



Call Promotion Strategies: Paid Social Media

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

Interreg CENTRAL EUROPE | Joint Secretariat
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A vibrant, colorful collage of social media icons and photography equipment. The background is filled with various icons including Facebook, Twitter, YouTube, and Instagram, along with cameras, lenses, and microphones. The overall style is a dense, artistic composition of digital and photographic elements.

Beyond Organic:
Why Paid Social
Makes the Difference!

An aerial photograph of a rural settlement. In the foreground, there are several simple, single-story houses with light-colored walls and dark roofs. The houses are surrounded by lush green trees and vegetation. To the right, there are agricultural fields, some of which appear to be planted with crops like corn. The background shows rolling green hills and a dense forest line under a clear sky.

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

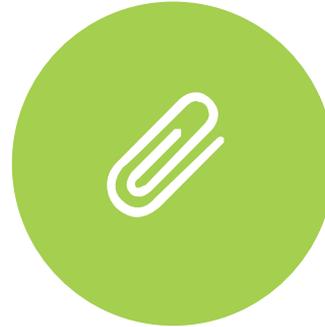
DG Regio Budget for
campaigns in 5
Member States



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.**

Interreg
CENTRAL EUROPE



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