

# Call Promotion Strategies: Paid Social Media


*Interact Meeting: Effective approaches to  
assessing project quality | 12 March 2025*

Interreg CENTRAL EUROPE | Joint Secretariat  
Dana Kaščáková



Beyond Organic:  
Why Paid Social  
Makes the Difference!



An aerial photograph of a rural landscape. In the foreground, there are several small, simple houses with light-colored walls and dark roofs, surrounded by lush green trees and vegetation. A dirt road or path winds through the area. In the background, there are rolling green hills and fields, some of which appear to be agricultural. The overall scene depicts a typical rural or peripheral area.

# Focus of our call 2024 : Specific territories

Your proposal should clearly focus on  
**peripheral and lagging areas**

# Call context

---

Phase 1 > Call Preview: Summer 2024

Phase 2 > Call Open: Fall 2024

## What?

- Reach new people working in local/regional public and private institutions
- Inform them about the funding
- Motivate them to apply

## Why paid social media?

- Organic reach is limited > paid boosts visibility
- Precision targeting reaches key stakeholders
- Maximizes ROI for time-sensitive calls
- Data-driven insights help optimise future campaigns

# Facebook& Instagram

---

Summer 2024

## What exactly?

- Attracting broad audience to our website
- Targeting: Interest-based, geographic territories
- Territories: 5 Countries - 23 Regions/Counties + other 50+ smaller administrative areas
- More casual and community driven

# Linkedin

---

October 2024  
(shortly before the call opens)

## What exactly?

- Attracting relevant audience - professional targeting, industry & job title focus
- Targeting: Reaching industry professionals (based on the topics of our funding)
- Territories: Whole programme area 9 countries

# Meta Campaign Outcomes

4 weeks  
⌚ August-  
September



CAMPAIGN  
COST

€2.700

DG Regio Budget for  
campaigns in 5  
Member States



PEOPLE  
REACHED

460.000

85% of whole  
2024



LINK  
CLICKS

13.000

83% of whole  
2024



COST PER  
CLICK

€0,12-0,45

# Linkedin Campaign Outcomes

🕒 10 days



CAMPAIGN  
COST

€920

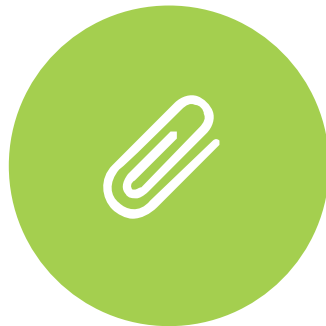
All 9 Countries  
TA Budget



UNIQUE  
IMPRESSIONS

80.000

48% of whole  
2024



LINK  
CLICKS

362

2% of whole  
2024



COST PER  
CLICK

€2,4



For **Interreg** calls, a mix of broad outreach (META) + professional engagement (Linkedin)  
= helps boosting **visibility & impact**.



Joint Secretariat  
Interreg CENTRAL EUROPE Programme



[www.interreg-central.eu](http://www.interreg-central.eu)



[info@interreg-central.eu](mailto:info@interreg-central.eu)



+43 1 8908088-2403



[Facebook.com/InterregCE](https://Facebook.com/InterregCE)



[Linkedin.com/company/interregce](https://Linkedin.com/company/interregce)



[Youtube.com/c/interregcentraleurope](https://Youtube.com/c/interregcentraleurope)



[Instagram.com/interregce](https://Instagram.com/interregce)