

2nd Newsletter



CROSS-INNO-CUT

Cross border implementation of innovative cost cutting technologies

Project Partners

***Federation of Industries
of Northern Greece***

***Aristotle University of
Thessaloniki***

URENIO Research Unit

***South-West University
"Neofit Rilski"***

***Industries Association of
Eastern Macedonia***

***Federation of Industries
of Rhodopi***

***Industrial Association of
Petritch***

***Union of Industry and
Manufacture of Xanthi***

***Industrial Association
Karjali***

***Federation of Industries
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Editorial

The **Cross-Inno-Cut** team continues with its information campaign that beside the mass communication activities includes regular updates through newsletters. The updates are targeted at informing all the stakeholders of the project and the general audience about the achievements of the projects and provide them with information that could be useful in achieving competitive advantage through cost reduction innovative techniques for SMEs.

The main activities of the project are:

- To introduce the areas and diagnostics tools for cost reduction.
- To provide cost reduction auditing activities in 100 SMEs in the targeted areas in Greece and Bulgaria.
- To provide action planning activities in 30 SMEs.
- To pilot apply cost reduction actions in 10 SMEs.

The efforts of the **Cross-Inno-Cut** team to engage the business communities in the targeted areas in Greece and Bulgaria in the proposed innovative cost reduction activities resulted in April 2012 in a workshop in Blagoevgrad, Bulgaria which was the last from a series of workshops for awareness raising purpose held Alexandroupoli, Kartjali, Petrich and Thessaloniki.

The **Cross-Inno-Cut project** also continues its public procurement activities for ensuring of the envisaged expert and consulting services.

In this news letter the 2nd Thematic area the “Reducing marketing cost through social media” is presented as well.

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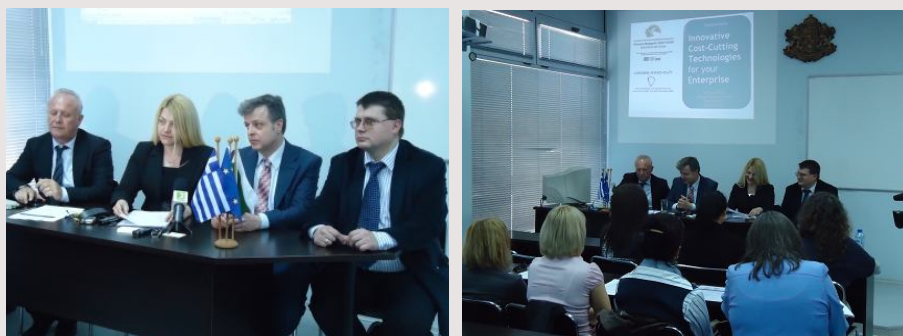
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Information events

Workshop “Implementation of innovative cost-cutting technologies at the enterprise” within the framework of the “Cross Border Implementation of innovative cost cutting technologies – CROSS-INNO-CUT” Project, funded under the European Territorial Cooperation Programme “Greece-Bulgaria 2007-2013”, held in Blagoevrad, Bulgaria on the 26th April 2012



The South-West University “Neofit Rilski” - Blagoevgrad organized a workshop on the “Innovative Technologies for the reduction of costs in the enterprises”. The workshop took place at **Hall No.1, Faculty of Economics, South-West University “Neofit Rilski”, 2 Krali Marko Str., Blagoevgrad 2700, Bulgaria, on 26 April 2012 at 16:00 h.** This workshop was part of a series of similar events held in Southern Bulgaria and Northern Greece, within the framework of the “Cross Border Implementation of innovative cost cutting technologies – CROSS-INNO-CUT” Project, funded under the European Territorial Cooperation Programme “Greece-Bulgaria 2007-2013”.



The aim of the workshop “Innovative Technologies for the reduction of costs in your enterprise” was the presentation of innovative cost-cutting technologies. These technologies will be implemented in the production, trade and tourism enterprises that will participate in the activities of the project without any cost for them. The enterprises that participated in the workshop

had the opportunity to fill-in a participation form and receive further information about the CROSS-INNO-CUT Project activities.

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The innovative technologies (tools and processes) are developed by the Urban and Regional Innovation Research Unit (URENIO) of the Aristotle University of Thessaloniki (Greece), adjoined by the South-West University "Neofit Rilski".

It was also emphasized that through the CROSS-INNO-CUT Project, enterprises that would participate will benefit – without any cost - the following:

- In 100 enterprises experts would perform a detailed analysis of activities, in order to determine areas of excess cost, through the use of an innovative digital toolbox.
- In 30 enterprises, an action plan for cost-cutting would be developed and delivered.
- In 10 enterprises, the proposed action plan would be applied by experts and a report would be delivered regarding the results.

The workshop was open to executives or entrepreneurs that wanted to receive free consulting services through the activities of the CROSS-INNO-CUT Project, as well as for any other stakeholder.

The participants in the workshop were welcomed by Assoc. Prof. Dr. Desislava Stoilova, local manager of the CROSS-INNO-CUT Project at the South-West University "Neofit Rilski"- Blagoevgrad and Vice Dean of the Faculty of Economics. She outlined the project activities and expected outcomes.

Assoc. Prof. Dr. Preslav Dimitrov, Vice-Dean of the Faculty of Economics on the Scientific Activities, spoke about the role of the European Territorial Cooperation Programme Greece-Bulgaria 2007-2013 for the strengthening of the regional economic development and co-operation, especially in the cross-border area of Northern Greece and Southern Bulgaria.



Dr. Vangelis Kopsacheillis, researcher at the Federation of Industries of Northern Greece presented the project's mission and purposes. He pointed out that the CROSS-INNO-CUT Project addresses directly to factors that hinder the competitiveness of enterprises and regional development in the cross-border area. The Project stems from the need of enhancing the competitiveness of enterprises and

fostering economic development, while upgrading the innovativeness of enterprises. To achieve this, the notion of innovation management techniques (IMTs) is used. The reason for this is that enterprises need to take

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advantage of expertise know-how, which they cannot develop and apply on their own.



Dr. Sotiris Zygiaris, researcher at the URENIO Research Unit, Aristotle University of Thessaloniki outlined the cost-cutting innovative technologies in six areas, namely People and processes, Supply chain, Green buildings, Renewable energy, Sensors, utilities and energy saving, Marketing savings and social media. Dr. Zygiaris presented the CROSS-INNO-CUT digital

toolbox, which will be used in order to collect and process information data and diagnose high cost areas in the enterprises.

Tender for the recruitment of auditors

Federation of Industries of Northern Greece and the South-West University "Neofit Rilski" announced in April 2012 public tenders for experts that will perform the audits in SMEs. The tender process was aimed at attracting experienced consultants that could offer added value services to SMEs.

The public tender organized by the South-West University "Neofit Rilski" was officially announced on the 2th of April 2012. The public invitation for participation in the tender was available both on the web site of the University (<http://www.swu.bg/information-for/public-procurement.aspx>) and on the web site of the Public Procurement Agency of the Republic of Bulgaria (<http://www.aop.bg>) within the period of 02 April to 17 April 2012. The evaluation of the received offers and assignment of the contract is expected to happen within the terms envisaged in the Bulgarian Public Procurement Act.

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Reducing marketing cost through social media

The most crucial factor for the solving high cost problems in marketing area having although an effective marketing strategy are the above:

Effective **Marketing Strategy** (marketing plans, Targeted marketing, Matching Competitors)

Define **marketing budget** (as percentage sales or the “dollar approach” – see above)

On the other hand the digital technologies and the rise of digital communication networks and social media offer new possibilities for low or no-budget solutions.



Customer’s networks / Maximize Referrals / Make News Worthy
 Community networks / charity / corporate responsibility

Low or no Costs marketing strategies



ICT / Internet marketing
 Social Media Marketing
 Integrated Marketing Communications

Social media marketing includes the use of social networks, digital communities and blogs for advertising, personal selling, public relations, publicity, direct marketing and sales promotion. In the traditional marketing communications model, the content, frequency, timing, and medium of communications by the organization is in collaboration with an external agent, i.e. advertising agencies, marketing research firms and public relations firm. However, the growth of social media has impacted the way organizations communicate. With the emergence of Web 2.0, the internet provides a set of tools that allow people to build social and business connections, share information and collaborate on projects online.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it is coming from a trusted, third-party source, as opposed to the brand or company itself. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform

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for organizations to implement marketing campaigns. With emergence of channels like Twitter, the barrier to entry in social media is greatly reduced.

Platforms / tools

Social Media Optimization: Social Media Optimization or Social SEO (Search Engine Optimization) that benefits organizations and individuals by providing an additional channel for customer support, a means to gain customer and competitive insight, recruitment and retention of new customers/business partners, and a method of managing reputation online. Key factors that ensure its success are its relevance to the customer, the value it provides them with and the strength of the foundation on which it is built. A strong foundation serves as a platform in which the organization can centralize its information and direct customers on its recent developments via other social media channels, such as article and press release publications. Oftentimes, corporate social media platforms are used to offer unique incentives to customers who are willing to engage (i.e. "like" a Facebook Page).

Integrated marketing communications (IMC): Integrated marketing communications (IMC) is a process for managing customer relationships that drive brand value primarily through communication efforts. Such efforts often include cross-functional processes that create and nourish profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven, purposeful dialog with them. IMC includes the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program in order to maximize the impact on end users at a minimal cost. This integration affects all firm's business-to-business, marketing channel, customer-focused, and internally directed communications.

Components / tools

The Foundation - corporate image and brand management; buyer behavior; promotions opportunity analysis.

Advertising Tools - advertising management, advertising design: theoretical frameworks and types of appeals; advertising design: message strategies and executional frameworks; advertising media selection. Advertising also reinforces brand and firm image

Promotional Tools - trade promotions; consumer promotions; personal selling, database marketing, and customer relations management; public relations and sponsorship programs.

Integration Tools - Internet Marketing; IMC for small business and entrepreneurial ventures; evaluating and integrated marketing program.

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