

HEY Export Plan - Export Appendix 1

Export Communications Strategy KPIs

Export Plan – Measuring Success through 2021

The following KPIs relate to the Export Plan’s Communications Strategy, which is integral to the overall Export Plan.

Key Strand	Goal	KPI	Metrics
Awareness	To raise awareness of exporting opportunities across the SME and wider stakeholder community	Growth in export-related digital content output	Increased levels of engagement and interactions with partners, stakeholders and SMEs
		Delivery of two export awareness-raising campaigns with a focus on key sectors and start-ups/micros	Increased traffic to Growth Hub website, partner engagement, subscriptions to HEY Export! e-newsletter (initial target of 100 subscribers by end of 2021)
		Development and roll-out of an export case study video portfolio	Total number of views/shares/engagement
Embedment	To embed export across the business support service provision and instil an export mentality across the wider SME and stakeholder community	Enhanced exporting profile across Growth Hub business support service activities	Number of business support programmes and activities which highlight the benefits of engagement in export
		Closer alignment of the LEP’s strategic export objectives with those of key export partners	Combined approach to the promotion of export across the HEY LEP region and shared agendas and synergy between the HEY LEP and its key export partners (DIT/Chamber)
		Inclusion of export in the regional start-ups and micro support service offer	Increased number of workshops (target of 10), advice sessions and masterclasses which feature export; enhanced engagement with Business Advisers and other organizations focused on start-ups and micros
Engagement	To engage key regional partners, stakeholders and the wider SME community in the regional export agenda	Increased LEP export-related interactions with the business community	Total number of DIT lead generations; Export Academy participant numbers; increased applications to the DIT Internationalisation Fund; increased subscriptions to the HEY Export! e-newsletter
		Increased number of promotional export events led by / fed into by the LEP	Total number of events delivered / engaged in
		Increased LEP alignment with key partner export and investment initiatives (Freeport, Chamber, DIT)	Joint collaborative efforts in the promotion of export