



TF-PR How To...

How To... Reach the End-user

Who are your end-users?

Define your end-users and put them into groups. Examples of end-users groups:

- Students
- Teachers
- Researchers
- Scholars

You can split up certain groups even more specific. For example you can separate users into light, average and heavy users. The more specific you put your users into groups, the more targeted you can focus your communication and marketing towards them.

What are their needs and wishes?

Get to know your end-users. What are their specific needs? What are their ICT wishes and what do they expect to get from you? A user survey is a good way to get to know your end-users. To really get to know them, it is necessary not only to perform quantitative surveys, but also qualitative surveys; talk to the end-users in groups and find out about their daily routine and their ICT usage.

A good way to get a good picture of your end-users, is by making a profile of a typical student / teacher / researcher. Give him or her a fictional name, face and description. The archetype characteristics are formed by the output of the user survey.

Print out these profiles in a large poster and hang them out in your office, so everyone can see on their working days for who they are actually working.

Computer- en internetgebruik	Communicatie en samenwerking	Multimedia	Veiligheid en privacy	ICT Faciliteiten op de instelling
<ul style="list-style-type: none"> • Desktop op werkdag. • Gebruikt privé laptop ook voor werk. • Internet ca. 1 uur per dag. • Google en e-journals belangrijke bronnen. • Gebruikt van het IC een 101 node Linux Cluster. • Wist met geen discussie op externe harde schijf. • Gebruikt geen Wifi, maar wel behoefte. Wil graag bij andere instellingen ook draadloos kunnen werken. 	<ul style="list-style-type: none"> • Bijna alles via e-mail. • Overdag met collega-onderzoekers via vaste telefoon of real-life. • Geen ervaring met audio/videoconferencing, vermoed dat het heel ingewikkeld is. • Behoeft een oplossing voor samenwerken op afstand. • Publicaties in e-journals, maar zou zichzelf meer willen profileren. 	<ul style="list-style-type: none"> • Heel weinig audio en video. Veel illustraties en grafieken. • Uitsluitend digitaal materiaal en meeste grafieken en illustraties zelf gemaakt. • Collega's die materiaal willen hergebruiken, kunnen zich melden. 	<ul style="list-style-type: none"> • Erg alert op veiligheid. Wil eens virusen testen. • Gemiddeld 1 keer per week back-up. • Voorkomen dat onderzoeksdata verloren gaat. • Zelf lokale problemen op laptop. Desktop heel al Moëlle. • Windows updates nodig daarom wordt gevraagd. 	<ul style="list-style-type: none"> • Eigen werkplek op gedeelde kamer. • Printer en copier op de gang. • Zelf software geïnstalleerd o.a. Matlab en Maple. Licenties via SURF. • Last computerproblemen eerst zelf op en vraagt andere hulpdesk om hulp.

Example of an end-user profile

What do you want to sell to whom and how?

Not only can user surveys determine your company's activities, but it can also help you to find out what you want to sell to whom and how you want to sell it. For example, students can tell you they get their information about useful ICT tools and services via their teacher. In this case it can be wise not to put your marketing effort directly towards students, but focus your marketing on teachers instead.

Ways to reach the end-user

There are a number of ways to actually reach the end-user and there are various choices you'll have to make before you can decide upon the activities you want to carry out. What is your budget? What are your resources? What do you want to do yourself or what other parties do you want to get involved? Do you want to focus on the mass, groups or individuals?

Below you can find some examples of activities you can enforce with a short description.



Marketing campaigns

Marketing campaigns come in every size and scale. You can think of a marketing campaign on a local level, for example just in the cities with the largest end-users population, or on a national level and put you poster on every train station. You can make flyers, postcards, advertisements, send out a promotion team, you name it - everything is possible. Marketing campaigns however can be expensive and to make the effect durable, you'll have to repeat the campaigns.

Competitions

A good way to get end-users to know your product, is by organising a competition. Let them play with the technique and let them playfully get to know your service. For example, if you provide a streaming video service, set out a video competition with attractive prizes and a sensational final so everyone attending will remember your company's name.

Community building

Facilitate end-users who want to organise themselves. It is most likely that within your end-users groups there a people with the same interest around a service you provide. For example, get all the security people together and let them exchange ideas and best practices. Facilitate these *Special Interest Groups* by giving them a place to come together or make a website where they can exchange ideas with each other and where you can put the information about your relevant services.

Workshops

Organise workshop for end-users about your services. Attract them by giving them a unique opportunity to meet the experts and ask them everything they always wanted to know. Make the workshop preferably hands-on, so end-users can get down to it right away afterwards. It can be a good plan to organise these workshops on location; end-users are more willing to participate when a workshop is taking place on their own institute. And let end-users participate for free. Workshops aren't expensive to organise - especially when you can use the facilities of an institute - and they have a lasting effect.

Users as ambassadors

Make use of the inner circle of end-users your companies has already close contact with. Make them your ambassadors and let them spread the word. Let them give presentations to their own people about how they use your services - hearing a selling story from you own colleague is much more convincing.

These are just examples of activities you can carry out to reach end-users, but of course there are a lot more options. To name a few:

- End-users panels – Make end-users feel special by inviting them to participate in a panel around a service. It give them the unique opportunity to be involved in the development of (new) services and you'll get very useful direct feedback.
- Support – Create cookbooks, best practices and other (online) documentation to disseminate knowledge and to help users to use your services.
- Give-aways – Sell your name, let end-users get into contact with you company. A simple pen with your logo on it, could be enough.
- Participate in conferences – Make sure you're giving presentations on relevant conferences. Be there with a stand and promotional material.