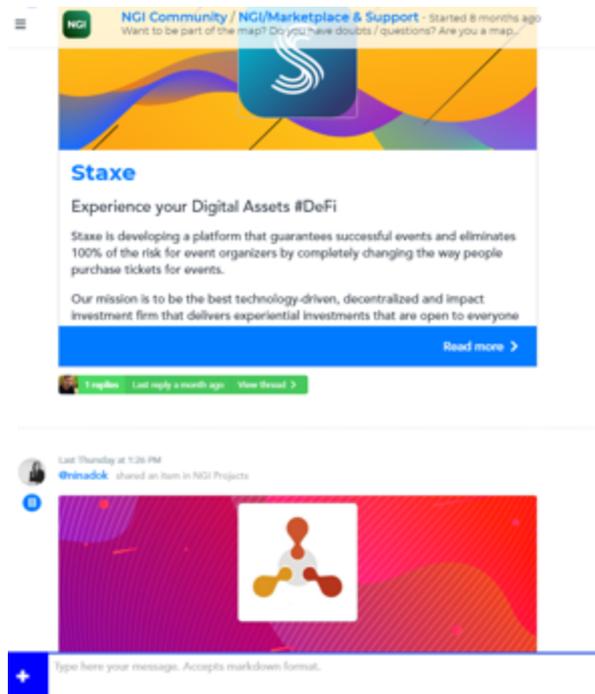


FIGURE 22: HELPDESK CENTER INSIDE NGI COMMUNITY AS MARKETPLACE&SUPPORT SPACE

⁹ Remarketing: Remarketing shows ads to people who've visited your website or used your mobile app. When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads across their different devices.

2.2.6 Workflows

It is a key point in any growth hacking strategy to study where the traffic comes from to understand the performance of the actions and campaigns to improve the results. This means that the actions or platforms that are driving traffic to the NGI online community and attract new members would be discovered, to focus the growth hacking efforts on them, while rejecting those which are not being effective. For this purpose, it is necessary to use some analytics tools, such as MixPanel, Google Analytics and FundingBox Gear. After analysing the data and the impact of the actions, we can confirm the email targeted campaigns and Display and Search AdWords campaigns are crucial to acquire members. These campaigns allow us to reach potential members that we would not be able to reach organically within the already created NGI ecosystem. We also keep track of all the actions and its impact in the NGI reporting spreadsheet, where all partners contribute reporting their actions.

2.3 RETENTION - DELIGHT

If a visitor has converted, now he is a **lead**, but in this phase, it is important to **delight the new member of the community to retain** him/her and make him come back to be an active member. That is why it is crucial to offer added value in the community, a hook that keeps the interest of the new member, so he becomes an **active user** on a regular basis:

2.3.1 Mailing

To make sure we retain members, we plan to onboard them through an email process consisting on the three following emails:

1. **Welcome email.** To introduce the NGI Community and the different options it presents.
2. **Second email 3 days.** A motivation to introduce oneself to the community and complete the community profile.
3. **Third email 7 days after joining.** An invitation to visit regularly the community.

We are also welcoming new members every Friday, with an announcement within the community. Not emailing exactly, but an action serving the same purpose.

2.3.2 Surveys

Following the previous action about an email onboarding process, we planned to send a survey to the community members to get feedback about their user experience and the content provided. This will be produced in April 2020.

2.3.3 Content

The content is the key added value of this community, the main hook that keeps a member interested in login to the community again. In order to make members come back to become an active user, we have shared the following contents, that mean the structure of the community spaces:

- [News and Events](#)
- [Open Calls and Funding Opportunities](#)
- [Introduce yourself](#)
- [Marketplace and Support](#)



On the other side, a specific **Community Guidelines collection** to support newcomers to the NGI Community on their on-boarding process has been created: <https://fundingbox.com/c/ngi-next-generation-internet/collections/ngi-next-generation-internet-community-guidelines>

Additionally, we expect to start to organise **Webinars and Q&A sessions** on a regular basis, namely with our confirmed Ambassadors. Indeed, we expect to organise the first one with **Alex Puig on Digital Sovereignty in January 2020**.

2.3.4 Social Monitoring

Social media networks (mainly LinkedIn and Twitter) have been used to share content, interact with our users and get feedback, as previously explained in this document in the section 2.1. Acquisition - Attract.

2.4 REFERRAL

Last, but not least, the referral phase. If all the previous steps have been done successfully, the members of the community should be the ones making the community grow organically by inviting their peers, but to encourage this, it is necessary to facilitate this task and to incentivise them through some actions. From the product side, a button will be implemented to invite friends to join the community, but this hasn't been done yet.

Moreover, we plan to give some incentives for the most active members, such as free consulting/training hours or feature them in our community. However, we have focused on gathering ambassadors who have joined our community (See section 2.1.3 above).

On the other side, some specific actions to invite people to join the community and getting free tickets to events have been done and will continue in the future (i.e. MyData Conference 2019, see Section 2.1.8 above).

2.5 GOALS

The main goal is to get **~15,000 members in the NGI online community**¹⁰ by the end of the project (December 2021), including 30 influencers engaged as ambassadors. Up to now we have got **323 members** (23.12.2019). The community was officially launched on July 2, this year. There were different technical aspects to coordinate with NGI website, so that the joining process was smooth for any potential member. In this way, the community has been active for less than six months and many actions of the growth hacking plan, are just start to take form and regularity. Once, regular activities are set, the traction effect will increase and bring more members to the community.

Moreover, for each action developed during the growth hacking action plan, there will be some targets to reach agreed with the partner in charge of the task.

¹⁰ In the date of delivery of this document (Dec 2019), the partners have agreed to submit an amendment reviewing several KPIs. Concerning community members, a proposal to modify this KPI by renaming it to "Number of actors interacting in with the NGI Community" (instead of sign-ups) and its value increase to 20.000 will be submitted. In terms of specific sign-ups, a new KPI value will be proposed: 2400.

2.6 TARGETS

The aim of this growth hacking plan is to get a dynamic online community filled with different profiles, which means a variety of targets to reach. We can consider two groups of targets:

- **First wave:** Startups, SMEs and midcaps, RTOs (competence centres and technology institutes), **NGI RIAs and CSAs**, regions, European networks (e.g. Enterprise Europe), national/regional platforms, **aggregators of SMEs** (clusters at regional level, associations, tech parks, chambers of commerce), corporates, IT facilitators, researchers, **SMEs who participated in previous open calls, early adopters club members, and influencers** (ambassadors, people creating content for the community).
- **Second wave:** Investors, training providers and funding experts.

Before the official launch of the community with the PR campaign, we sent emails to **the three main targets** (see D3.1) that have become early adopters to form a pilot community, that is why we have adapted the message we send them, differentiating three campaigns and collaborations:

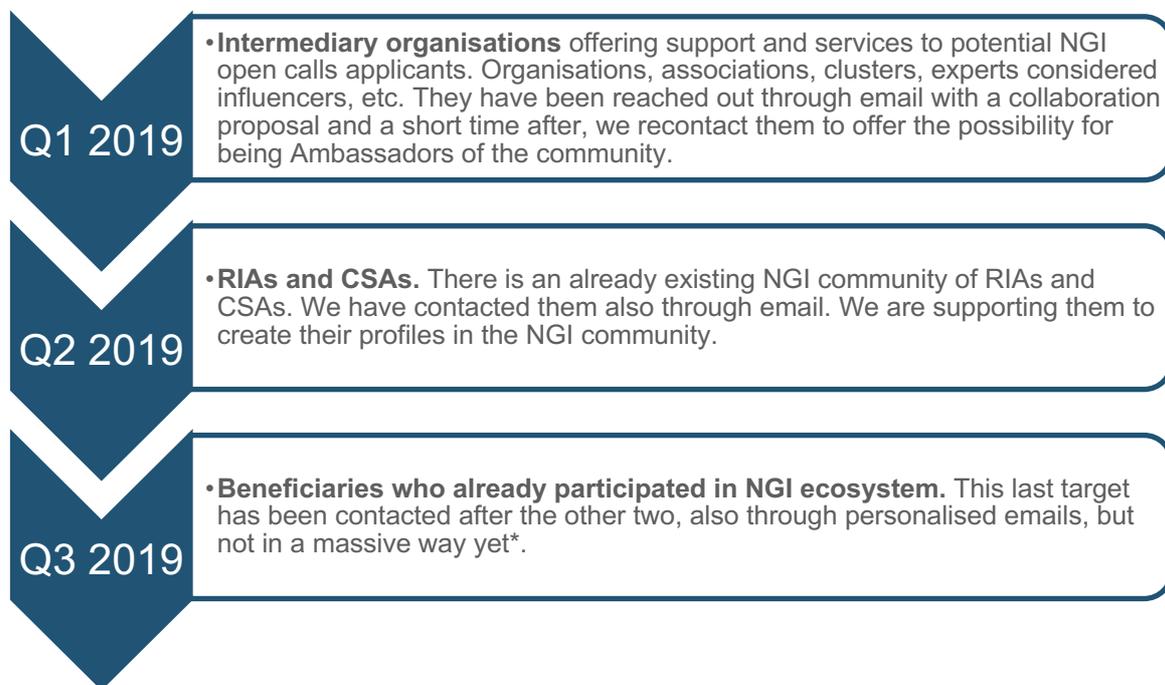


FIGURE 23: TARGET AUDIENCE CAMPAIGNS

These three targets are now exclusive members or early adopters (i.e. first users) that started to build the NGI online community. We have been helping them filling their profiles. We plan to keep onboarding new members coming from the 3 targets mentioned in the figure above, namely ***beneficiaries who already participated in the NGI ecosystem (i.e. sub-grantees)** that have **not been massively activated yet**, since intermediary contacts with the supporting RIAs are taking more time than expected. Additionally, we also plan to get investors, influencers (i.e. Ambassadors Programme members mainly) and training providers as following steps.

2.7 METRICS AND KPIS

Every growth hacking plan has certain metrics and Key Performance Indicators (KPIs) to prove the success of the actions and campaigns done to achieve the objectives. During all the funnel of the growth hacking plan, three main analytics tools (Google Analytics, MixPanel and FundingBox Gear) have been used to track where the traffic is coming from and how the actions and campaigns to attract users are performing.

According to this, the main KPIs of this growth hacking plan is the community members, but there are some other indicators taken into consideration as well. Below there is a table with the KPIs and targets to reach in this growth hacking plan until the end of December 2021:

KPI	Target	Achieved*
Community Members	15.000 ¹¹	323
Daily Active Users (DAU), Weekly Active Users (WAU) and/or Monthly Active Users (MAU) ¹²	15% DAU	21% DAU
Churn ¹³	<50%	--
CPA ¹⁴	€2.22 per user	--
Leads	490	--
Impressions/Reach	3.333.912 from paid campaigns	--

TABLE 1 : KPIS AND TARGETS

The KPIs concerning **Churn**, **CPA**, **Leads** and **Impressions/Reach** will be duly reported once the social media campaign of the NGI Community will be officially launched, since as described in Section 2.1.6 SEM (Search Engine Marketing), this campaign is currently under launching process and will last until **Dec 2020, which is the expected date of delivery of the next version of this report (D3.3)**.

¹¹ In the date of delivery of this document (Dec 2019), the partners have agreed to submit an amendment reviewing several KPIs. Concerning community members, a proposal to modify this KPI by renaming it to "Number of actors interacting in with the NGI Community" (instead of sign-ups) and its value increase to 20.000 will be submitted. In terms of specific sign-ups, a new KPI value will be proposed: 2400.

¹² Daily, Weekly or Monthly Active Users (DAU, WAU, MAU), refer to unique amount of users who are "active" within a given amount of time. "Active" users mean among others: "signed-up" or any other "interactions" like comment or post.

¹³ **Churn:** The churn rate is a measure of the number of individuals or items moving out of a collective group over a specific period. It is one of two primary factors that determine the steady-state level of customers a business will support. Churn rate is an important input into customer lifetime value modelling, and can be part of a simulator used to measure return on marketing investment using marketing mix modelling.

¹⁴ **CPA:** Cost per acquisition (CPA), also known as "Cost per action" or pay per acquisition (PPA) and cost per conversion, is an online advertising pricing model where the advertiser pays for a specified acquisition - for example a sale, click or form submit (e.g., contact request, newsletter sign up, registration etc.). In the case of the NGI online community, for member to join it.

2.8 NEXT STEPS

In the future, in order to keep populating NGI Online Community and to make it vibrant and active engaging members we plan to do the following actions according to the growth hacking funnel: Table 2 : NEXT STEPS ACTION PLAN

Stage	Action	Description	Responsible	Status
Acquisition	PR Campaign	Prepare two press releases: one about the ambassadors' program and one about the community.	FBOX;	DONE
		Translate the PR to the languages of the key countries (Belgium, Switzerland, Spain, Denmark, Poland, etc.).	ALL	DONE
		Use the general NGI media kit with logos, images, etc. for the community.	FBOX	DONE
		Make use of NGI available flyers and merchandising and specifically prepare NGI Community Platform materials.	FBOX	DONE
		NGI available YouTube channel videos spread in the community.	FBOX	DONE
	Branded Content/Banners	Create a list with specialized media relevant to NGI Initiative and related technologies (newspapers, magazines, blogs).	ALL	ONGOING
		Negotiate sponsored article prices or cross promotion partnership.		
		Create banners for social media and web		
	Influencers & Ambassadors Outreach	Work with a list of relevant influencers and Ambassadors around NGI with a community of followers on social media (Twitter and LinkedIn) - FBOX.	FBOX	ONGOING
		Reach out to them on social media sharing an article about them/their job posted in our blog - FBOX.		
		Reach out to them on social media inviting them to check NGI - FBOX.		
	Blog	Use our blog as cross promotion platform for others (RIAs, CSAs, corporates, SMEs and mid-caps, other specialized blogs, etc.) to publish their content in exchange of them promoting NGI on theirs - this partnership can include posts on social media and promotion in the newsletter.	ALL	ONGOING
		PRs can be content for the blog.		
		NGI educational content.		
	Mailing	Promotion in NGI initiative partners newsletter and databases.	ALL	ONGOING
		Personalised emails to RIAs and CSAs (create profile and register), RTOs, researches and SMEs who participated in previous NGI open calls as first target to join our community.		
		List of contacts (key players list, influencers, etc.).		
		Newsletter - MARTEL.		



Stage	Action	Description	Responsible	Status
	SEM	AdWords campaigns (mkt agency).	FBOX	ONGOING
	Social Media	Organic content: work on a social media plan - TIPIK.	FBOX	ONGOING
		Paid Social: LinkedIn campaigns - Twitter.		
	Offline events	Create a list of relevant events (international, national and regional).	ALL	ONGOING
		Prepare flyers and merchandising to distribute them to attendees and in the venues.		
		Gather contacts in those events to create databases.		
		Send them personalised follow up emails about NGI open calls and community through SendGrid.		
	Info sessions -slots in other events for SMEs.			
Activation	Landing Pages Forms	Attractive landing pages with clear information about NGI (easy to read, understand and navigate): text, images, call to action button.	FBOX	DONE
		Highlight the added value of NGI community with an appealing message.		
		Write reasons to join the community to motivate new members to join.		
		Include testimonials on our website to build trust and relevance (previous beneficiaries of the program, success stories, someone from the EC, etc.).		
		Easy and intuitive registration/application process - fast and as few steps as possible.		
		Community: possibility to register through LinkedIn, Facebook.		
	Calls to Action	Buttons to subscribe to a newsletter, join the community, apply for an open call. Hello bar, Pop ups, AB Testing, E. g.: Message inviting to join the community on the helpdesk.	FBOX	DONE
	Mailing contacts	Gather all the contacts converted and organise them in lists (newsletter, community, applicants).	FBOX	DONE
	Remarketing	Remarketing campaigns.	FBOX	ONGOING
		Remarketing tags on the website.		
Help Desk	Use the helpdesk as a call to action to invite members to join the community.	FBOX	DONE	
Workflows	Study where the traffic comes from to understand the performance of the actions and campaigns to improve the results. Analytics tools: MixPanel, Google Analytics, FBOX Gear.	FBOX	ONGOING	
	Feature most active members in our community, newsletter, social media for them to gain visibility. Ambassadors NGI, profile interviews to share on social media. Ambassador profile in the community microsite.			



Stage	Action	Description	Responsible	Status
		Launch of contests: the member who invites more friends gets a prize.		
Retention	Mailing	Smart/personalised calls to action like specific offers for specific users: open calls, webinars and Q&As with influencers, etc.	FBOX	DONE
		Email onboarding strategy.		
		Personalised calls to action to the most relevant and active users.		
	Surveys	Survey emails sent to the community members to get feedback about their user experience and the content provided.	FBOX	ONGOING
	Content (Key Added Value)	Funding readiness (open calls).	FBOX	DONE
		Market events - highlight those we are attending to network.		
		Webinars, Q&A sessions from leading agents, curators and influencers digital transformation evangelizers.		
		Offer and demand main platform of the NGI ecosystem in Europe (matchmaking based on tags).		
		RIAs, CSAs, and success stories, technologies.		
		Helpdesk. Policy.		
Social Monitoring	Use social media networks (LinkedIn, Twitter and Facebook) to share content, interact with our users and get feedback.	FBOX	ONGOING	
	Use these interactions for reshaping social media content.			
Referral	Product	Button to invite friends from inside the community to grow organically.	FBOX	DONE
	Incentives	Close partnerships with accelerators, corporates, experts, etc., to offer free consulting/training to the most active members.	FBOX	ONGOING
		Feature most active members in our community, newsletter, social media for them to gain visibility. Ambassadors NGI, profile interviews to share on social media. Ambassador profile in the community microsite.		
		Launch of contests: the member who invites more friends gets a prize.		

TABLE 3 : NEXT STEPS ACTION PLAN



3 CONCLUSIONS

The NGI Community Platform was officially launched in July 2019 aiming to grow the NGI ecosystem, to promote the NGI to newcomers, and to connect to a large community of outsiders interested in funding opportunities to help realising the human-centric vision of the internet of tomorrow.

To make it grow fast and be active and vibrant, it has been decided to implement a growth hacking strategy following the growth hacking funnel (acquisition, attraction, retention and referral), and at the same time, integrating the inbound marketing methodology phases (attract, convert, close, delight), putting the focus on relevant content and exclusive activities such as webinars and Q&As to offer added value.

Several actions and campaigns have been carried out according to those methodologies during six months (July-December 2019) as it has been explained in this document, and after deeply analysing them, we have detected some best practices and weaknesses.

3.1. BEST PRACTICES

To acquire users what works the best is very direct actions with personalised messages for NGI different targets. In this sense, we have identified **email campaigns**, especially the targeted ones, and we expect that AdWords campaigns (Search and Display), once launched, to be the best performing activities.

Regarding content marketing, it is very positive to develop a strong PR strategy to be present in the media and position NGI as a brand. A PR strategy reinforced with an engaging presence on social media (Twitter and LinkedIn) and a blog with exclusive content also helps to position NGI brand as a valuable expert. The content marketing actions are more related to create awareness rather than to bring direct traffic to the community, but still, it is a good practice.

Moreover, attending events is also crucial to spread the word about NGI and reach our target face-to-face. This action is also good to acquire new leads and follow up discussions after events in the community. As explained before, good results in terms of new members joining the community came along with the contest to win free tickets to attend MyData 2019. This type of activity is really recommended to create awareness and more visibility for the community.

To invigorate and engage members to share content in the community, from FundingBox we have observed that Q&A sessions are very interesting and they are useful not just to create exclusive content, but also to acquire new members. As described above it is expected to organise the first Q&A Session with our first confirmed Ambassador in January 2020.



3.2. WEAKNESSES AND CHALLENGES

The main challenge when speaking about NGI Community is to engage the members and make them active. It is hard to get them to share their experiences and speak about their projects. However, we do see that they read the content we post, and we do get reactions and comments from their views. So far, we have made 198 posts in the community, and have got 116 actions of engagement to them.

In order to increase engagement, spaces that foster discussion, sharing of experiences and best practices, along with moderation, will be implemented.

Also, a push to the Ambassadors Programme, with more engagement and activation actions of the confirmed ambassadors, will be done, including more regular Q&A / Webinar sessions. Indeed, the first one expected by the end of January 2020.

Another difficulty we have faced is that all this growth hacking plan has **not started to do it organically**, something that we expect to happen with the **launching of the AdWords campaign**.

As we have mentioned, **email targeted campaigns** can also be identified as a best practice to bring members to the community. However, legal requirements of the **GDPR have slowed us down when acquiring members**.

As a conclusion, we want to remark that during these six months since we launched NGI Online Community we have **focused on acquiring members and creating content**. After detecting the strong and weak parts of our growth hacking strategy, we are going to put our efforts on **keep onboarding new members**, but paying **special attention to the engagement and retention**, in order to make NGI Community Platform a thrilling and vibrant place for the Next Generation Internet initiative ecosystem.

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