Communication and dissemination
JISC Content programmes seminar
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Rosemary Stamp
Director, Stamp Consulting
rosemary.stamp@stampconsulting.co.uk

1: Marketing and Communications
Scene setting

The competitive market place

- What is the competition?
- The need for “cut-through”...
- The need for “match”...
Objectives of communications and marketing

To articulate clearly:
The purpose,
distinctiveness &
stakeholder benefits
of your programme

To give
stakeholders
clear reasons to
choose or engage
with it

How to sabotage marketing and communications

- Knee jerk marketing
- Failure to plan or research
- No clear objective!
- “Features” rather than “benefits” driven messages
- Silo marketing
- Internally focused communications
- Failure to advance best
- No service match to stakeholder needs
- No “Call to action,” incentive, response, management or evaluation
- Channels that suit us, Not our stakeholders
- No “call to action”, incentive, response, management or evaluation
- No clear objective!
Cyclical planning

1. Identify your objective!
2. Check the bigger picture: the market; any competitors.
3. Identify your stakeholders
4. Find out what stakeholders need and the MATCH with your offer.
5. Develop, test, refine and THEN roll out communications and marketing.
6. Evaluate the response and then refine your plan.

Communications and dissemination success factors

1. Identify your objectives and message
2. Identify critical target audiences
3. Demonstrate relevance to key stakeholders
4. Speak their language
5. Use relevant communications and channels
6. Plan and manage communications campaigns effectively
7. Deploy a sound project proposition
8. Deploy effective response management
9. Recognise the real competition
10. Evaluate results to inform future communications initiatives

Proposition credibility: 5 simple questions...

1. Why should anyone care?
2. How have perceptions of you or your programme been generated, so far?
3. What might it be like to be on the receiving end of your communications?
4. What is the purpose of your programme?
5. How credible is the programme proposition?
2. Social media in practice

Introduction
“Show and tell” case studies

Practical challenge
Using the questions below as a guide, discuss your attitudes and experiences of using social media and networking:

1. What are the main social media channels your project uses and why?
2. Which social media channels do your audiences use?
3. Share examples of how your project (or another project or group you are familiar with) has used social media effectively.
4. What do you think are the benefits of using social media for a) your audiences and b) for your project?
5. What are your main concerns about using social media (e.g. legal, ethical, resources)?
6. How have you used social media with other communications activities e.g. events and news?
7. How will you define and measure engagement, success and return on investment for your social media activities?

3. Working with JISC

Responsibilities and opportunities
4. Getting your message across
Developing a message proposition that works

Effective service or programme propositions

To communicate effectively with your target stakeholders:

- They must feel confident that they know:
  - Who you are
  - What you do
  - What is special or distinctive about your service offer
- and understand why these points are of relevance or benefit to them

Good communication and marketing?

“Consumers like simplicity…”

Marketing Week, 13 September 2012, pp24-26

- Too much choice and decision-making leads to confusion and unease
- Stakeholders are more likely to engage with services that make selection easier
You’d won my heart from “Hello”

3 winning engagement formulas

- **Tangible exchange**
  - The basic “swap”

- **The “simplicity factor”**
  - Ease of transaction

- **Advantage comparison**
  - Benefits of being involved…
  - What you’ll miss if you’re not!

Thank you from the Warren Fund Cutting Team

Will you give your heart to me?
What is the message proposition?

The golden rule

If you wish to persuade me, you must think my thoughts, feel my feelings and speak my words…

Cicero
43 BC

A packed lunch? £840

By taking a packed lunch instead of buying sandwiches, you would save at least £840 a year*

*Assuming 21 days per week, 10 lunch weeks per year

Are you being SMART with your money?

- see the Money section of Student Life on studentunsw
- drop into the Student Services Welfare office
- or email uniwellness@unsw.edu.au

Student Services

Brettenham House: 05.10.12
Further reading

Building an effective message

* Consider the issues, below. They will help you to build a compelling message to address a real communication challenge that you face…

1. Who are we and why should our message matter to anyone, now?
2. What is the end result we need to achieve? What do we need people to do?
3. Who are the target stakeholders? Why should they care about us? What benefits can we offer them?
4. What communications channels and style of message would work best for these stakeholders?
5. What “call to action” or incentive will work best for them?
6. How will we nurture their positive engagement with us? How will we get people to respond and stay engaged?

Practical challenge: live issue

* This assignment should address a real challenge that you face.
* Within your group, discuss and identify one communication or message on which to work collaboratively.
* The message could be for one recipient or for many. It could be about the programme itself, or a related initiative or event, for example.
* Work collaboratively. Consider the issues raised within the model. These will help you to develop a tailored message for a specific stakeholder group.
* Prepare to present your message back to colleagues in other groups (5 minutes maximum, from 14.15 onwards).
* You can use flip charts to help you.
* Involve everyone in your group in the presentation.
* Be ready to make your presentation to your colleagues from 14.15.
5. Set priorities; segment and target audiences; manage communication channels

Practical challenge

What is your communications or marketing objective?

The communications plan in 7 points

1. Identify your marketing objectives
   - Check for the “so what?” factor
   - Identify marketing and communications channels
   - What would be their motivation for engagement with you?
   - What call to action or incentive will work for them?
2. Know and understand your target audiences
   - Identify marketing and communications channels
3. Plan
   - Budget, resources, critical timings
   - Match outputs/activities to communications channels
4. Service development
   - TEST!
5. Implementation and launch
   - Plot internal processes
   - Develop response management systems
6. Evaluation
   - How will we know if our campaign has been successful?
   - Feedback to inform future activity
7. Be opportunistic!