



SISTERS



How to craft effective D&C campaigns for reaching end-users

SISTERS Project
Practice Abstracts

No. 01

Author:
Innovarum (D&C Coordinator)

Country/region:
Spain

Keywords:
#dissemination
#communication
#bioeconomy
#agrifood
#agriculturalproducers

Contact information:
AITIIP Centro Tecnológico
(Spain - Project coordinator)
carolina.penalva@aitiip.com

Innovarum
(Spain - D&C coordinator)
andrea.leon@innovarum.es

Crafting effective communication campaigns to reach end-users involves a strategic approach that considers the target audience, communication channels, and the key messages you want to convey. Here are some guidelines to help you create impactful campaigns:

Understand your audience & define clear objectives

Identify your target audience of end-users, including demographics, interests, and behaviours. Then, clearly outline the goals of your campaign, whether it's raising awareness on a topic, or maximising the outreach of your results. Finally, establish measurable key performance indicators (KPIs) to track the success of your campaign.



How to craft effective D&C campaigns for reaching end-users

PRACTICAL RECOMMENDATIONS



Choose the right channels & share compelling messages

Select channels that align with your target audience's preferences. This may include social media and/or email marketing to target young consumers, or traditional media to address agricultural producers in rural areas. Develop clear and concise messages that resonate with your audience such as more easy-to-understand content for agricultural producers, or more technical, research-oriented content for academia.

Implement content marketing & storytelling

Develop valuable and shareable content while crafting a compelling narrative around your initiative, such as blog posts, articles, or infographics. Use this content to educate, entertain, or solve problems for your audience. It is always a good idea to integrate storytelling into your content to make it memorable and relatable. It helps your audience to connect emotionally with the content that you share.

Measure & analyse

Regularly monitor campaign performance against established KPIs. Make sure to collect feedback and analyse end-user responses to refine future campaigns.



About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2023

Project dates: from November 2021 to April 2026.

Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.