



Outcome of Visibility Survey

**Report on Visibility Challenges and Best Practices for European
Business Organizations World Wide Network Brussels 2024**

Introduction

In today's digitally-driven world, visibility is crucial for European Business Organizations (EBOs) to thrive and effectively communicate with their stakeholders. The survey data offers valuable insights into the visibility best practices and challenges confronting EBOs and the strategies they employ to enhance their visibility today.

The survey was conducted in February 2024 and 43 EBO's responded to the survey. The survey was conducted as part of the EBOWN strategy to enhance visibility for all members of the network and know how to be of best support to the global network.



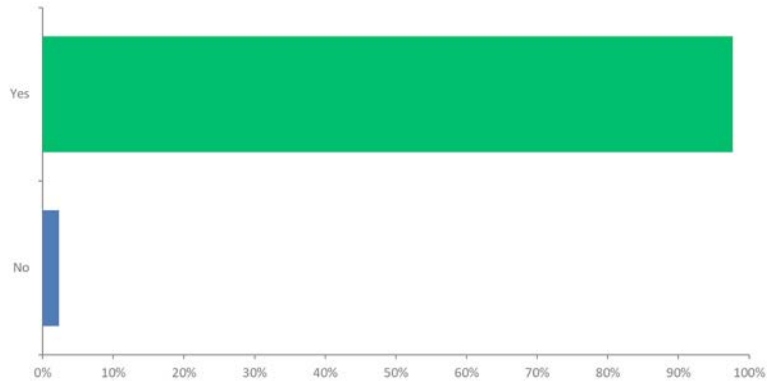
Summary of Key Findings of Global visibility survey



Websites

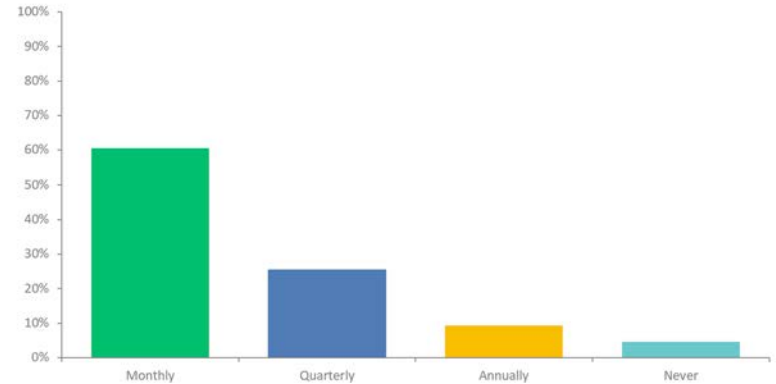
Does your organisation have a functioning website?

Answered: 43 Skipped: 0



How frequently is your website updated?

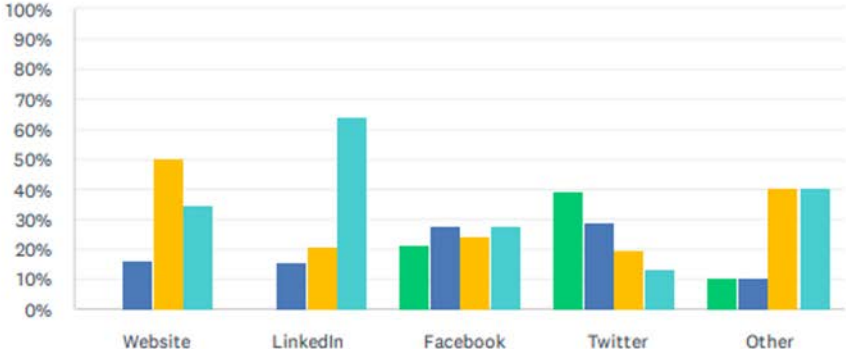
Answered: 43 Skipped: 0



Online Platforms

Q5 Which online platforms does your organisation primarily use for visibility and client engagement and how effective they are? (You are free to pick more than one)

Answered: 43 Skipped: 0

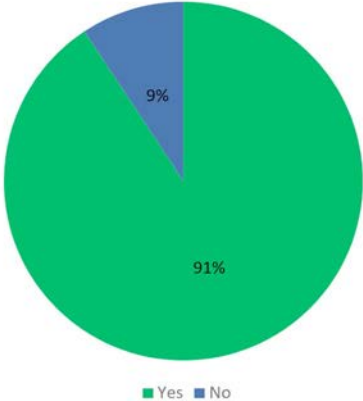


Not effectiv... Slightly effe... Moderately... Very effecti...

Newsletters

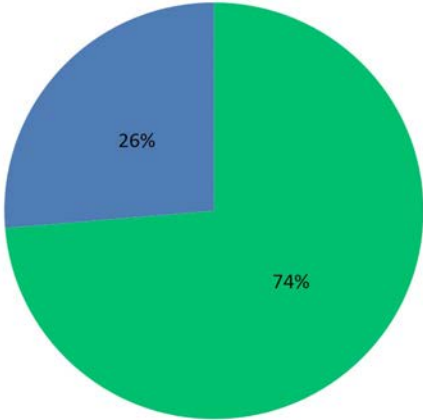
Does your organisation send newsletters or updates to its members/clients?

Answered: 43 Skipped: 0



How often do you send newsletter?

Answered: 38 Skipped: 5

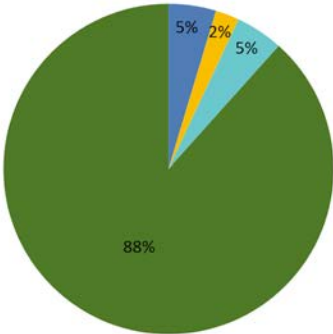


Customer Relationship Managements

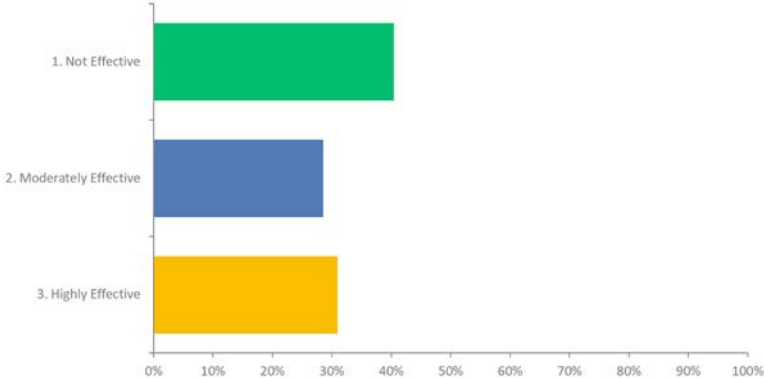
What Customer Relationship Management (CRM) platform are you using? On a scale of 1 to 3, how effective has your CRM platform been?

Answered: 43 Skipped: 0

Answered: 42 Skipped: 1



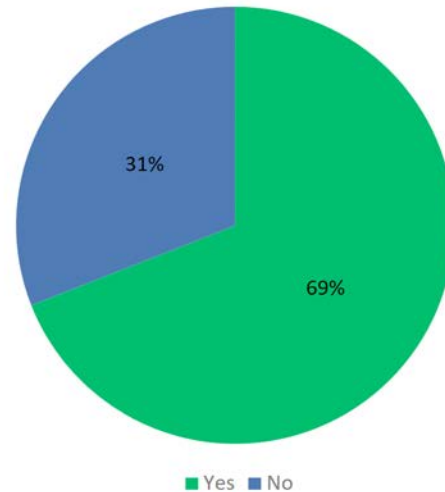
What other? Hubspot Zoho CRM Salesforce Essentials
Pipedrive Other Other (please specify)



Visibility and Communication Coordinator

Could you consider to co-share a regional visibility and communication coordinator?

Answered: 42 Skipped: 1



Main Visibility Challenges

1. Social Media and Content Strategy

- **Promote More via Social Media:** Increased funding is necessary to boost the social media presence for some EBO's.
- **Rebuilding on LinkedIn:** Keeping access to accounts and building a following
- **Engagement and Continuity:** Regular updates are crucial for maintaining engagement.
- **Content Generation:** Constant focus on generating compelling content is a challenge
- **Frequency of Posting:** Posting more frequently to improve engagement.

2. Organizational Challenges

- **Early Stage Visibility:** New organisation's challenge is increasing visibility.
- **Time-Consuming Communication:** Managing online communication requires staff
- **Delegation and Monitoring:** Difficulty in delegating tasks, daily monitoring, and regular updates are ongoing issues.
- **Human Resources:** Lack of staff dedicated to social media is a challenge
- **Branding:** Lack of brand strategy and implementation

Main visibility challenges (Cont)

3. External and Internal Communication

- **Member Engagement:** Members do not always read updates on media platforms, so direct emails are essential.
- **Information Overflow:** Email blasts often end up in spam, reducing effectiveness.
- **Communication Dissemination:** National Chambers often do not share our communications during conferences.
- **Local Press:** Relationship to local media are sometimes weak
- **EU Delegations:** Regular reminders to EU delegations about our importance are necessary.

4. Digital Marketing and Website Optimization

- **Visibility Struggles:** Increasing online visibility requires optimizing a website designed for search engines and effective use of social media and digital marketing.
- **Website Challenges:** Funding limitations have hindered website's potential
- **CRM Integration:** Finding the best way to connect website with CRM system remains a challenge.

Main visibility challenges (Cont)

5. Strategic Initiatives

- **Utilizing tools available:** Not all EBO's are using all the tools available to increase visibility like Youtube and other social media platforms
- **Partnerships:** Minimal collaborations with EU diplomatic missions
- **Market Challenges:** In Canada, reaching across 10 provinces is challenging. In-person events in major cities are effective but not yet widespread.
- **Collaboration and Recognition:** Remember to increase collaboration and recognition of partners advocacy efforts within the organization.
- **Business Memberships:** Some members do not have business members, limiting their visibility to other non-business organizations and consulates.

6. Geographic and Market-Specific Issues

- **European Market:** While known in their home country some EBO's lack visibility in Europe.
- **Canadian Market:** The vast size and diversity of Canada present unique challenges in gaining national recognition.:
- **Political context:** Some EBO's are operating in a difficult political context where freedom of speech are limited, likewise certain social media platforms are not allowed and other strategies and forms of communication are taken into use

Best Practices by EBOs for Visibility Enhancement

1. **Utilization of Social Media:** EBOs strategically leverage social media platforms such as LinkedIn, Instagram, and YouTube to disseminate updates, engage with their audience, and showcase their initiatives. By maintaining an active presence on these platforms, organizations are increasing their visibility and reach a wider audience.
2. **Content Strategy:** When developing a comprehensive content strategy for maintaining audience engagement and visibility, EBOs can then focus on timely and consistent posting, interactive content formats, and collaboration with stakeholders to amplify their reach and impact.
3. **Communication Sensitivity:** In regions facing political unrest or sensitive situations, EBOs adopt conflict-sensitive communication practices to navigate challenges while maintaining stakeholder engagement. By avoiding publishing sensitive content during critical events, organizations uphold trust and credibility.
4. **Networking and Collaboration:** When members are Engaging and partners through various channels, including surveys, dialogues, newsletters, and events, they enhances visibility and fosters networking opportunities. By actively involving stakeholders in their activities, organizations are strengthening their relationships and expand their reach.
5. **Website Optimization:** When members regularly are updating websites with relevant content, including newsletters and event announcements, they ensures that organizations remain visible and accessible to their audience. Additionally, utilizing filters for targeted email campaigns enhances audience engagement and ensures that communications are tailored to specific segments.
6. **Diversification of Communication Channels:** We have members exploring diverse communication channels, such as podcasts, traditional media interviews, and event, sponsorships, allows organizations to expand their reach and engage with different audience segments. By diversifying their communication efforts, EBOs are amplifying their visibility and stay relevant in a competitive landscape.



**Thank you for your
time and
contributions**