

Final report Promoting Dutch SME entrepreneurship for the Blue Gold Programme in Bangladesh

Campaign “Ondernemen in Bangladesh” for Dutch SMEs



By: Raoul Wijnberg and Stan van Soest (No 9)

Date: 23-10-2017



Acknowledgement

This publication was made possible with a financial contribution of the Netherlands Government. Thanks are expressed to Bangladesh Water Development Board (BWDB) to support us in providing guideline at different stages of implementing this project. We also acknowledge the contribution of Blue Gold TA team in designing and implementation of this project in a more integrated way with Water Management Groups (WMGs). We are also thankful to anonymous reviewers for their constructive criticism and advice to improve the report.

Disclaimer

These are the views and expressions of the author, and do not necessarily represent the view of the Netherlands Embassy in Dhaka or the Blue Gold program.



Index

Introduction/word in advance	3
1. Facts and figures	4
A) General	4
B) Entrepreneurship in the Netherlands	4
2. Process activities:	5
A) Campaign website	5
B) Drip Campaign	5
C) Articles	5
D) Extra articles	6
E) Dashboard	6
F) Additional Service calls	7
G) Media	8
3. Reaching of KPI targets	9
A) General	9
B) Sector	10
C) Job titles	10
D) Gender	11
4. Looking ahead	11
A) Lessons learned	11
B) Recommendations	11
C) Next steps	11
5. Annex	12
A) List course participants	12
B) List feasibility studies	12
C) Infographic Bangladesh/The Netherlands	12
D) Content Marketing Matrix No9	12
E) Marketing Funnel OIBD	13

Disclaimer: The OIBD campaign is made possible by the Blue Gold Programme



Introduction/word in advance

The Blue Gold Innovation Fund makes it possible for Blue Gold to try and test new innovative approaches and discover new ways to contribute to socio-economic development in the polders of Bangladesh. New innovative technologies and approaches can be financed with support from the Blue Gold Innovation Fund, as long as the innovation proposals submitted contribute to the desired outcome and results of the Blue Gold program.

No9 helps Blue Gold to find and activate Dutch entrepreneurs who are active in agriculture and water management. They create awareness by communicating with them via the platforms on which they are most active. Moreover, they guide them through all relevant knowledge for their own research and comparison through an online course. Finally, these course participants are offered an online form to qualify themselves for the opportunity of getting a feasibility study. If participants do not fill in the form automatically No 9 has used service calls to provide extra knowledge for the opportunity. Furthermore, reminder mails have been sent to remind them of the opportunity.

1. Facts and figures

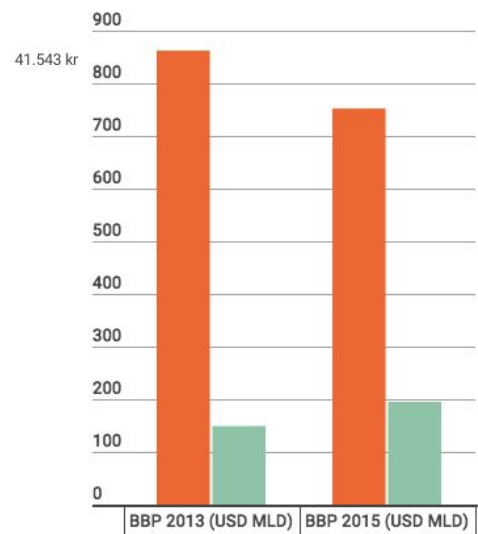
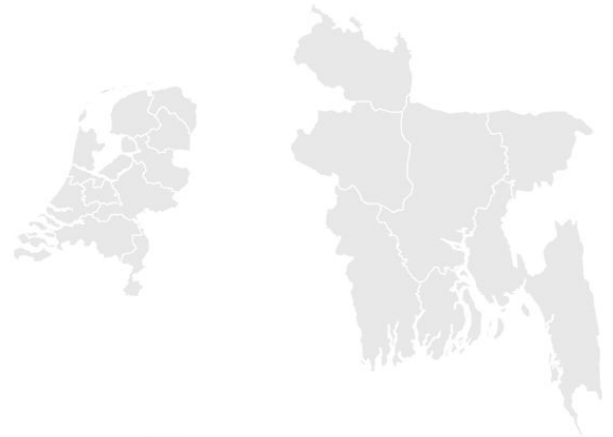
A) General

Bangladesh is one of the most densely populated areas in the world, with over 156 million inhabitants on 147.570 km².

Although the economy in Bangladesh is on the rise and the percentage of people living in extreme poverty (less than \$2 a day) is halved in a decade (1991-2010), it is still ranked 142nd on the Un Human Development Index.

With 41,543m² km², the Netherlands covers a mere 28% of the size of Bangladesh and with 16 million inhabitants it is occupied by only 10% of its inhabitants. Yet, their GDP (\$752 million) is almost 4 times the GDP of Bangladesh (\$195 million).

Although this gap in terms of welfare seems to be decreasing, the gap is still major at the moment. Especially since the Netherlands has a lot of knowledge about agriculture and water management, there is a huge opportunity for the Netherlands to help Bangladesh. Please see appendix “C) *Infographic Bangladesh/The Netherlands*” for the complete infographic.



B) Entrepreneurship in the Netherlands

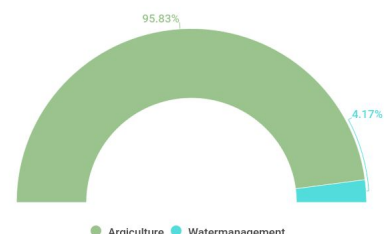
The Netherlands has a total of 1.3 million active entrepreneurs. Most are active in business services, construction, health and retail.

Within our target group, there are roughly 72,000 Dutch entrepreneurs: 69,000 active entrepreneurs in the ‘agriculture’ sector and 3,000 active in the sector ‘energy, water and environment’.

Furthermore, about 10% of Dutch entrepreneurs are internationally active. Although most of this international activity is seen in the wholesale (25%), business services (21%) and Industry (12%) sectors, we estimate that about 7,300 (10% of total target audience) has an interest in expanding their business across borders.

The average age of Dutch entrepreneurs is 46 years.

Sector





2. Process activities:

A) Campaign website

The main goal of the campaign website is to convert website visitors into course participants. Based on these conversations and additional interviews with Bangladesh experts [Bijon Islam](#) and [Tessa Schmelzer](#), we have decided upon the right tone of voice for the campaign.

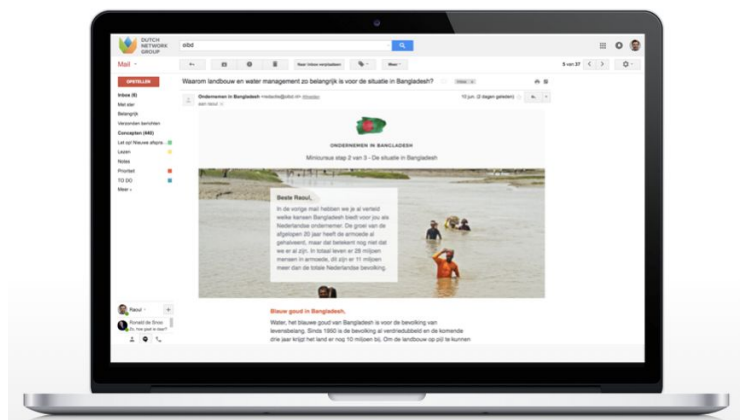
Subsequent, we have designed the wireframes for the website, which we agreed upon on May 3.

The result can be seen via the following URL: <https://www.oibd.nl/>



B) Drip Campaign

Via a drip campaign entrepreneurs had the opportunity to learn all about the chances and opportunities in Bangladesh. The main goal is to create interest to actually going to Bangladesh. You can experience the drip campaign yourself by registering via: <https://www.oibd.nl/>.



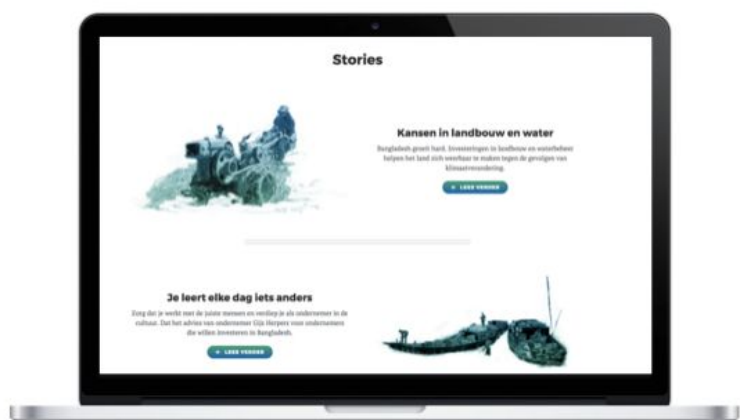
C) Articles

Via the articles entrepreneurs had the opportunity to learn all relevant facts about Bangladesh. All articles can now be seen on our website via the following URL's:

[Kansen in landbouw en water](#)

[Water en land: het blauwe en gele goud van Bangladesh](#)

[Je leert elke dag iets anders](#)





D) Extra articles

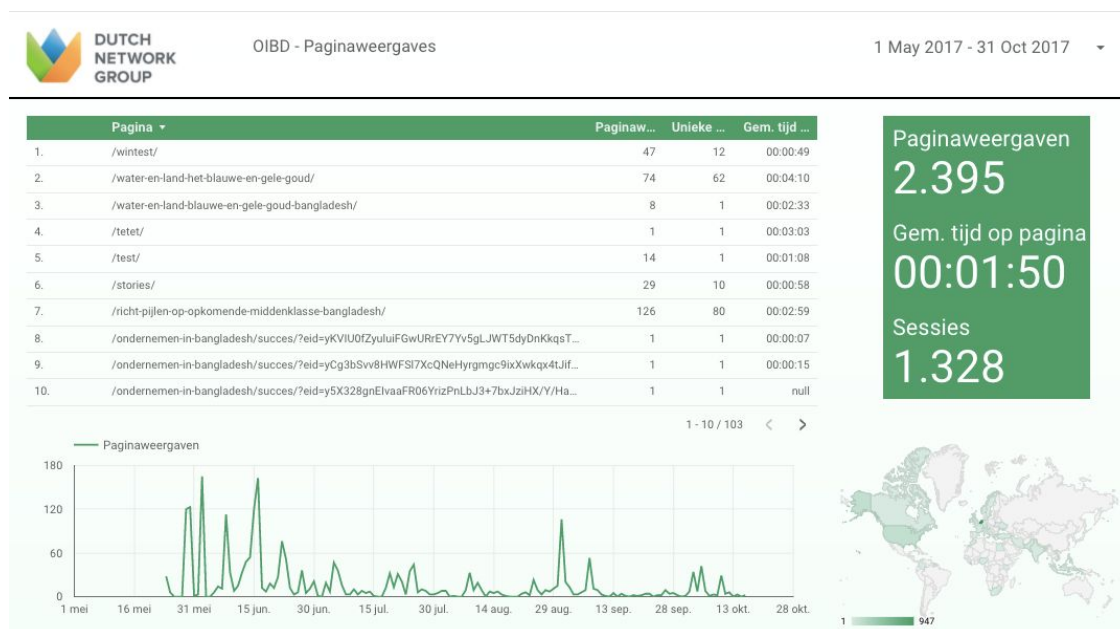
Besides the three main articles, we have produced 2 additional articles. These articles can be seen via the following URL's:

[Interview Tessa Schmelzer](#)

[Interview Bijon Islam](#)

Furthermore, we have designed and created a special '[stories](#)' page on which all articles are displayed. This enables other parties to easily share all of our content.

In total the website has been visit for 1.328 times. During those session a total of 2.395 pages are loaded with an average time on page of 01:50.

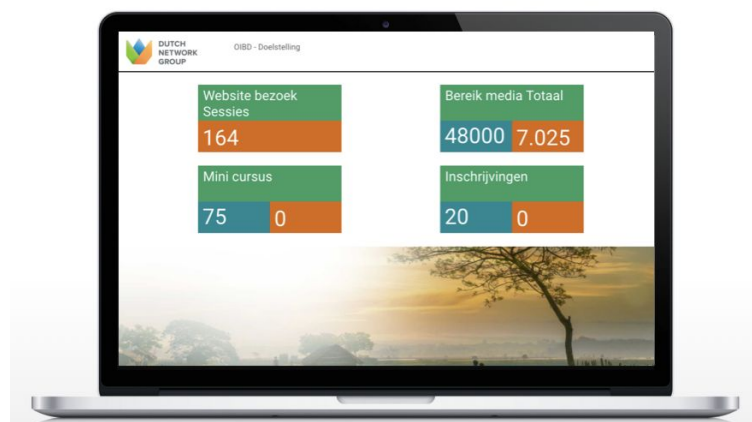


E) Dashboard

In order to monitor the progress of the realization of the KPIs we've developed a dashboard on which the results can be monitored 24/7.

The dashboard can be reached via [this URL](#).

As requested, we added an extra page in the dashboard in which all sources of new participants can be found.

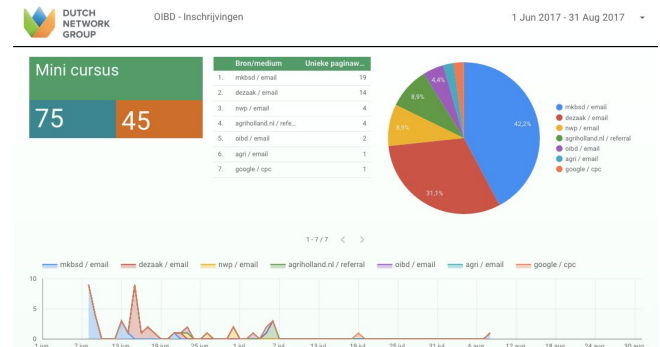




F) Additional Service calls

In order to gain insights in the perceived quality of course attendees and to check why participants (don't) make an inquiry, we have done a series of phone calls to participants that left their phone number.

One person directly filled in the proposal. Another participant filled in the form in response to the service calls. Other insights/results, which also can be found in [the overview in the service call notes](#).



- Course was valuable to me. I'm glad with the valuable Bangladesh insights, but I'm active in a different sector (security). Not in watermanagement/agriculture
- My main focus is not yet on Bangladesh. Firstly, I want to succeed in other countries (Liberia/Sri Lanka)
- I'm focussing more at Vietnam, India and China at the moment. But still interested.



G) Media

In order to accomplish all KPI targets, we use different dedicated e-mails, advertorial positions and social media posts to make sure we reach all our targets.

Output can be seen via the following URLs:

[De Zaak 15-06-2017](#)

[NWP nieuwsbrief 23-06-2017](#)

[Agri Holland Nieuwsbrief 05-07-2017](#)

[MKB Servicedesk 08-08-2017](#)

[ZZP Servicedesk 08-08-2017](#)

[H2O nieuwsbrief 10-08-17](#)

[Course participants reminder mail](#)

[MKB Servicedesk reminder mail](#)

[H2O nieuwsbrief 28-09-17](#)

DE ZAAK ondernemers & onder de zaak

Start met ondernemen in een land vol kansen. [Bekijk in browser](#)



Beste Raoul,

In Nederland hebben we veel kennis opgedaan op gebied van landbouw en water management. Mooie voorbeelden hiervan zijn onze dijken, waterkeringen en kasbouw. Deze expertise zetten wij inmiddels in op alle plekken van de aarde. Maar heb jij er al eens aan gedacht om jouw kennis uit te zetten in het deltaland van Bangladesh?

Bangladesh staat bekend om haar armoede, maar kent nu economische groei en biedt kansen voor ondernemers. Speciaal daarom is de minicursus "Ondernemen in Bangladesh" opgezet. Hierin ontdek je jouw kansen in Bangladesh en hoe je in aanmerking kunt komen voor een investering vanuit het Blue Gold Innovatie Fonds.

Ondernemen in Bangladesh

In de minicursus van drie mailings willen we je graag op de hoogte brengen van de kansen die Bangladesh heeft voor jouw organisatie. We gaan verder dan bedrijfsdoelstellingen. Ontdek hoe jij de situatie in Bangladesh kunt verbeteren en hoe je in aanmerking kunt komen voor het Blue Gold Innovatie Fonds.




Schrijf je in voor de gratis minicursus

I E-mail voorkeuren wijzigen of uitschrijven van de nieuwsbrief

De Zaak is onderdeel van Dutch Network Group. Meer informatie en contact via support@dezaak.nl. Je ontvangt deze e-mail omdat je een account hebt op MijnZaak of omdat je bent ingeschreven voor de nieuwsbrief.

ONDERNEMEN IN BANGLADESH

Heeft jouw concept of idee kans van slagen?



Beste <<Naam>>,

Je hebt alle mails over Ondernemen in Bangladesh ontvangen, maar we hebben je aanvraag nog niet voorbij zien komen. Wellicht is de uitnodiging aan je aandacht ontsnapt. Of was je er op het moment dat je de mails ontving nog niet klaar voor.


Wat je reden ook was, via deze weg willen we je nog eenmaal wijzen op de mogelijkheid om de aanvraag voor het haalbaarheidsonderzoek in te dienen. Je kunt het direct doen [via deze link](#). Invullen kost 10 minuten van je tijd en je hebt binnen een week reactie.

Wacht dus niet langer en ontdek nu jouw kansen!

Voltooi jouw haalbaarheidsonderzoek

mkb servicedesk

Schrijf je in en vraag het gratis haalbaarheidsonderzoek aan. [Bekijk in browser](#)



Beste <<Voornaam>>,

Je hebt in de afgelopen periode een mail van ons ontvangen over Ondernemen in Bangladesh. Via deze mail brengen we je op de hoogte wat de campagne van initiatiefnemer BlueGold voor jou kan betekenen.

Wat zijn de voordelen voor jou?

Het BlueGold innovatiefonds is gericht op Nederlandse ondernemers die graag hun concept of idee willen laten testen in Bangladesh. Bangladesh heeft een jaarlijkse economische groei van gemiddeld 7 procent. Zowel overheid als ondernemers investeren in het bedrijfsleven om de kennis van de Bangladesische bevolking te bevorderen.

Ben je benieuwd welke kansen er voor jou als ondernemer in Bangladesh te vinden zijn? Schrijf je dan gratis in voor de Minicursus Ondernemen in Bangladesh of vraag direct het haalbaarheidsonderzoek aan. Zo ontdek je vrijblijvend of jouw concept of idee een kans van slagen heeft in Bangladesh!

Start jouw minicursus




I E-mail voorkeuren wijzigen of uitschrijven van de nieuwsbrief

MKB Servicedesk is onderdeel van Dutch Network Group. Meer informatie en contact via support@mkb servicedesk.nl. Je ontvangt deze e-mail omdat je een MijnMKB account hebt of bent ingeschreven voor de nieuwsbrief.

UITGELICHT

Stappenplan

Je klant betaalt niet maar je wilt een conflict vermijden. Lees het gratis whitepaper met daarin het stappenplan. Zo ga je om met wanbetalers!



Wat levert je personeel op

Zou het niet handig zijn als je weet hoeveel je per medewerker aan omzet draait? Koos vertelt je hoe je dat doet.


Whitepaper personeel

Tevreden personeel is veel productiever. In dit whitepaper lees je alles over hoe je mensen bevlogen krijgt.

PARTNERCONTENT

Ondernemen in Bangladesh

Ben jij actief in landbouw- of watermanagement en wil je zaken doen in Bangladesh? Ontdek of jouw bedrijf in **aanmerking** komt voor een investering van het Blue Gold Innovatie Fonds!



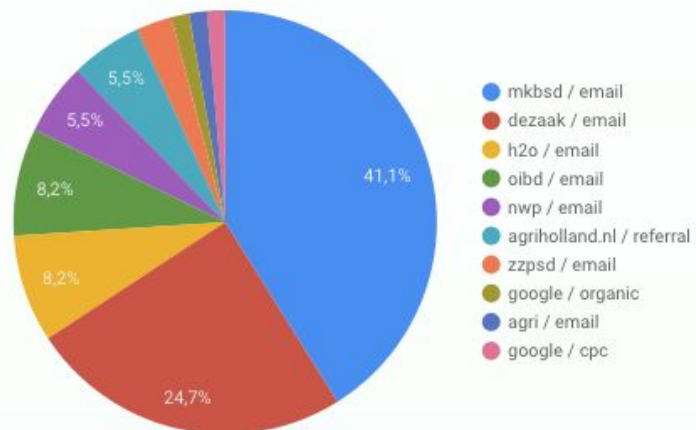
3. Reaching of KPI targets

A) General

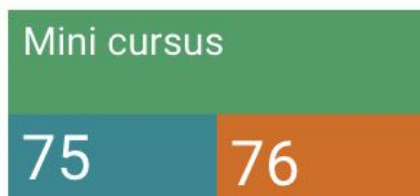
With respect to the number of course participants we have reached 76 of the 75 intended participants on the 17th of october 2017. We have reached 20 out of 20 registrations. As you can see in the dashboard the main traffic resource (50.2%) was e-mail.

With respect to the number of course participants we mainly benefited from the MKB Servicedesk (30), De Zaak (18), H2O (6), OIBD (6), NWP (4), Agri Holland (4) and ZZP Servicedesk (2).

Bron/medium	Unieke paginaw...
1. mkbsd / email	30
2. dezaak / email	18
3. h2o / email	6
4. oibd / email	6
5. nwp / email	4
6. agriholland.nl / refe...	4
7. zzpsd / email	2
8. google / organic	1
9. agri / email	1
10. google / cpc	1



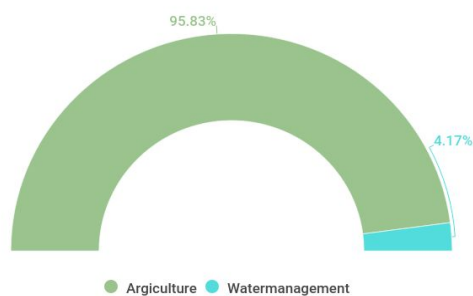
Furthermore, we far exceeded our targeted media reach. We aimed for a total reach of 48.000, but overperformed by 66% to a total reach of 79.571. Please see complete funnel in the Appendix.



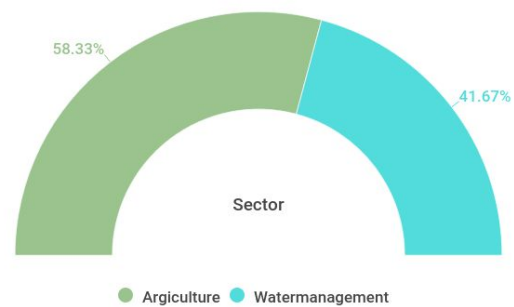
B) Sector

As stated in paragraph 1.1. the distribution between watermanagement and agriculture in the Netherlands respectively 96% and 4%. When we look at the actually submitted feasibility studies the percentage of entrepreneurs active in watermanagement is (42%) much higher compared to the country average.

Sector



Country average

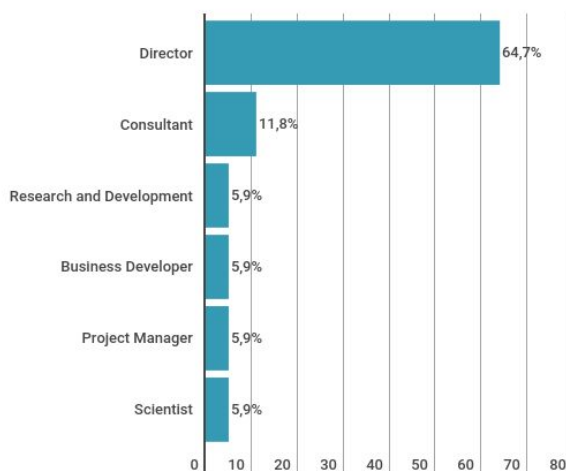


Submitted feasibility studies

C) Job titles

As shown in the figure below the feasibility studies were mainly submitted by the directors/CEOs of the company. Other job titles were Consultants, R&D managers, Business developers, Project managers and scientists.

Function of participant





D) Gender

In the Netherlands most entrepreneurs are male (64%). In our campaign only 54% of the visitors on our website was male. Since the male representation in the agriculture (90%) and watermanagement (97%) sector is even higher than average this percentage is remarkable.

Please see appendix for specific results.

4. Looking ahead

A) Lessons learned

Relatively many entrepreneurs in water management
Relatively many women
Mainly directors/CEO's
Mainly newsletters (medium)
Mainly De Zaak/MKBSD (platforms)

B) Recommendations

Campaign formula can be used for multiple campaigns, Ondernemen in Bangladesh can be continued and planned for a new period with the same content/website. Including new content to convert 2017 course participants into applications for feasibility studies. We recommend selecting media via our content marketing matrix (appendix D Content Marketing Matrix).

Well performing media can be used for other campaigns, insights can be used.

C) Next steps

- 1) Are there any running campaigns with which we can help to realize KPI targets by using our entrepreneurial audience (De Zaak/MKBSD)?
- 2) Are there any future campaigns with which we can help with concepting?
- 3) Are there any future campaigns for which we can create content, drip campaigns or white label websites?
- 4) How shall we continue the collaboration between No 9 and Blue Gold?

D) Recommendations

- 1) Connecting The Online Marketing Group for additional entrepreneurs
- 2) Expanding the drip campaign
- 3) Check contentmarketing matrix together for new opportunities (e.g. events/ Member get member/Award function)

E) Marketing Funnel OIBD

