Details of expenditure incurred by my Department and its Offices on digital marketing are set out in the table below.  In engaging service providers, the Department and its Offices are mindful of the need to secure value for money and be compliant with public procurement guidelines.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Amt spent on Digital Marketing** | **Items on which funds were spent** | **Criteria by which target audiences were selected** | **Amt of digital spend targeted here** | **Amt of digital spend targeted abroad** | **Amt that related to private companies** | **Amt that related to policy initiatives** | **Purpose of digital advertisements** |
| **2019** | 3,843.75 | Video Production for Future Jobs Ireland Conference  | General Public, Business and Research Community | n/a | n/a | n/a | 3,843.75 | Promotion of Future Jobs Ireland |
|  | 5,430.45 | Video Production for Regional Enterprise Plans | General Public, Business and Research Community | n/a | n/a | n/a | 5,430.45 | Promotion of launch of Regional Enterprise Plans |
|  | 4,735.50 | Video Production for Regional Enterprise Fund Roadshow  | General Public, Business and Research Community | n/a | n/a | n/a | 4,735.50 | Promotion of Regional Enterprise Fund Roadshow |
|  | 4,684.20 | Video Production for DTIF Funding Campaign | Enterprises, Research Community, Third level institutions | n/a | n/a | n/a | 4,684.20 | Promotion of Digital Technologies innovation Fund |
|  | 1,544.00 | Animation | The animation was presented to the audience at the launch of the *National Space Strategy for Enterprise 2019 – 2025*, and concurrently uploaded on D/BEI’s website and Twitter account. | n/a | n/a | Six Irish companies are named during the animation that have either developed or used space technologies as part of their business. | 1,544.00 | The animation was developed to coincide with the launch of the *National Space Strategy for Enterprise 2019 – 2025*. The purpose of the animation was to raise awareness of Irish enterprises developing and using space technologies for their businesses, as well as the societal benefits of space to the citizen. This is in line with goal four of the Space Strategy to “increase industry, public and international awareness of space and Ireland’s activities in space.” |
|  | 811.80 | DBEI Business Bulletin | SME Sector, stakeholders by voluntary subscription (email issued each fortnight) | n/a | n/a | n/a | n/a | Distribution of Department of Business, Enterprise and Innovation Digital Business Bulletin |
|  | 1,231.66 | Video Production | Enterprises, Research Community, Third level institutions  | n/a | n/a | n/a | 1,231.66 | Advertising of launch of Disruptive Technologies Innovation Fund |
| **Total** | **22,281.36** |  |  |  |  |  | **21,469.56** |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Amt spent on Digital Marketing** | **Items on which funds were spent** | **Criteria by which target audiences were selected** | **Amt of digital spend targeted here** | **Amt of digital spend targeted abroad** | **Amt that related to private companies** | **Amt that related to policy initiatives** | **Purpose of digital advertisements** |
| **2018** | 5,651.01 | Targeted LinkedIn campaign to promote awareness of Disruptive Technologies Innovation Fund and the launch of the first call for funding (promoted post) | Enterprises, Research Community, Third level institutions | n/a | n/a | n/a | 5,651.01 | To promote awareness of Disruptive Technologies Innovation Fund and the launch of the first call for funding |
|  | 1,623.60 | DBEI Business Bulletin | SME Sector, stakeholders by voluntary subscription (email issued each fortnight) | n/a | n/a | n/a | n/a | Distribution of Department of Business, Enterprise and Innovation Digital Business Bulletin |
| **Total** | **7,274.61** |  |  |  |  |  | **5,651.01** |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Amt spent on Digital Marketing** | **Items on which funds were spent** | **Criteria by which target audiences were selected** | **Amt of digital spend targeted here** | **Amt of digital spend targeted abroad** | **Amt that related to private companies** | **Amt that related to policy initiatives** | **Purpose of digital advertisements** |
| **2017** | 1,623.60 | DBEI Business Bulletin | SME Sector, stakeholders by voluntary subscription (email issued each fortnight) | n/a | n/a | n/a | n/a | Distribution of Department of Business, Enterprise and Innovation Digital Business Bulletin |
| **2016** | 1,623.60 | DBEI Business Bulletin | SME Sector, stakeholders by voluntary subscription (email issued each fortnight) | n/a | n/a | n/a | n/a | Distribution of Department of Business, Enterprise and Innovation Digital Business Bulletin |
| **2015** | 1,623.60 | DBEI Business Bulletin | SME Sector, stakeholders by voluntary subscription (email issued each fortnight) | n/a | n/a | n/a | n/a | Distribution of Department of Business, Enterprise and Innovation Digital Business Bulletin |
| **2014** | 1,217.70 | DBEI Business Bulletin | SME Sector, stakeholders by voluntary subscription (email issued each fortnight) | n/a | n/a | n/a | n/a | Distribution of Department of Business, Enterprise and Innovation Digital Business Bulletin |