



# TF-PR How To...

## Sell NREN services

### How to sell NREN services

#### *Using Marketing Communication in a Not-for-profit Organisation*

National Research and Education Networking organisations (NRENs) usually work on a non-profit or not-for-profit basis. However, this does not mean that NRENs do not operate in a market that can be compared to a profit-market. Many NRENs do need to sell their products, and in doing that, sometimes there is competition from other parties.

Even though the financial boundaries are different, marketing is needed for a successful operation of services. Marketing communication plays an essential role in this.

In the process of creating marketing communication the following issues should be considered:

- **Target**  
What do you hope to achieve using marketing communication?
- **Target group**  
Who would you like to address?
- **Message**  
What message do you want to send out?
- **Budget**  
How much money can you spend?

#### *Communication Mix*

Based on those issues a communication mix may be chosen. There are various options such as:

- Advertising
- Fairs and events
- Personal approach
- Sponsorship
- Public Relations
- Sales promotions



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- Free publicity

The budget often is a given fact, but making sure you have all relevant information on what you want to achieve, target groups and messages will help in creating a successful marketing campaign.

### *Target*

In NRENs communication targets often are related to awareness (this is the first step in the AIDA model: Awareness, Interest, Desire, Action). People need to know about services in order to use them. This will affect the choices to be made in the marketing communication process.

However, marketing communication can also be aimed to improve the perception of a service or an organisation. So, in choosing your media keep in mind what you would like to reach.

Make sure you choose concrete targets, preferably ones you can easily measure, i.e. numbers of visits to a website.

### *Target groups*

For NRENs, possible target groups can be:

- end users
  - o students
  - o scientists
  - o teachers
- policy makers
- politicians
- technical contacts

The media usually is not a target group, but they obviously may be used to gain free publicity in order to reach some of the the target groups.



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### *Message*

Even though the message you want to communicate is clear, it is important to specify it. What do you want to say in order to reach your target? Is it enough to simply say a service is ready to be used, or is it important to zoom in on a specific aspect of it (price, usability etc.)?



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## Set I NREN services

### Appendix I: examples of means used in marketing communication by NRENs

Prices for producing material vary greatly throughout Europe. Therefore, the indication of costs is limited to three levels: free, moderate costs, considerable investment. The aim is to indicate which NRENs have used similar tools, so those organisations can be contacted if extra information is needed.

*Tip: use the TF-PR list to ask colleagues about their experiences!*

Communication tool	Advertisement	
Target group segmentation and media	National	National newspapers Train station billboards
	Students	Students' magazines Students' agendas University newspaper
	Scientists	Scientific journals
Indication of costs	Moderate costs to considerable investment Depending on media choice and print run	
NRENs/organisations that have used this tool	SURFnet	
Comments	<p>Running print advertisements can be a very useful tool, both for wide audiences and targeted audiences. Depending on the media frequency, information has a limited lifespan.</p> <p>Usually it is necessary to repeat messages a number of times in order for the target group to become familiar with it.</p> <p>Time investment can be reduced by having an agency take care of the entire process. This will, however, increase costs.</p>	

Communication tool	Stand at convention, fair or conference	
Target group segmentation and media	Students	Students' fairs and introduction markets
	Scientists/teachers	Conferences (i.e. SURF Education days, EDUCA)



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	Research networks	International conferences
<b>Indication of costs</b>	Considerable investment	
<b>NRENs/organisations that have used this tool</b>	SURFnet	
<b>Comments</b>	<p>Stand fees vary from one to a few thousand euros. The main costs are in decorating the stand and producing giveaways, which, depending on the number of visitors can cost tens of thousands of euros.</p> <p>A stand costs a lot of time as well; both in preparation and in human resources during the conference.</p> <p>Main advantage is direct, face-to-face contact. A disadvantage can be the direct competition with other stands that may attract more visitors.</p>	

<b>Communication tool</b>	<b>Competition</b>	
<b>Target group segmentation and media</b>	Students  Scientists/teachers Fellow research networks	(Online) photo competition, online lottery game Light path competition Land speed records tec.
<b>Indication of costs</b>	Moderate to considerable investment	
<b>NRENs/organisations that have used this tool</b>	SURFnet	
<b>Comments</b>	<p>The prospect of winning a prize is a good way to attract attention. Depending on the sort of competition free press coverage is possible. It is important to award the winners with an appropriate prize.</p> <p>Downside is that sometimes it is difficult to create a competition that is relevant (especially for students). Attention tends to drop quite fast once the competition is over.</p>	