



INVEST IN
Holland

Marketing and Communications Playbook

Bringing Value to Life

Introduction

The Netherlands Foreign Investment Agency as an organization and Invest in Holland as a network share a common goal: attracting high quality investment to the Netherlands. Marketing and Communications plays an integral part in reaching this goal: it creates awareness of our country and business proposition, creates consideration of joining our strong sectoral ecosystems and converts businesses and the people behind it to use our services to help them land and grow in the Netherlands.

With the new 'value driven' acquisition strategy we focus on foreign companies that contribute more to finding sustainable, innovative, and digital solutions to global challenges. We invite and assist those companies to invest in our international ecosystems.

This new strategy also means that Invest in Holland marketing and communication approaches have a new focus. This influences many disciplines within marketing and communication, like branding, stakeholder communications and of course marketing communications towards businesses. In this guidance doc we focus on marketing communications (or MarCom) towards business.

The new value-fit MarCom approach is still based on a continuing, integrated marketing strategy that now positions the Netherlands as a place to accelerate business and benefit people and the planet. The value-fit MarCom approach will focus on those sectors and markets where we expect to find the most potential for high quality investment (sector-market matrix). A multi-channelled MarCom approach has proven to be the best way to promote the Netherlands.

What guidance can MarCom provide?

This document provides MarCom guidance to reach our international business audiences most efficiently. Other disciplines are not covered in this document. All MarCom activities towards business are coordinated by the NFIA Global MarCom team, in close cooperation with the Sprout team (MarCom representatives at foreign offices) and Spruit group (MarCom representatives from Invest in Holland partners). Starting point for all NFIA MarCom activities is that we use the Invest in Holland identity and branding as sender.

To do this well and safeguard efficiency, consistency, and quality of all our activities, we have outlined an organization-wide approach for MarCom to business audiences in these guidelines.

We are looking forward to making marketing and communication an (even more) integral part of the acquisition process and a reliable asset in the toolbox to bring match to value companies to the Netherlands.

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Vision

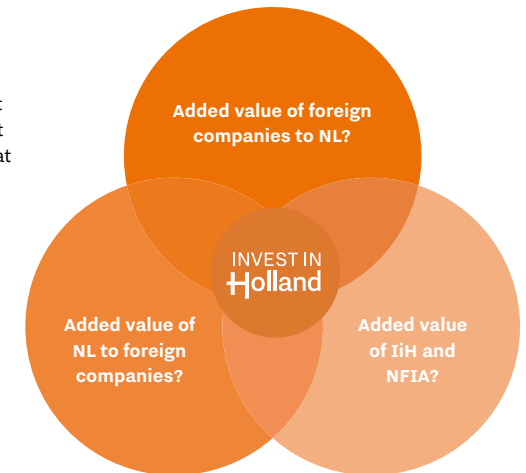
The focus in this guidance document is on marketing and communications towards our business audiences. Our starting point nevertheless is the awareness that in an ever more digital communication landscape, multiple audiences at once can see and hear what we do. In everything we communicate, we need to consider all audiences that are looking at us, their interests, and perspectives on our work. In the context of our new value-driven approach, we need to be able to explain to the Dutch public, to companies and to direct stakeholders what the added value of our work is. We have analyzed the audiences, where they get their ideas on our work and what moves them:

Business	Public	Stakeholders
Foreign Companies (high/medium/low) Dutch Business Service providers	Politicians Government officials Dutch Media International Media	Commissioning Bodies Invest in Holland partners Specialist government bodies / policy makers Top Sector specialists Business and trade organizations
VALUES / PRIORITIES	VALUES / PRIORITIES	VALUES / PRIORITIES
Business growth Brand commerciality Sensible business Decision-making Innovation / long term futures	Fairness / level playing field Economic sustainability / stability	Compliance with government policy Fairness / level playing field Economic sustainability / stability
WHERE ARE THEY ENGAGING?	WHERE ARE THEY ENGAGING?	WHERE ARE THEY ENGAGING?
Search Website Social media National and Trade Press Peers / Business Networks (online and offline) Direct mail / Newsletters	National press Public opinion Influencers Social media Peers / Networks – political and non-political	Social media National and Trade Press Networks Direct comms

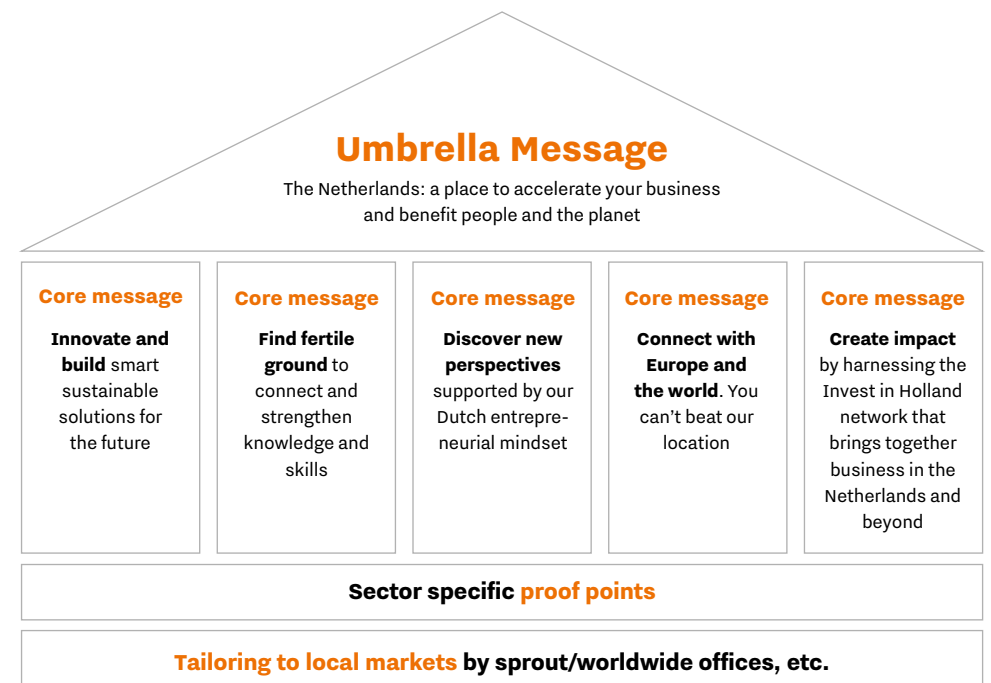
Messaging

With the different audiences finding information about Invest in Holland in similar places, but having different values, interests, and priorities, we need to ensure that we cater in our messaging to all of them. Deducting from that, all our messaging needs to hit a sweet spot in between three questions that concern these audiences most.

We aim to always integrate the answers to these three questions in all our messaging. Depending on the marketing channel and intended primary audience we will emphasize one of the answers though.



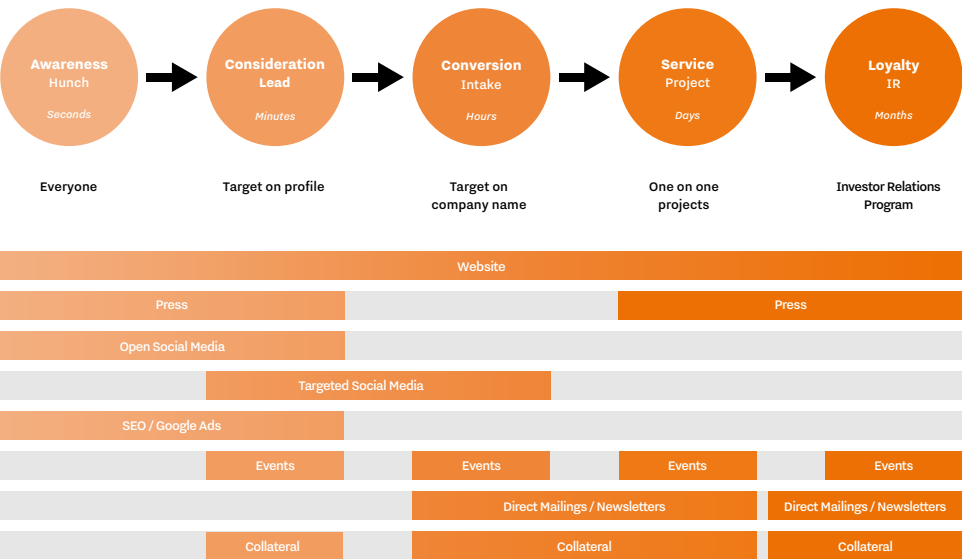
Message House



Communication touchpoints in a Customer Journey

When targeting businesses, we need to consider that every company has different information needs, different perceptions of the Netherlands and is in a different phase of decision-making. In marketing, that is done by assessing their place in the customer journey.

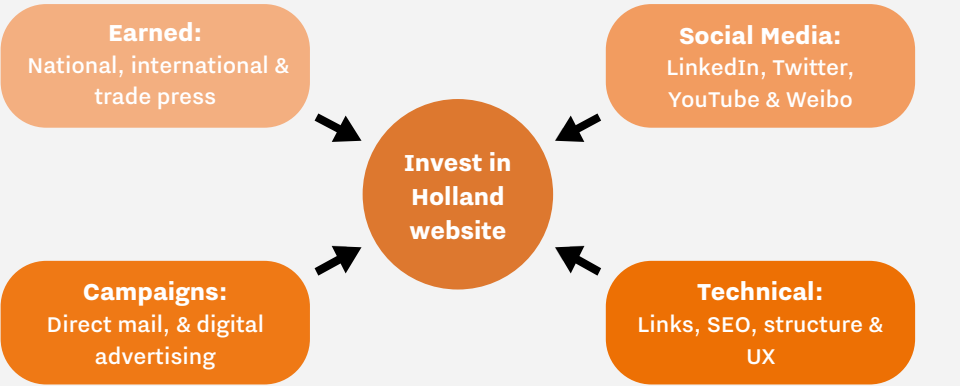
When a company is in an awareness phase, it has different questions and finds the answers in different spaces than when it is in a consideration or conversion phase. Before reaching out to businesses it is important to be aware how much they know of the Netherlands and where they are in the customer journey. After that assessment, you can look for a channel that gives the best return on investment on the audience's current information needs. Please find below an ideal customer journey channel combination, based on the channels and resources we as an organization have.



We have only noted the topline versions of the current marketing channels we have on offer. We are aware that companies engage with us through much more means, certainly during the project phase. Most of those are not marketing products, and as such not mentioned.

Website as our foundation

Our website is an important MarCom channel through the entire customer journey. That is further enhanced by the website being the place where a company finds our contact details and goes from an unknown to a known company that would like to use our services. As such, the website is the spider in our integrated MarCom web, and all other efforts in marcom should have a lead or link through to the website.

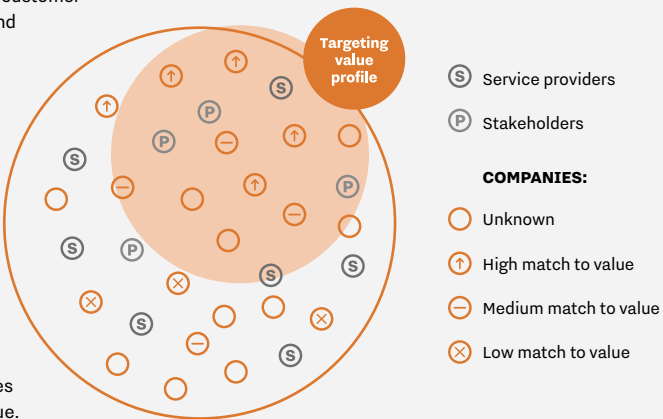


Audience segmentation

Targeting the right audience with the right message is critical in our match to value strategy. If we aim too broadly, we might only reach a few companies with a high value match to value, and too many companies with no or low match to value. This means that if we don not target the right audience, we will end up wasting resources. The right targeting improves our MarCom campaign performances.

When companies go further into the customer journey, it is possible to segment (and target) audiences through specific channels (Socials, Events, Direct Mailings).

The **sector-market matrix** and **value sheets** offer a good opportunity for geographical-sector segmentation. The customer journey is a good secondary means to segment your audience. Segmenting makes marketing more effective – this is where good cooperation between sector teams, foreign offices and the MarCom team shows its value.



Ideal working processes

Global and Local – working closely together

With NFIA offices spread over multiple countries, we communicate with companies across different markets, cultures, and languages. The challenge when dealing with local distinctions is that small nuances can make huge differences to the effectiveness of our marketing. What works well in the US might not work at all in Japan or India.

Although we are based all around the globe, we are one team working on a shared goal. Starting from the basis provided by sector and investment climate teams, we aim to create MarCom products that are culturally aware and flexible enough to cater for different approaches in different markets. The global and regional Marcom teams work closely together to localize the marcom activities and getting it right in each market. We can develop effective MarCom campaigns best by engaging with each other frequently and collaborate early in the process.

Practically, this means we all make different contributions to the MarCom process. We cooperate to build effective campaigns:

- **Sector team** (including members from the Invest in Holland partners) brings the contents and knowledge of their sector to create MarCom building blocks and target lists.
- **Offices abroad** bring knowledge of how to best deploy building blocks in local markets, through local channels.
- **Global MarCom team** decides on the overall MarCom strategy, sets guidelines, collates building block toolkits, and ensures global consistency, efficiency, and quality. It also aims to find sufficient space for effective localization. Besides that, the global MarCom team connects with similar teams from the Invest in Holland Network, maintains basic content and provides a steady drumbeat of content.



Different stages of marcom

To give this cooperation shape and not to try to do everything at once, we have identified five stages of MarCom:

- 1. Proposition building** – Global MarCom team and sector team find the sector specific building blocks to create effective MarCom material for that sector and which companies we want to target.
- 2. Defining messaging** – Based on the propositions, Global MarCom team creates a value-fit landing page on the website, complimented with internal links showcasing value.
- 3. Content creation** – With the website basis in place, MarCom, offices abroad and sector teams can together work towards further highlighting focuses in sectors. This can be evergreen content or can support events. Output can be whitepapers, collateral, blogs, videos, or trade press.
- 4. Campaigning** – On basis of target lists and content, we can target match to value companies in the sector, preferably towards a moment that has a clear call to action.
- 5. Monitoring and improving** – Marketing campaigns can result in valuable data that we can use to improve our work. It gives feedback on what proof points resonate with the target audience, and it also provides an idea of which companies are interested in the Dutch proposition. This gives us valuable insights for further proactive acquisition.

Who does what?

When progressing through the different stages, you can make use of different MarCom channels. Some you can use following this guidance, for others we cooperate or Global MarCom takes the lead.

Do it yourself	Cooperation with MarCom	Global MarCom team leads
Events attendance Personal Socials One-on-one communication	Events with hosting/speeches Twitter and LinkedIn corporate accounts Website Content Newsletters Paid Socials Collateral	Press SEO & SEA Multimedia
Global MarCom provides a basis of: • Branding & design • Visual comms guidance & materials • Stakeholder communication • Content on website • Steady drumbeat of socials • Content building blocks per sector		

MarCom briefing

If you want help with finding the right marcom channel, want to explore campaigns, or – in general - need the help of the MarCom Team, we are here to guide you along. The ‘Who does what’ table here provides a framework for when (and when not) to involve Global MarCom.

We have created a briefing form that enables us to suggest the right marcom channels, materials, or information for your goals. To make this process as quick and smooth as possible, please complete the form entirely and press submit.

The MarCom team will automatically receive the form, review it and provide recommendations on next steps for your MarCom efforts. When requesting advice, please allow enough time for your request. The following channel pages include indicative timelines.

Contact details

Your name	Your office / department
Your region	Your email
Your contact number	Today's date 

Project information

Please include a short description of the project, your objectives (what and why), your target audience, region and language, and a deadline date if relevant.

What partners are involved?

Please include names and locations

Other input / materials

Please upload any materials 

Submit →

Practical guidance per channel

Content Marketing, Channels and Tools

All MarCom channels and tools are 'building blocks' which carry our content/stories. We use online and offline channels, both owned and of third parties. Examples of Invest in Holland channels: media, website, social media, collateral, events. Examples of Invest in Holland tools: news items, blogs, brochures, newsletters.

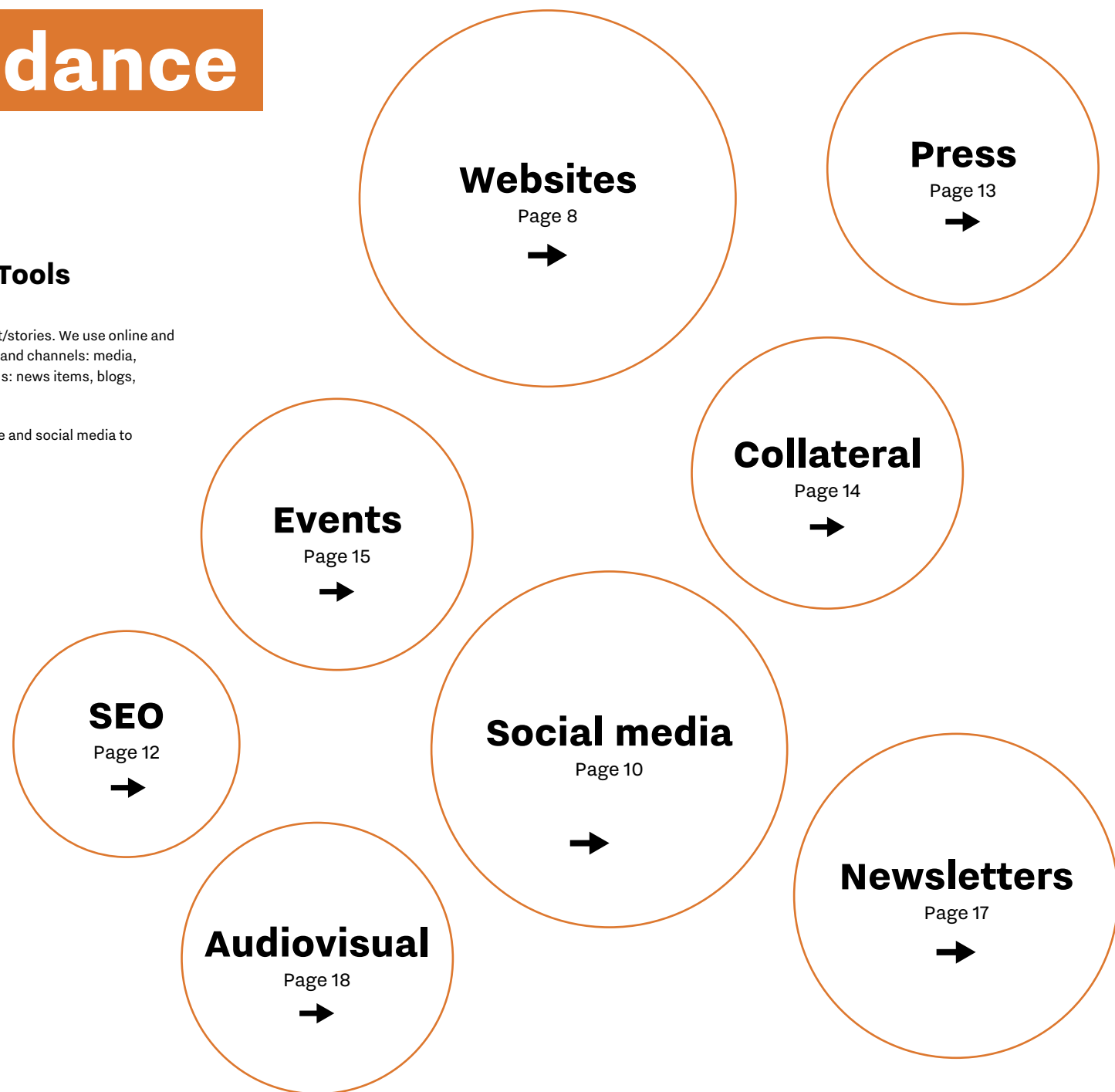
NFIA's Global MarCom efforts focus on content development across website and social media to increase online engagement and conversions.

Rules of the game

When producing any marcom material, as a government organization we have to adhere to internal agreements, regulations and laws. This means that we :

- adhere to the NFIA code of conduct (see our website)
- adhere to NFIA press & media and NFIA social media guidelines (see Achilles)
- ensure we are allowed to use or own the rights of images, music, videos, text and anything else produced by third parties
- ensure that any messages are sent in a GDPR and AVG compliant way
- stick to the NFIA version of NL branding
- be aware that all of our work is subject to possible freedom of information requests

If you have any questions, are not sure if you are doing it right, or want more information in general, please feel free to reach out to Global MarCom for further guidance.



Websites

NFIA websites are our primary shop windows. They are often the **first and final touch point** for digital user journeys – with traffic coming from social media, search engines and other direct links. Websites are designed to engage and inform audiences, while also serving **conversion mechanisms** (means to get in touch or submit contact details) to support our **lead generation** efforts.

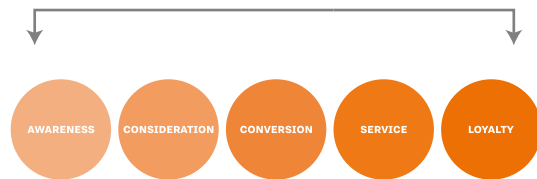
Our website is primarily aimed at businesses, but visitors include a wide variety of audiences. From prospects discovering information about the Netherlands, to warmer leads looking for stories and evidence to justify their decision to work with NFIA. Secondary and tertiary audiences are also important – journalists and the media looking for data, partners looking for information, or team members and potential recruits looking at brand values and culture.

Our websites provides **static** information answering the first questions businesses have, found in the sections *Why Invest*, *Doing Business* and *How We Help*. It is developed by the Global MarCom team and is reviewed regularly to ensure it is up to date. This information is available in multiple languages.

Dynamic content such as news items, success stories, blogs and videos, serve as proof points for the static content. It is also developed by the Global MarCom team, in consultation with the network.

Resources and tools provide downloadable collateral, such as brochures and whitepapers, which are also produced by the Global MarCom team and updated regularly.

The Invest in Holland website is an important channel throughout the entire audience journey.



What we need from you

Static content: for sector landing pages we need input from sector teams e.g. from value sheets and we want the sector team to proof-read the text.

Dynamic content: news items about companies are based on press releases/statements including images (landscape) from companies, shared by foreign offices and acquisition colleagues. For success stories we need a company contact person who can be interviewed, a comms contact, company logo and visuals. We also welcome topic ideas for blogs.

Metrics

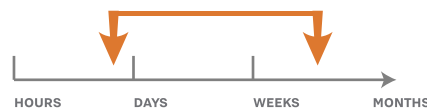
Page visits – the number of users visiting each web page

Sessions – duration of time a user has spent on website

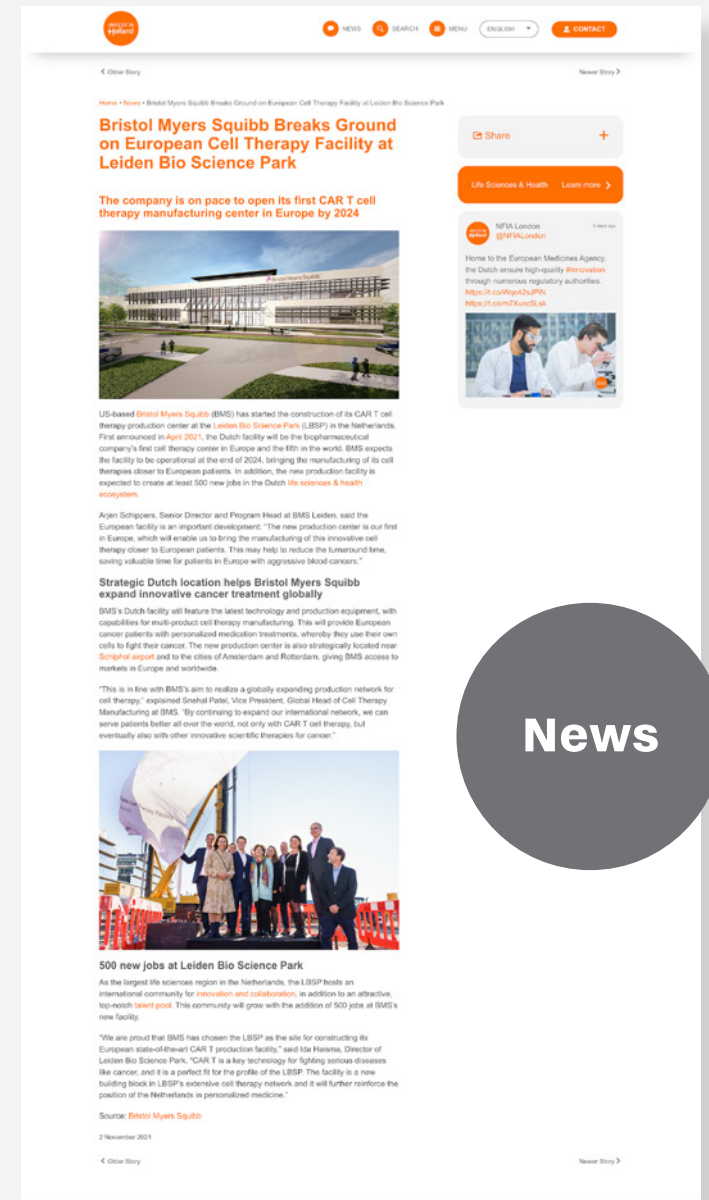
Button clicks / conversions – how many times a button is clicked or a form is submitted by a visitor (for example, meeting requests)

Timings

Small content updates can take a few hours, however most (larger) updates take over a week to plan, prepare content and execute.



Integrating with other channels



News

In cooperation with MarCom

[illegible]

Social media

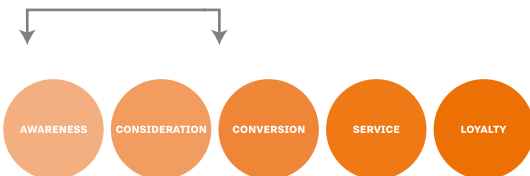
Organic content:

LinkedIn / Twitter / YouTube / Weibo

Organic content tells stories to our audiences about our values, our current focuses and the projects that we are working on, and sends a message to new business prospects about how we deliver on our objectives. These have a wide variety of audiences, telling stories to our own community, new business prospects, and stakeholders who may wish to engage with NFIA. Depending on the platform on which the content is being posted, the tone and organic content is tailored to the audience in question, and, to a greater or lesser extent, educates, entertains, informs, persuades and engages the audience. As with the website, secondary and tertiary audiences are important. Journalists and the media looking for data, partners looking for information, or team members and potential recruits looking at brand values and culture. Organic social material serves as a useful tool in awareness raising amongst audiences who may be at the beginning of their expansion journey. Content which can be easily shared is preferable.

While our corporate NFIA / Invest In Holland channels are important for brand awareness and engagement, personal channels can also be effective for business development and nurturing leads.

Organic social content is most useful in the earlier stages of audience journeys.



Requirements

For social media we create messages amplifying stand alone news items or success stories (short term) or create campaigns (long term focus on topic or event). Short term messages can always be part of a longer, more topical campaign. If you would like social media messages, please provide linked content or a campaign idea.

For news items or success stories, social media accounts of companies in the message are beneficial to increasing reach, and visuals or videos increase engagement. For long term campaigns, we need content suggestions, social media accounts of partners, speakers or other parties involved, hashtags for events, and visuals and videos.

Metrics

Reach — the breadth of audience that sees content

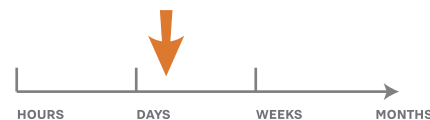
Impressions – the number of people that are shown your organic content

CTR (click through rate) – the number of clicks from the post to a landing page or article

Engagement rate – the level of interaction based on followers ($ER = \text{total engagement, divided by total followers, multiplied by 100}$)

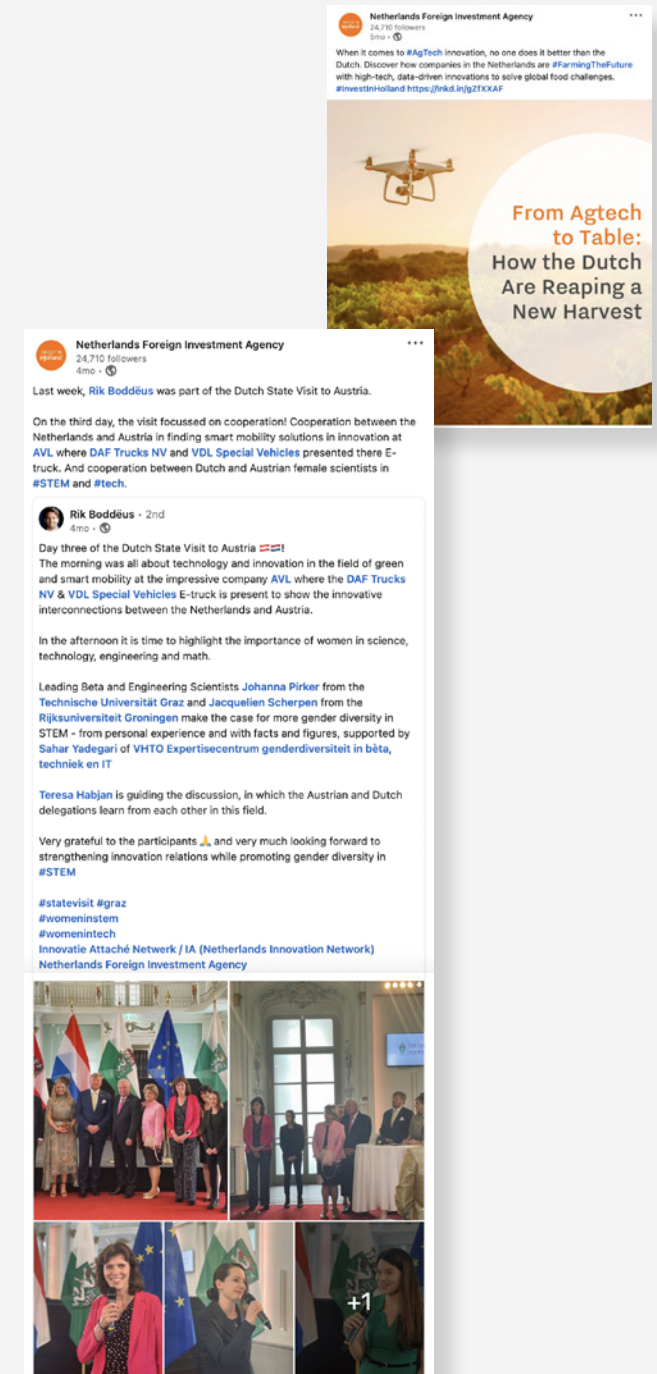
Timings

Once we have post content (and optional target audiences), posts can be scheduled within a few days.



Integrating with other channels

Organic Website Conversion



DIY for personal / In cooperation for corporate accounts

Social media

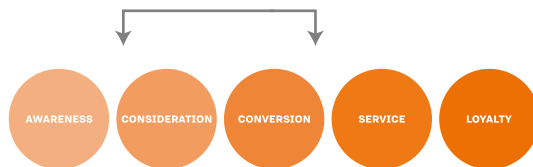
Paid content:

LinkedIn / Twitter

Paid social content can be used to boost attention of organic content, to boost engagement of particular posts, or to increase lead generation for us. Unlike organic content, paid social media can be highly targeted at defined audiences with a specific objective in mind, whether that be driving interest to NFIA with stakeholders, or providing a call to action for warm leads. Paid social can also be used when we achieve coverage of NFIA in online media – amplifying this content through targeted posts can ensure the most important target audiences see the media coverage.

An additional benefit of paid social media is the ability to reach unaware audiences – both those who we may not be aware of, and businesses that haven't heard of NFIA. Reporting from paid campaigns can also highlight audiences we may not be aware of, who can then be incorporated into future campaigns.

Paid social content is more effective slightly further into the audience journey than organic content.



Requirements

For paid social media campaigns, we need good targets before we can start. For LinkedIn this means clear audience metrics or preferably company-based target lists. We can build new campaigns, but we prefer to build upon messages that we have already posted organically, as we can use engagement of existing messages to increase credibility. MarCom can consult on what messages will work best.

After a campaign with sponsored messaging, on LinkedIn we can further pursue the audience by sending out sponsored direct messages (conversational ads) from the foreign offices and acquisition colleagues. This is fully automated and does not need any active involvement from an NFIA colleague till conversion.

Metrics

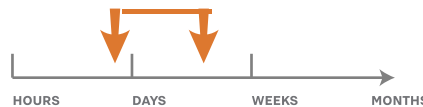
Clicks — the number of times a URL has been clicked by a user

Impressions — the number of times people were shown your sponsored content

Cost per result — the total spent on your campaign divided by the number of results based on your objective

Timings

Building audiences can take a few days, but putting resource behind approved content to already-existing audiences can be done quickly.



Integrating with other channels



Netherlands Foreign Investment Agency
24,803 followers
Promoted

On May 24-25, the [#InvestinHolland](https://lnkd.in/ebbHh8nS) team will attend Advanced Therapies 2022 in London: <https://lnkd.in/ebbHh8nS>

Connect with us to learn how the Netherlands enables global [#CellTherapy](https://lnkd.in/eYThuXcF) & [#GeneTherapy](https://lnkd.in/eYThuXcF) companies to scale-up in Europe. [#AdTherapies2022](https://lnkd.in/eYThuXcF)
<https://lnkd.in/eYThuXcF>

Netherlands Foreign Investment Agency
24,803 followers
Promoted

Advanced Therapies 2022
investinholland.com

The Netherlands is reinventing how the world works and offers businesses a place to accelerate and benefit people and the planet. Want to learn how we can help your company? Find out more here: <https://lnkd.in/dFPrf7Z>

Netherlands Foreign Investment Agency
24,803 followers
Promoted

Home to one of the world's first cancer centers, the Netherlands is leveraging its collaborative ecosystem to pave the way for a cure. Learn how Dutch expertise and innovation in [#oncology](https://lnkd.in/gi9DDkb8) accelerates global business. [#InvestinHolland](https://lnkd.in/gi9DDkb8) <https://lnkd.in/gi9DDkb8>

The Netherlands: Making an Impact in Oncology
investinholland.com

SEO

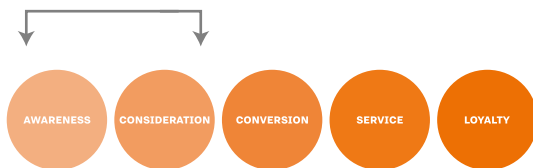
Search Engine Optimization (SEO) is a crucial component of today's MarCom mix. Firstly, proactively, it's important that NFIA is visible on search engines for **keywords** most likely used by our audiences. Audience research (needs and priorities) helps us to understand what these key search terms are – then ongoing SEO strategy helps us refine and compete with other terms and organizations. Secondly, defensively, it's important that NFIA shows higher than its competitive peers for key search terms and phrases.

Search Engine Advertising

Even if a website or landing page ranks highly organically for key search terms, it's usually worth allocating some budget to support this via paid search – even to add 'position zero' to the visibility of the search result.

Campaign - or event-specific adverts can also be very useful to drive traffic from a wider and much larger audience – a small amount of PPC (pay per click) budget can sweep up many leads.

SEO is very important at the start of the journey, in order to direct traffic to more information on websites.



Requirements

SEO campaigns are based on keywords that people search online. A good starting point for any campaign is understanding which are the most important keywords that you want visibility on.

As SEO campaigns are always referring to the website and are a technical specialty, we would recommend not initiating anything without consulting Global MarCom. Global MarCom involvement is needed to avoid targeting similar keywords and as such creating competition amongst ourselves. Global MarCom will include external specialists to provide strategic advice.

Metrics

SEO ranking – how high in Google search results a search term ranks (#1 being the best position)

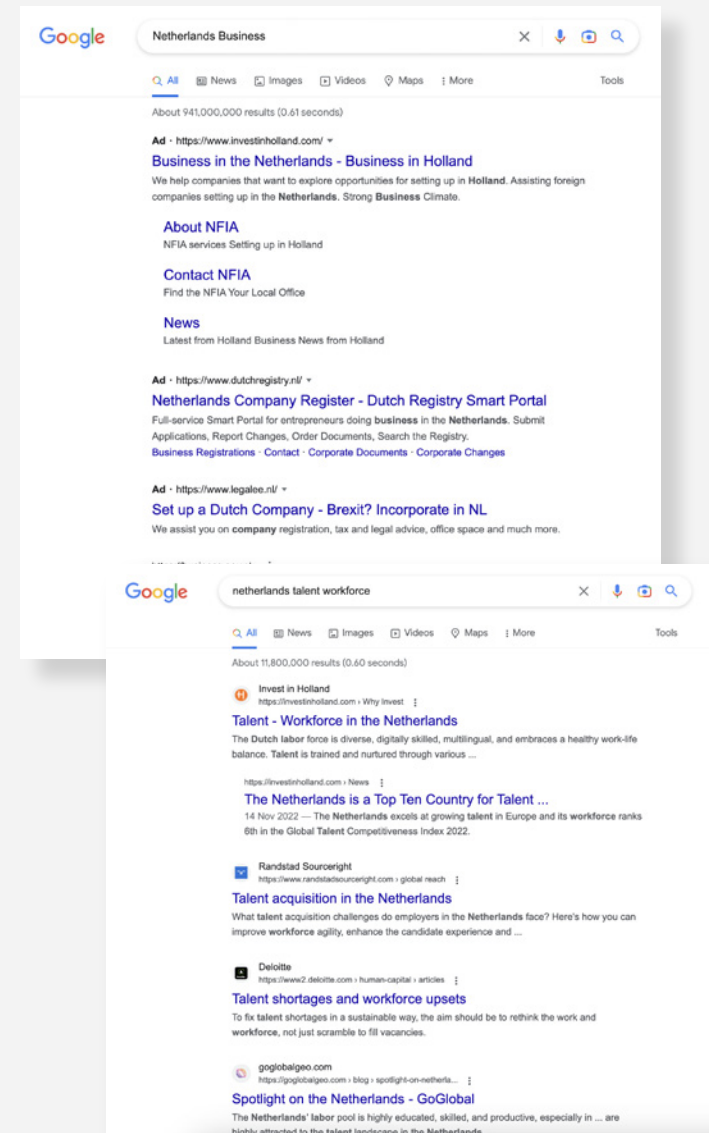
Keywords – which words or phrases a user searches e.g. European expansion (*it's these keywords that become priorities to rank highly in search results*)

Timings

With clear objectives and budgets, SEO campaigns can be planned and activate in a matter of days.



Integrating with other channels



Press

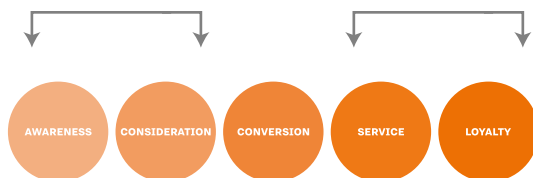
Nationals vs sector-specific

National and trade media are essential mediums for NFIA, helping to deliver messaging widely. We regularly engage with national media and trade media to amplify messaging and guide the public understanding of our objectives. From sharing our annual results, organizing press trips, or sensitively discussing our objectives in interviews, national and trade media are important for helping guide the public image of NFIA and the Invest in Holland network and sharing its notable news. Key stakeholders from national and trade media are often invited to NFIA roundtable events.

Proactive vs reactive

NFIA engages with media in a proactive and reaction fashion. Proactive media engagement will include reaching out to journalists to get a specific message across in print and online outlets. Whilst we regularly approach media in a proactive way to promote the organizations messaging, the organization also engages with media in a reactive way, in the event that a journalist requests a response on a particular topic. By working constructively with journalists to provide comment and information, we maintain relationships with the media to disseminate information about NFIA's goals and focuses.

National and trade press is important at the top and further along the audience journey.



Requirements

Reactive – When approached by press with specific questions and/or request to participate in an interview or article, please consult with Vivianne Blommers. Inform her on type of request, media involved (profile, reach), target groups and foreseen subject. This way Vivianne can check any relevant issues on the topic and ensure any answers are aligned to global key messaging.

Proactive – All press outreaches are to be initiated and guided by Vivianne.

Metrics

Reach – the breadth of audience that sees content

Readership – the estimated (based on various metrics from the publication) number of people that read the article

Clicks – from a digital channel (such as the publication website, app or social channel) to NFIA websites or landing pages

Timings

Proactive press coverage can take up to weeks to get, whereas reactive coverage can often be achieved in a couple of days.



Integrating with other channels



vegconomist – the vegan business magazine –

Interviews

Netherlands Foreign Investment Agency on Why The Netherlands is Attracting So Much Plant-Based Industry

October 14, 2020



Martin Lammers of NFIA

We have been frequently reporting about the increased investments and plantbased developments in the [Netherlands](#), with large companies such as [Upfield](#) establishing facilities and household names like Beyond Meat [partnering with Zandbergen](#). Why are companies looking to this part of the world so much at this moment?

We spoke with [Martin Lammers](#), Senior Advisor Agrofood at the Netherlands Foreign Investment Agency to find out why.

Spokespeople

The designated spokespersons for NFIA are Vivianne Blommers and Hilde van de Meer. To assure that our communications messages are consistent and the impact of our media exposure is maximized, please follow the NFIA media procedures (see Achilles) when contacted.

Paid / sponsored content

We often receive requests if we want to participate in paid media or so-called advertorials. Usually, you have more editorial control on this sort of press, but the content has less credibility and is often not placed prominently. When receiving a request, always consult with Global MarCom before saying yes.

MarCom in lead

Collateral

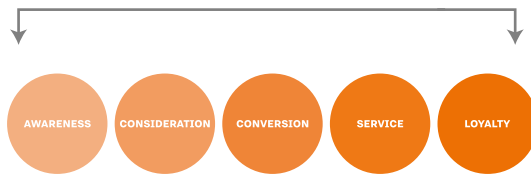
To highlight certain topics in support of acquisition, the Global MarCom team develops collateral such as brochures and white papers. Brochures provide supplementary information on sectors or topics. The Global MarCom team reviews and updates the collateral regularly.

Print vs digital

Collateral is offered on the website under Resources & Tools for use in print (e.g. hand-outs at trade fairs) and digital (e.g. sharing links with customers, media, stakeholders). In principle, we favor digital collateral and limit printed materials as much as possible.

Interactive PDFs can be an effective way to disseminate information to audiences while providing opportunities to get in touch or to request more detail with one click this can bridge the gap between physical and digital brand experiences.

Collateral is important throughout all stages of audience journeys – to build trust and upsell other services.



Requirements

The lead time to develop collateral is 2-4 weeks to enable research, writing/editing, design and printing (in-house or outsourced). We need input from the sector team to draft a briefing for the writer and we need the sector team to proof-read the text.

In order to reach the most effective outcomes for collateral, we need as much detail as possible in the brief – including target audiences, if you have a deadline, if it will be primarily used in print or digital, and if it will be used for a specific event or part of a wider campaign.

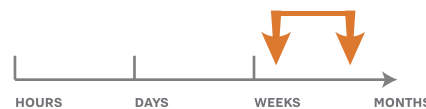
Metrics

Downloads — the number of times users access and / or download a PDF (for digital collateral only)

The topics addressed must augment website content e.g. filling an information gap that is important for value acquisition

Timings

Lead time for print collateral includes production and delivery, so can take many weeks. Digital collateral is a faster option.

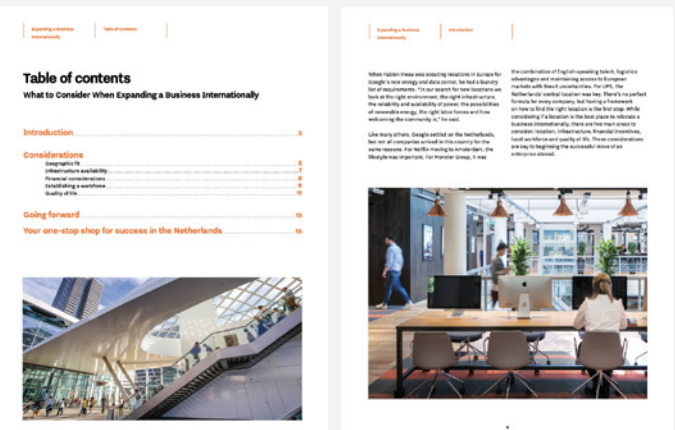


Integrating with other channels



What to Consider When
Expanding a Business
Internationally

INVEST IN
Holland



In cooperation with MarCom

Events

Events (such as trade fairs and online conferences) are an important instrument in our Invest in Holland acquisition initiatives, around which MarCom can be effectively deployed. Events provide a direct communications touchpoint with potential and existing customers. They concern a specific and timely theme around which a communications 'campaign' can be created. These events position the organization as a convener of expert opinion, as thought-leaders on a topic, and as a leading foreign investment organization.

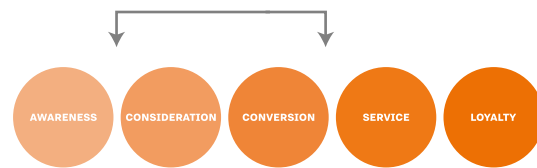
There are various ways in which we use events: as visitors, as hosts/stand-holders, as speakers e.g. in panels or webinars. Generally, we partake in events together with several regional partners, as a joint Invest in Holland initiative. They are also an effective form of engaging with secondary audiences, such as the media.

MarCom efforts depend on how we are attending an event. If visiting only, you can produce your own marcom materials based on guidelines. If hosting, speaking or organizing, please consult Global MarCom team.

In-person vs online

Although there is a clear trend towards more digital events, including webinars, in-person industry events continue to be popular. The Global MarCom team can advise on the types of activities you can use for in-person and digital events and the lead times involved. Hybrid events provide the opportunity for both the intimacy of in-person and the wide geographic reach of webinars.

Events are more important around the middle of the journey – once audiences are aware of the Netherlands and NFIA and its services.



Requirements

Events are held worldwide, in the Netherlands and abroad, and preparation lead time is generally 2 months. We need to consult with sector teams early on to determine what needs to be developed in terms of messaging/presentations, stand or set design, website content, collateral, social media campaign, press/media outreach and coverage. E.g. for targeted LinkedIn campaigns we need target lists. For stand design, we need to liaise with the event organizer. If there is a press list available, please share this with the MarCom team.

Metrics

Digital events can be measured in terms of number and quality of viewers.

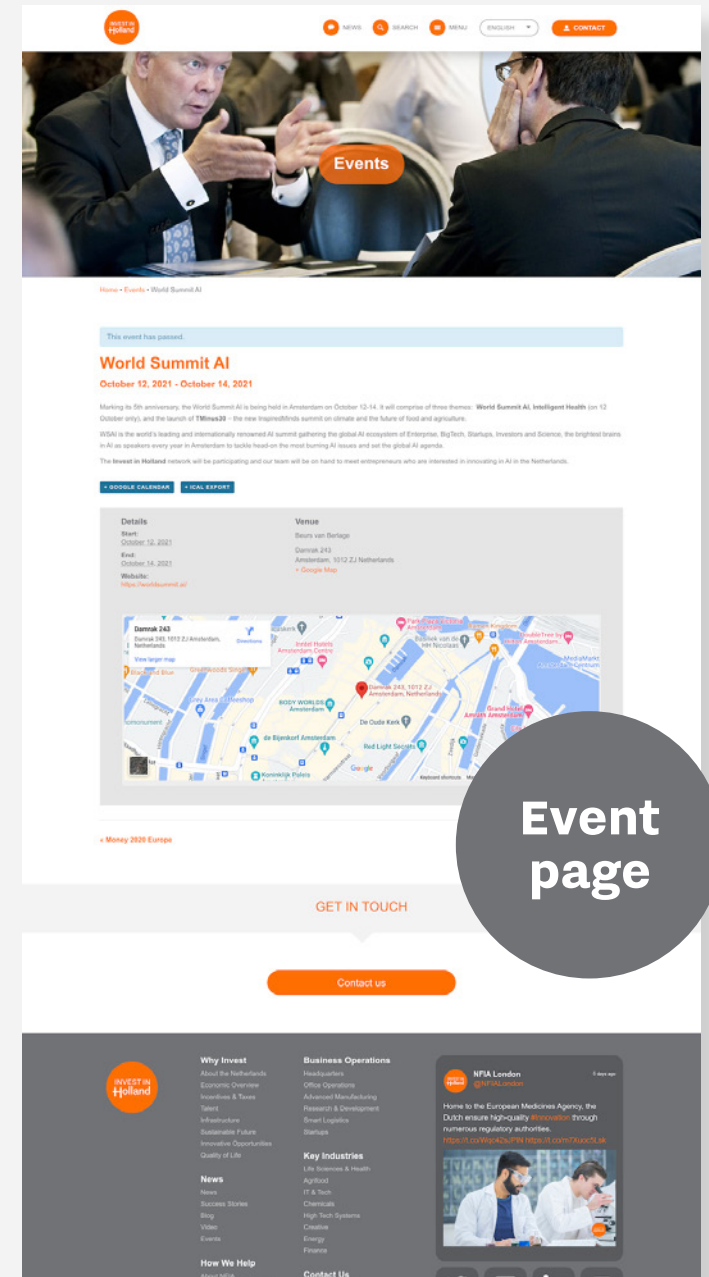
For live events, we can monitor how many people requested customer meetings or attended panel events.

Timings

Whether in-person, digital or hybrid, events can take a number of months to organize and promote.



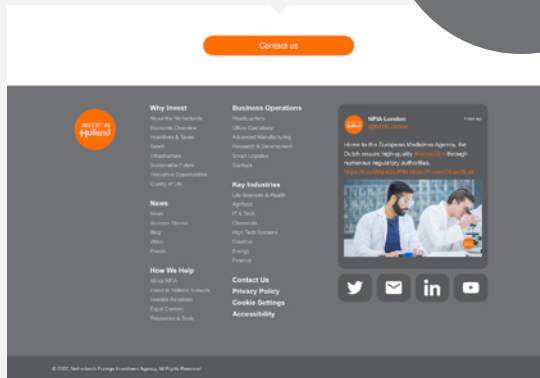
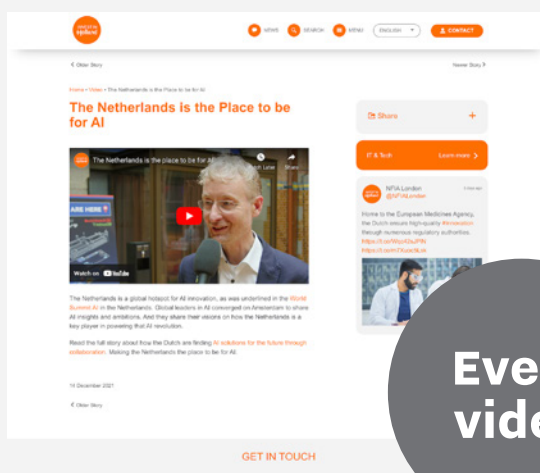
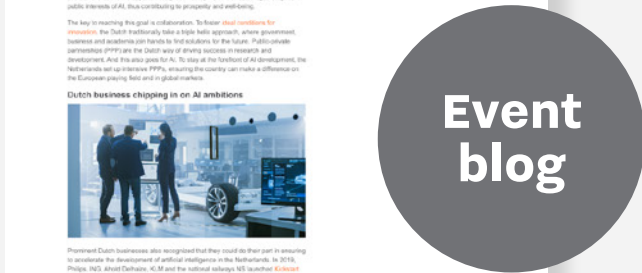
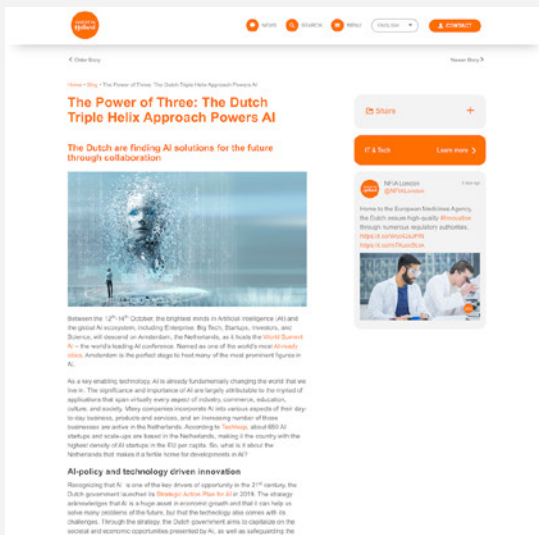
Integrating with other channels



Attending: **DIY**

Hosting or speaking: **MarCom in lead**

Organizing: **In cooperation with MarCom**

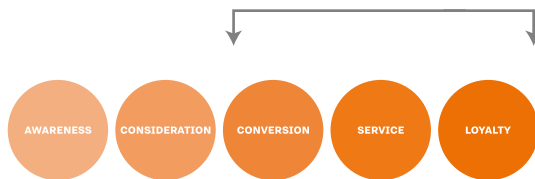


Newsletters

Newsletters are a great tool for offering messaging from NFIA directly to subscribers. This content is for those who are familiar with NFIA, and who may have engaged with us, but want to stay actively looped into our developments and updates. Newsletter content offers sector-specialist information and updates on the Netherlands and NFIA, and provides warm leads with an update on how the NFIA is already helping relevant other businesses.

Newsletters are sent by offices abroad to ensure content and delivery are sensitive to local needs – with sector and Global MarCom team input. Global MarCom can also support teams when there are not enough resources locally.

Newsletters are useful for keeping the Netherlands top of mind by reaching the inboxes of NFIA's prospects, current investors and multipliers, such as site selection consultants and international tax consultants.



Requirements

Before starting and sending a newsletter it is important to map out who the intended audience is and what your intended message to them is. To reach the audience a good target list of email or physical addresses is needed, all compliant with GDPR and AVG regulations. Finally, you need a digital or physical provider to distribute your message. For digital distribution Global MarCom can make recommendations dependent on your audience.

After that, you can consider the different preferences of your audience for formats and contents, to deliver your intended message best. Preferably, this content either supports or leads towards your goals of information and is diversified on format (internal news items, external news posts, nice to know articles, videos).

Metrics

Opens / reads – the number of recipients that open / read a newsletter email

CTR (click through rate) – the number of clicks from the newsletter email to a landing page

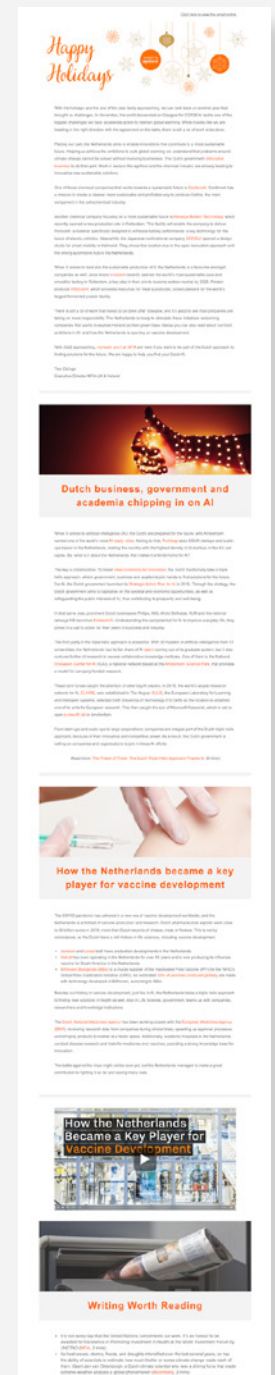
Sign-ups (or unsubscribes) – the number of new readers who subscribe to receive new updates (or otherwise have chosen to unsubscribe)

Timings

Newsletter content can be assembled or written in a matter of days. The HTML newsletter uses our NFIA template, therefore is a fast content type to develop.



Integrating with other channels

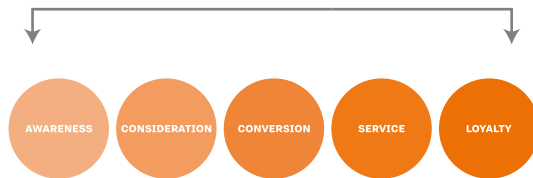


DIY / In cooperation with MarCom

Audiovisual

Audiovisual media creates a richer experience for visitors of our website, and a more engaging experience for anyone engaging across our channels. Infographics and informational videos can be created for more visually appealing content for the viewer. This offers viewers value by engaging, informing or educating. Viewers or those who engage with the content can be warm leads, but also secondary and tertiary audiences, such as media, team members or potential recruits.

Audio and video can be useful for engaging all audiences throughout the journey



Requirements

To create good audiovisual content, we need a good concept of the audience we are trying to target, a good description of the intended goals and a brief for the messaging to reach that goal. Based on that analysis, MarCom will advise on the best version of audiovisual (infographic, live video, stock imagery with text) to reach the intended goals within the limits of our means. Please note that quality will massively improve by good planning and that it is often beneficial for quality to request help from external specialists.

Metrics

Views / listens – the number of engagement the media receives

Watch time / listen time – how far into a piece of video or audio a person gets before leaving

Impressions – as with social media, how many times the piece of video or audio shows in front of audiences

Link clicks – how many times the CTA link is clicked

Timings

Video content often takes a few weeks to plan, create, edit and publish. Short animations can be quicker, whereas original footage can take longer.



Integrating with other channels



MarCom in lead

Notes

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