

Проектът е съфинансиран от Европейския фонд за развитие (ЕФРР) и от националните фондове на страните, участващи в Програмата за сътрудничество Interreg V-A „Гърция-България 2014-2020“

REPORT

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On the Execution of Contract No. 3/20.09.21 for Service Provision with Annexes: Annex No. 1/29.03.2023 and Annex No. 2/20.04.2023

INTRODUCTION

This document reports on the services performed by “Promola” Ltd., UIC 202836925, VAT ID BG202836925, represented by Lora Aram Sarkisyan, as commissioned by the Regional Tourism Association “Rhodopes,” BULSTAT 120547825, represented by Panteley Stoyanov Memtsov, pursuant to Contract No. 3/20.09.21 and its annexes—Annex No. 1/29.03.2023 and Annex No. 2/20.04.2023.

The contract and its annexes were concluded for the implementation of the project “RE-thinking MICROcredit as a tool to support SMEs and boost LOCAL economies” (Acronym: Remicro Local), funded under the INTERREG V-A Greece-Bulgaria 2014-2020 Cross-Border Cooperation Programme through the European Regional Development Fund and national co-financing from the two partnering countries. The project is implemented by the Regional Tourism Association “Rhodopes” as a project partner.

The report covers the execution of the following contracted services, divided into three distinct components:

1. Promotion of the project on social media, including the project website, through 6 Facebook posts, 3 Google advertisements, and banner advertisements on 2 regional websites with high traffic.
2. Communication activities: Printing 1,000 informational leaflets for the project, creating a vinyl banner, preparing and distributing 6 thematic newsletters, and publishing two articles about the project in regional print media.
3. Organizing the official opening and presentation of the project “RE-thinking MICROcredit as a tool to support SMEs and boost LOCAL economies.”

1. EXECUTION OF SERVICES UNDER COMPONENT 1

Promotion of the Project on Social Media, Including the Project Website

1.1 Facebook Posts

As per the assignment: 6 (six) Facebook posts

Проектът е съфинансиран от Европейския фонд за развитие (ЕФРР) и от националните фондове на страните, участващи в Програмата за сътрудничество Interreg V-A „Гърция-България 2014-2020“

The posts were created by the contractor to:

- Promote the project's objectives and disseminate news about its achievements;
- Attract interest in events organized by RTA “Rhodopes” under the project;
- Increase awareness of the goals of the INTERREG V-A Greece-Bulgaria 2014-2020 Programme.

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All posts were created following a standardized procedure:

- The contractor coordinated the topic with the project manager and communication manager;
- The contractor drafted the texts and proposed visualizations—photos from project events, project graphic materials, or, if necessary, other illustrations from freely available online sources;
- The client edited and approved the final version of the posts;
- The client published the posts on the RTA “Rhodopes” Facebook page, from where they were shared at the initiative of the lead partner, Business and Cultural Development Center – Thessaloniki, on the RTA “Rhodopes” Facebook page and/or shared by the contractor on other pages.

All posts were accompanied by illustrations and hashtags linking the publication to the project's themes, such as #smallbusiness, #interreggreecebulgaria, #remicroLOCAL, #EUproject, #businessseminars, #training, #euseminars, #tourismseminars, among others.

Out of a total of 9 (nine) Facebook posts drafted and submitted by the contractor, 6 (six) were prepared in identical texts in Bulgarian and English, 6 (six) were published by the client on the RTA “Rhodopes” Facebook page, 1 (one) was shared by the lead partner on the project's Facebook page, and 6 (six) were shared by the contractor on other pages.

Below is a list of the themes, languages, publication dates, and sharing details of the Facebook posts:

- **Post 1:** Official approval of the new INTERREG VI-A Greece-Bulgaria 2021-2027 Programme, drafted by the contractor in Bulgarian, published on the RTA “Rhodopes” Facebook page in Bulgarian on 16.01.2023;
- **Post 2:** Business consultations under the project, drafted by the contractor in Bulgarian, published on the RTA “Rhodopes” Facebook page in Bulgarian on 16.01.2023;
- **Post 3:** Consultations on financing and startup funding, drafted by the contractor in Bulgarian, published on the RTA “Rhodopes” Facebook page in Bulgarian on 03.02.2023, shared on the Remicro Local project Facebook page in English on 03.02.2023, shared on the contractor's personal profile on 03.02.2023, shared by the contractor in the Erasmus+Bulgaria Projects Facebook group on 27.02.2023, and in the “News from Smolyan and the Rhodopes” group on 27.02.2023;

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- **Post 4:** Announcement of the project's informational newsletter issued by RTA “Rhodopes,” drafted in Bulgarian and English, published on the RTA “Rhodopes” Facebook page in Bulgarian on 06.02.2023, shared on the contractor's personal profile on 06.02.2023;
- **Post 5:** Training materials in 6 thematic areas, drafted in Bulgarian and English, published on the RTA “Rhodopes” Facebook page in Bulgarian on 08.02.2023, shared on the contractor's personal profile on 08.02.2023;
- **Facebook Post 7:** Project banners in the online publications Otvuk.bg – Smolyan and Blagoevgrad.news, drafted and provided to the client in Bulgarian and English;
- **Facebook Post 8:** Two online seminars under the project, drafted and provided to the client in Bulgarian and English;
- **Facebook Post 9:** Upcoming seminar and partner meeting, drafted and provided to the client in Bulgarian.

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Appendix 1

1.2 Google Advertisements

As per the assignment: 3 (three) Google advertisements

The concept for the advertisements was presented in advance by the contractor and approved by the client.

Following the client's approval of the concept, the Google advertising campaign with 3 advertisements, as per the assignment, was implemented with the following parameters:

- Campaign start date: 06.06.2023
- Campaign end date: 09.07.2023
- Campaign type: Smart*
- Three (3) text advertisements with multiple variations were created
- Landing page: <https://remicrolocal.eu/index.php/bg/theprojectbg/>
- Networks used for displaying the advertisements: Google Search Network, search network partners, YouTube, Gmail
- Optimization: Prioritizing the most effective advertisements
- Regions where the advertisements were displayed: Aligning with the Bulgarian regions of the Greece-Bulgaria cross-border area where the Remicro Local project operates: Blagoevgrad, Smolyan, Haskovo, Kardzhali
- Campaign results by region – summarized in the table below:

Region	Impressions	Clicks
Blagoevgrad	117,049	1,062

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Region	Impressions	Clicks
Smolyan	28,736	260
Haskovo	22,497	264
Kardzhali	14,958	219

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Explanation of the Choice of Campaign Type

The Google Ads Smart Campaign is an automated approach to managing advertising campaigns that utilizes machine learning and algorithms to optimize performance and results. This functionality is designed to streamline the advertising process and assist advertisers in reaching the appropriate audience while achieving their business objectives. It has the following characteristics:

1. **Automated Targeting and Segmentation:** The Google Ads system uses data from various sources, such as search history, user behavior, and preferences, to direct advertisements to the appropriate audience. This includes targeting users with similar interests, demographics, or online behavior.
2. **Automated Optimization of Key Performance Indicators:** The Smart Campaign automatically optimizes various key performance metrics, such as cost per click (CPC), cost per conversion (CPA), or cost per thousand impressions (CPM). The system employs machine learning and algorithms to predict and optimize campaign settings in real time to achieve maximum results.
3. **Dynamic Content:** The Smart Campaign can create and personalize advertising content based on user data and preferences. This means the system can modify texts, headlines, images, or other advertisement elements to tailor them to specific users, increasing the likelihood of successful conversions.
4. **Automated Measurement and Analysis of Results:** The Smart Campaign provides detailed data and reports on advertisement performance. Key metrics such as impressions, clicks, conversions, and return on investment (ROI) can be monitored to evaluate the campaign's success and make informed decisions.
5. **Automated Channel Expansion:** The Smart Campaign can automatically extend advertisements to various channels, such as websites, mobile applications, YouTube, or Gmail. This enables advertisers to reach a broader audience and enhance the reach and visibility of their advertisements.

The Google Ads Smart Campaign offers advertisers a more automated and efficient method for managing advertising campaigns. It leverages advanced technologies and algorithms to optimize advertising processes and achieve the best possible results for the campaign.

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1.3 Banner Advertising

As per the assignment: Banner advertising on 2 regional websites with high traffic
For the publication of the banner, two news websites with significant popularity in their respective regions, Smolyan and Blagoevgrad, were selected. The choice of these two regions (out of the four Bulgarian regions in the Greece-Bulgaria cross-border area) is justified by the fact that RTA “Rhodopes,” as a partner in the Remicro Local project, provides project services in Smolyan and Blagoevgrad.

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The banner was pre-approved by the client. Clicking on the banner links to the following address: <https://remicrolocal.eu/index.php/bg/home-bg/>

- On the website Otvuk.bg (www.otzvuk.bg), the banner was published in the last position on the homepage sidebar, with dimensions of 336 x 490 pixels, without rotation, for the period from 10.02.2023 to 10.08.2023 without interruption.
- On the website Blagoevgrad.news (<https://blagoevgrad-news.com>), the banner was published in the second position on the homepage, with dimensions of 300 x 250 pixels, without rotation, for the period from 20.02.2023 to 19.05.2023 without interruption.

2. EXECUTION OF SERVICES UNDER COMPONENT 2

Communication Activities

2.1 Printing of Informational Leaflets for the Project

As per the assignment: Print run of 1,000 copies

The informational leaflet for the project was created by the lead partner of the Remicro Local project in English.

The contractor performed the following activities:

- Translated the leaflet text into Bulgarian;
- Coordinated, edited, and obtained approval from the client;
- Printed a run of 1,000 copies in full color based on the lead partner's design;
- Delivered the entire print run to the client during the project's opening event on 14 October 2021 in Smolyan.

2.2 Banner

As per the assignment: 1 roll-up vinyl banner

The banner was designed by the lead partner of the Remicro Local project. The contractor produced the banner according to the following specifications: one vinyl banner with eyelets in all four corners, dimensions of 2 meters in height and 1 meter in width, printed in full color.

The banner was delivered to Smolyan and handed over by the contractor to the client. It was used during the official opening of the project on 14 October 2021 in Smolyan and in subsequent project activities.

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2.3 Project Newsletter

As per the assignment: Preparation and distribution of 6 thematic newsletters
To fulfill this task, the contractor carried out the following steps:

- Created a newsletter template in Word format and coordinated it with the client;
- Compiled a mailing list initially containing 249 email addresses, later reduced to 200 addresses, including public authorities, business entities, companies in the business sector, business support organizations, and NGOs from the four Bulgarian regions of the cross-border area (Smolyan, Haskovo, Kardzhali, and Blagoevgrad), using online information and addresses provided by the client;
- Created an email address (rtar@abv.bg) specifically for sending the newsletter, with the address and password provided to the client;
- Prepared 6 thematic newsletters with texts and illustrations about the project's progress and coordinated their content with the client;
- Distributed the 6 thematic newsletters to recipients across the entire cross-border region, with distribution conducted in sessions over three consecutive days for each newsletter due to email program limitations;
- Continuously updated the mailing list to reflect changes.

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The newsletters, listed by issue with titles and distribution dates, are as follows:

- **Newsletter 1:** Upcoming consultations for funding under the INTERREG Greece-Bulgaria 2021-2027 Programme, sent on 14.12.2022, 15.12.2022, 16.12.2022
- **Newsletter 2:** The “REMICRO LOCAL” project provides free business consultations, sent on 03.01.2023, 04.01.2023, 05.01.2023
- **Newsletter 3:** The “Remicro Local” project supports startups with financial assistance, sent on 23.01.2023, 24.01.2023, 25.01.2023
- **Newsletter 4:** The “Remicro Local” project provides entrepreneurship training, sent on 13.02.2023, 14.02.2023, 15.02.2023
- **Newsletter 5:** New business training under the “Remicro Local” project and the “Remicro Local” project offers on-demand business consultations, sent on 07.03.2023, 08.03.2023, 09.03.2023
- **Newsletter 6:** Partner meetings under the “Remicro Local” project and ongoing on-demand business consultations, sent on 18.04.2023, 19.04.2023, 20.04.2023

The appendices to the report specify the number of actual recipients for each issue, averaging 200 recipients per issue.

2.4 Publications

As per the assignment: Two publications about the project in regional print media
To fulfill this task, the contractor carried out the following steps:

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- Coordinated the themes of the publications with the client;
- Drafted the publication texts;
- Coordinated the texts with the client;
- Clarified the program's requirements for the visualization of publications in print media;
- Arranged the publication of the two texts about the project;
- Monitored the execution, including documenting the printing.

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The two publications about the project were published in the newspaper “Otzvuk,” the only periodic print publication in the region.

Themes and publication dates:

- **Stimulating Business in the Rhodope Region:** “Otzvuk” newspaper, 29 October – 4 November 2021, Issue 42 (2875), p. 1
- **The “Remicro Local” Project Supports Small Tourism Businesses:** “Otzvuk”
- – банер в електронното издание Отзвук – Смолян <https://otzvuk.bg/>
- Клик върху банера - <https://remicrolocal.eu/index.php/bg/home-bg/>
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- **Начало на публикацията на банера – 10.02.2023; продължителност 6 месеца**
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