

# Intranet Marketing Camp

Presentation by  
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Intranets' 99  
San Francisco



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# Welcome to Marketing Camp

## Camp Activities

The Marketing Campaign  
Delivering the Message  
Real Life Rollout



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## You're Already a Believer

- Tool of the future
- Excitement of new venture
- Information management
- Contribute to corporate mission
- Opportunity to show off your skills



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A What's in it for you as a Intranet designer/manager?

B. Reasons are personal as well as corporate



## The Marketing Campaign

### Objectives

- Introductory rollout
- Additional features
  - improved navigation
  - expanded links
  - new content
- Boost usage



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Treat your Intranet like a product

1. Whole rollout - new
2. New characteristics - bigger, brighter, new and improved  
other characteristics - friendlier interface, refined search engine
3. Boost usage - follow-up promotion  
draw attention to benefits  
reposition to specific targets

## The Marketing Campaign

### Target audiences

- Upper management
- Established employees
- Remote locations
- New employees
- Corporate divisions



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## Target Audience ... Upper Management

- Major Investors
- What's in it for them?
  - Keeping up with the electronic age
  - Broadcast medium
  - Build identity & community
  - Information access tool



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- those rich kid campers who think they've seen it all before
- they decide to pay for intranet implementation

- (1) Empowering the organization makes them look good
- (2) "private" sites they alone can access with passwords
- (3) privileged communications among upper tier

## Target Audience... Established Employees

- Indirect investors
- What's in it for them?
  - Better working conditions
  - New, cool toy
  - Interaction with peers



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### Established employees

- they were here the last 5 summers - you need to keep it interesting for them
- money for intranet came out of their pockets and pet projects

## Target Audience... Remote locations

- Indirect investors
- What's in it for them?
  - Link to home office
  - Same access to information
  - Opportunity to participate



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Remote locations - your remote cabins and tents. They always feel left out of the mainstream.

- a) Also indirect investors
- b) Often feel isolated and unappreciated
- c) What's in it for them?
  - (1) Closer ties to and interaction with home office
  - (2) access to information at the same time it is available at home office
  - (3) opportunity to highlight their importance and participation in organization

## Target Audience... New Employees

- Fast track
- What's in it for them?  
Immediate integration  
No-threat resource



New Employees - the camp tenderfoot - you need to teach him/her the camp routine quickly, without watering down the camp experience for others.

a)Fast track to full participation

(1)Can look things up - don't have to appear ignorant

b)interactivity - can influence what happens in organization from the beginning

(1)Intranet as entry point into the organization

(2)Use it to introduce them - profiles, bios

(3)Solicit suggestions from new employees - they may have seen something very useful on other intranets or the Internet

## Target Audience... Corporate Divisions

- Individuality
- What's in it for them?  
Link to mission & objectives



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Paint different picture for each division

- a) Each division has its own selling points
- b) Address the divisions' mission and tell them what's in intranet for their mission
- c) Emphasize:
  - (1) increased visibility
  - (2) ability to shape organization's mission and culture
  - (3) team work with other divisions

## Delivering the Message

- Passion and conviction
- High-tech, high-touch



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- Convey passion and conviction - this is the best!
- High-tech, high-touch; use physical objects to sell virtual product
- Exploit elements frequently missing at work:

Light a fire under them!

Reveille - get 'em up and get 'em going

## Delivering the Message

### Appeal to senses

- bright colors
- animation
- music and sounds
- touch
- smell & taste



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### Appeal to senses

bright colors

animation

music and sounds

touch - give-aways people can feel

smell & taste - food celebrations

(a)flavored coffee

(b)new dessert in honor of intranet

(c)herbs in pots as give-aways “we’re adding a new flavor to the same old stew”



## Delivering the Message

Personalized web sites...

“Have it your way” (Burger King)

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Use Imagination!

Caution: These slogans are trademarked to their respective organizations.

. These slogans are being cited only to get you energized-- to be creative.

Do not use these slogans.

And don't use acronyms!



## Delivering the Message

Number of employees served

“Billions served” (McDonald’s)

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Use Imagination!

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**Delivering the Message**

Information Inside

“Intel Inside” Pentiums

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Use Imagination!

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## Delivering the Message

Intranet weaves together the fabric of the organization...

“The fabric of our lives” (cotton)

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Use Imagination!

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## Delivering the Message

“Say hello to Dodge Neon”

Say hello to our new colleague....

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Use Imagination!

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Do not use these slogans.

And don't use acronyms!

## Delivering the Message

### Stress-relieving fun

- contests
- games
- toys
- parties



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It's Okay to Play!

Dare to be different.

Attract attention.

Spark interest.

Show your human side.

## The Marketing Campaign

- Plunge the organization into the campaign
- Promote as a unified package
- Empower the organization and staff!



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In-your-face marketing - the total body experience

b) Plunge the organization completely into the campaign

(1) Put urls on everything

(2) Mousepads with guide to intranet

(3) Links to all paper analogs

(4) Promises that it will be on the intranet first - the early bird gets the worm, and the technophobe has to rely on later access via paper

c) Promoting as a unified package - link all aspects to same logo, theme, colors, message while targeting different marketing audiences

d) Hyperlinks - people can build their own marketing messages by following links that serve their particular needs.

Believe that you are empowering the organization and the staff.

## Real Life Rollout



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Knowledge Center of Knoll Pharmaceuticals, Inc.  
Initiated and brought to the company by Inteliquest  
June-July 1998

2nd major information management initiative for group after establishing themselves 4 months earlier as Inteliquest, the result of an intense 12 month reinvention project which transformed a traditional pharmaceutical library into a dynamic, assertive information service.

Former web site was 1st generation

Revamped site offers:

- name that reinforces position as company intranet
- new look
- improved navigation
- expanded content
- deeper links
- better organization of information- logical
- designed for expansion

## The Game Plan

- Set the rollout in motion with teaser copy
- Mass mailing of flyer
- Contest
- Upper management special invite
- E-mail announcement
- Cross promotion



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## Setting the Stage

Teaser copy

- Draw attention
- Tantalize
- Build interest

Lead up to release date  
of July 27th



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Placements:

InteliQuest Resource Center

Next to elevators

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Displayed : July 16-20th

Outside of elevators

IntelIQest Resource Center

On easels

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July 20- 23

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July 22-24

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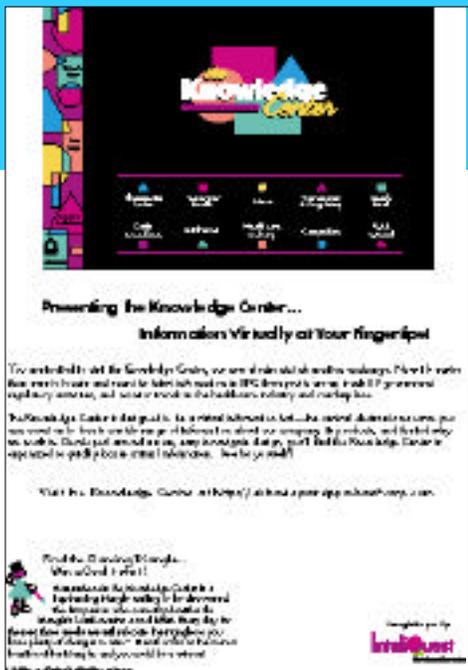


July 27th -  
The BIG day

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# Mass Mailing

Announcement flyer  
Mailed to everyone  
Friday afternoon,  
July 24th.



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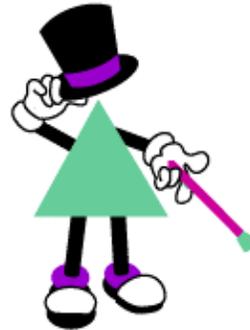
- Color copies
- Highlighted benefits and what to expect
- Gave URL
- Outlined content
- InteliQuest noted as the producers

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## Contest

Be the first to find the dancing triangle and win a free t-shirt!

Location of graphic changes every day.



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New location every morning

1st couple of days located at top level pages - easy

Got placed deeper and deeper into the pages as time progressed - harder

Call, email, fax IntelliQuest the URL

Used time stamps to determine who got the URL correct first

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## Upper Management Special Invite

T-shirt wrapped in tissue with personal invitation to visit the new Knowledge Center



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Every executive manager in Knoll got a t-shirt and personal invite.

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## E-mail Announcement

July 27th send out blanket email to all employees with URL

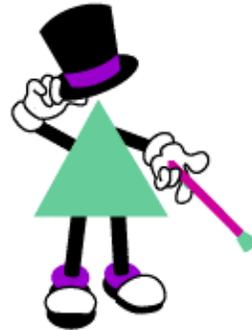


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## Cross Promotion

4 weeks after the launch  
All IntelliQuest products  
Included an  
announcement of the  
Knowledge Center



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## Rollout Calendar

- July 9: T-shirts to production
- July 10: Send posters out for production
- July 15: Send posters to IntelliQuest
- July 16: Flyers to copy center
  - Poster #1 (break away...)
- July 20: Poster #2 (7 more days...)
- July 23: Poster #3 (start mouse engines...)

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## Rollout Calendar (continued)

July 24: Send out email message

Distribute flyers

Get finished t-shirts and prepare

July 27: Display poster #4 (presenting the KC)

Deliver t-shirts to executives

Place dancing triangle on web page

Announce first t-shirt winner

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## Behind the Rollout Scenes

- Strip tease comment
- Browser glitch
- T-shirt demand phenomena
- Dancing triangle schedule



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Teaser posters were more of a tease than planned

URL of new site was same as old, had to instruct everyone how to clear out cache so new site would appear in browser.

People wanted to trade goodies for t-shirts

People took contest so seriously that folks who arrived later to work complained they never had a chance to “find” the triangle. Had to change the release schedule of the triangle to later in the day so everyone had a chance.

## Marketing Camp Memories

The Campaign  
target audiences  
benefits

Messages  
themes  
creative



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# Intranet Marketing Camp

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Chris Olson & Associates is available to help with all aspects of Intranet and Internet projects - from concept to design to rollout to maintenance. Give us a call if you are interested in learning more.