Intranet Marketing Camp

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Intranets’ 99
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Welcome to Marketing Camp

Camp Activities

The Marketing Campaign
Delivering the Message
Real Life Rollout
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

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

B. Reasons are personal as well as corporate
Packing for the Campaign

• Objectives
• Target audiences
• Messages
• Delivery mechanisms

Some of the basics you will need
The Marketing Campaign

Objectives

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

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
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

- 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

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
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

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

• 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

(boldface text)

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)

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!
Number of employees served

“Billions served” (McDonald’s)

Use Imagination!

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And don’t use acronyms!
Information Inside

“Intel Inside” Pentiums

Use Imagination!

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And don’t use acronyms!
Intranet weaves together the fabric of the organization…

“The fabric of our lives” (cotton)

Use Imagination!

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And don’t use acronyms!
“Say hello to Dodge Neon”

Say hello to our new colleague….

Use Imagination!

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Delivering the Message

Stress-relieving fun
• contests
• games
• toys
• parties

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!

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.
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
Setting the Stage

Teaser copy
• Draw attention
• Tantalize
• Build interest

Lead up to release date of July 27th

Placements:
InteliQuest Resource Center
Next to elevators

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July 27th...

Break Away from the Pack!

Displayed: July 16-20th

Outside of elevators
InteliQuest 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.

Color copies
Highlighted benefits and what to expect
Gave URL
Outlined contest
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.

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 InteliQuest 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

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 InteliQuest 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 InteliQuest
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
Behind the Rollout Scenes

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

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

Don’t underestimate the power of fun!
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.