Tools and communication channels:

Less is more (Or how-to "touch" 2.0)

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KNOWLEDGE
ECONOMY
FORUM

Question No.1 (10 years ago)

WHAT do we want from our web site ?
WHY we created it ?

We started with such ideas

People will know who we are and eventually they will convert into members

We will be providing a lot of valuable information about knowledge economy – our core theme [insert yours: "PTA", "PACITA"]

Journalists will use that information, politicians and business people will notice us. We will gain publicity and credibility

Lesson No.1

Nobody really cares about your web page

(except of Google, because they are in the business of indexing web pages)

… without BIG ADDITIONAL efforts

Have we listened ?

We invested MORE money and human resources into better CONTENT.

Hired PR company, they created nice reports and even nicer strategy:

Be opinion leaders. Show yourself to public. Express visionary ideas with a message: "Creating the future"

Board: "We are not leaders"

Me: "Then who we are ?"

Board: "We need to think…"

Lesson No. 2

When there is no clear and deeply understood and agreed strategy at ALL levels of your organisation, everything becomes TACTICAL: you generate a lot of "nice to have" ideas, but have no reason (i.e. strategy) to kill them

Some of "nice to have" ideas

We need more visibility

We need to be on LinkedIn

We need to share content on Facebook / Twitter

We need to have regional representatives
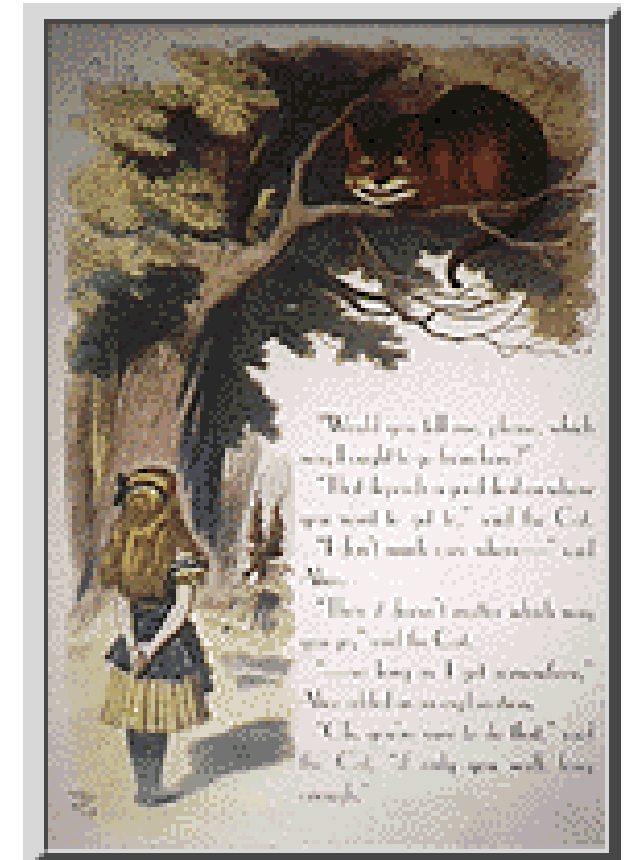
We need some awards ceremony

We need to become lobby organization

We need to be a citizens forum

We need video on Youtube

We need newsletter

We need to make a study on [topic]

Outcomes of hard work
of 3 key people

2 news portals (KEF main page + Science popularization portal)

2 big (300 people) events each year:
  a) International hi-level scientific conference aimed at policy makers, opened by Prime minister, debates moderated by parliamentarians;
  b) "Knowledge Economy Company Awards" (patronized by Lithuanian Presidents and in partnership with best business newspaper)

Monthly newsletter to 1500 targeted subscribers, Radioshow each Monday morning

LinkedIn group, 2 Facebook pages, automated exchange of news feeds

CRM system for managing "clients"

A lot of content: ≈ 2 studies, 7 position papers, 10 presentations at conferences per year

Participating in around 40 working groups on policy issues

More outcomes

Google analytics showed the growing number of web page hits

Our opinions were featured in several respected Lithuanian newspapers and journals (although we had less success with Online news portals – they were picking our information, but were not mentioning Knowledge Economy Forum)

I have got into lifestyle journal and Who Is Who in Lithuania, became the member of Lithuanian Board of Progress, etc.

We entered a network of emerging "technological startups". We had contacts with investors, we had knowledge about general technological trends and were able to consult startups at early phases. We also had around 30 regional representatives as volunteers.

When we questioned WHY we are doing that – we had always very good answer:

"Because it is CONNECTED to the Knowledge Economy topic !!!"

Question No. 2

Can we define that as a success ?

Side effects

Big health problems for me and a general "burn out" of the whole team

<u>Results were not sustainable</u>. When you stop communicating – people forget you <u>very</u> quickly (they need constant "touch" approach)

Communication uses a lot of energy

Customized IT tools and portals attract hackers

Volunteers require training and attention

Everybody is angry when you leave the meeting because you need to comment for a newspaper or be on a radio/tv show

Question No. 3

Are YOU really ready for a success in communication efforts ?

Who in your organization will be an opinion leader and will pay a price of being "public person"

Question No. 4

"It is hard to keep going with all those "nice to have" tools".

SELF-ANALYSIS: But so many people now read our content ! Our image is growing. We are starting making impact."

EVIDENCE: Is it really so ? Can we prove it ?

Google Analytics showed us:
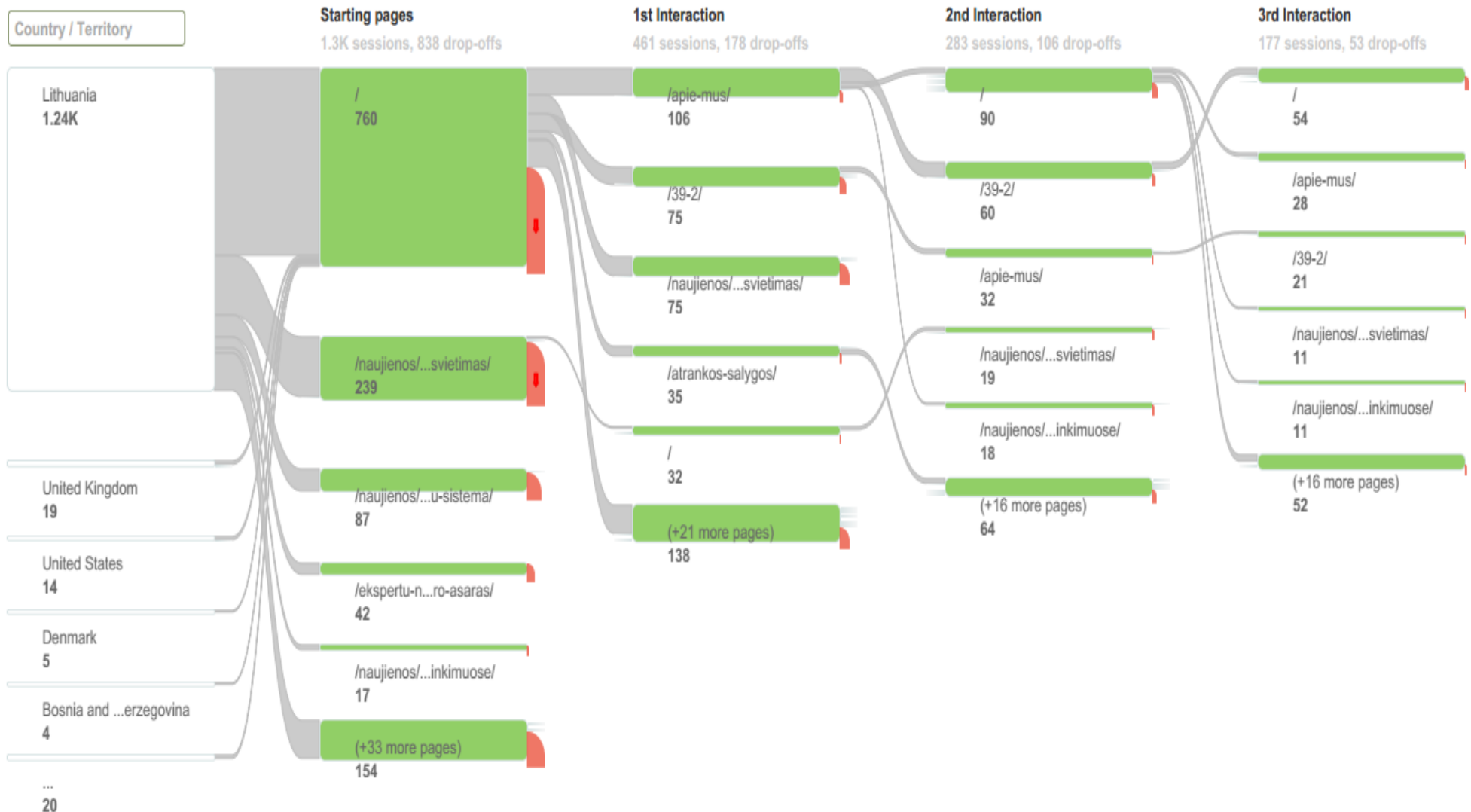
Nobody downloads studies

Visitors come to our page looking for PEOPLE (members, board members)

Events attract more attention, especially when connected with facebook/email communication, but attract nearly zero attention when posted only on Web page

Most of the visits of "clients" were 2 seconds long
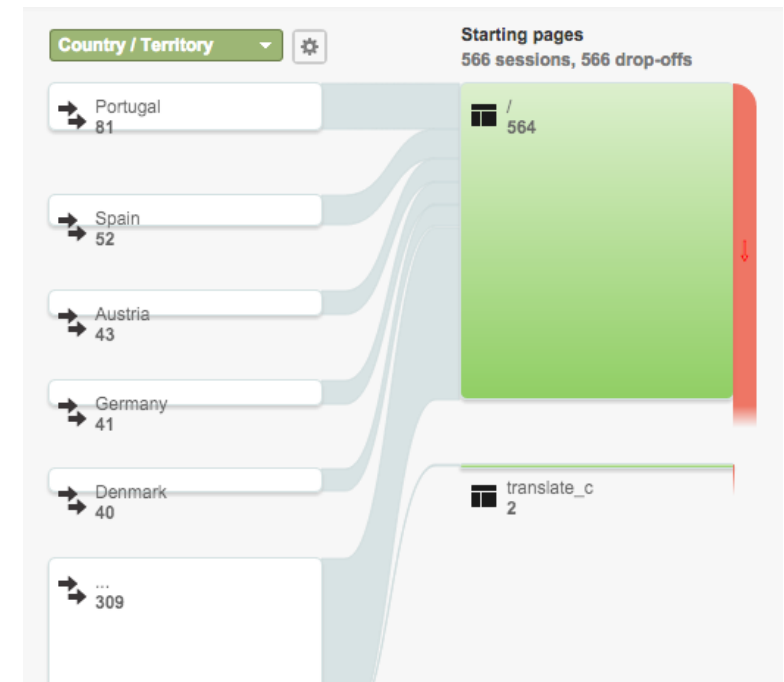
Do you care where your users are going ?

Journalists told us:

We have identity problem

Some associated us with politicians, who were former members of the forum

Nobody remembers our significant scientific and policy making conferences, but recalled something about our awards ceremony

The chief editor of influential newspaper: when I give journalist to write about science and technology – he takes that as a punishment: it is hard to write and nobody reads

Clients told us:

They SKIP our newsletters and web content – too much information + lots of unrelevant information

They DO read personalized letters, especially followed up by a phone call

They SOMETIMES GO to events (especially if they get 3-5 invitations from different sources)

They have no time to comment to newspapers, but would be happy if someone could do that for them

Lesson No. 3

Avoid your own fantasies about the impact you are making. TEST IT.

FILTER analytics which does not matter (pay attention to returning visitors, but filter yourself from results, keep an eye on a bounce rate, look into "walking path" of client, think about landing pages and what you will call "conversion" in your case)

Persuade clients who are openminded to ask you painful questions

Lesson No. 4

We need to think BEFORE acting

We need to LEARN to say NO.

We need to HIDE most content, "share it" links, comments if we have 0 shares/comments.

We need to UNDERSTAND what works and to put our communication efforts ONLY when we are able to SCALE that.

Our "Be LEAN" strategy

Less Is MORE (with the right content to the right people, with the right timing and personalized follow ups)

Clear messages looking from the "clients" perspective and potential for the re-usable and SHORT content.

MVP approach to content generation (build -> test / measure 3 times -> learn -> change direction loop)

Invest only into the areas where you see critical mass of "clients". EU is a special client as well.

"Less is more" tools

WEB – our "homebase" and "headquarter"

Mailchimp delivered newsletters, SlideShare prezentations and personalized messages – tool for attracting people to homebase and making deep analysis on interests of particular people (what they read, what they click)

Small events – to engage, to get contacts, to test newsletters, to get content, to talk with a cup of coffee, to make "soft" lobby

Less is *more.*
—Ludwig Mies van der Rohe

KNOWLEDGE ECONOMY FORUM

ATMERK AKIS.
Laikas veikti!

ŽINIŲ
EKONOMIKOS
FORUMAS

Ekspertų nuomonės

Išlaisvinkime vaikų kūrybiškumą

Austėja Landsbergienė

Šiandieniniame pasaulyje labiausiai vertinamas unikalus kūrybinis mąstymas, gebėjimas analizuoti pateiktą informaciją ir ją perdirbti savaip, o ne tiesiog atsiminti. Darbdaviai ieško darbuotojų, kurie geba galvoti ir kurti kitaip, nes rinka persotinta to, kas jau žinoma ir įprasta, – būtina kurti naujus, unikalius produktus ir paslaugas. Atsiduriame užburtame rate – ugdome vaikus, kurie įpranta viską mokytis atmintinai, kurių nuomonė nėra vertinama ir svarbu. Į mokykloje užduodamus klausimus jis turi atsakyti ir užduotis atlikti teisingai. >>>

Ribodami verslo sektoriuje dirbančių mokslininkų galimybes, pasiliksime inovacijų reitingo uodegoje

Tomas Žalandauskas

2014. m. kovo 13 dieną Lietuvos mokslo taryba (LMT) paskelbė kvietimą teikti paraiškas paramai mokslinėms išvykoms. Anot LMT, paraiškas finansavimui gauti gali teikti tik mokslo ir studijų institucijose dirbantys mokslininkai ir kiti tyrėjai, o verslo sektoriuje dirbantiems mokslininkams bei tyrėjams tokia galimybė nėra suteikiama. Tokia tvarka yra ydinga, nes ignoruojant verslo sektoriuje dirbančius mokslininkus ir tyrėjus, Lietuva riboja savo potencialą tapti konkurencingesne mokslo ir technologinės plėtros sektoriuje ir siekti inovacijų sąjungos tikslų. >>>

Naujienos

Rengiami nauji viešųjų pirkimų įstatymai
2014-09-06

Studijos aukštojoje mokykloje – išlieka tendencija
2014-04-22

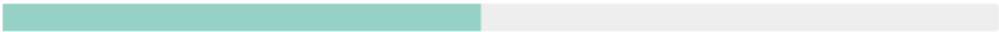ŽEF ekspertai diskutuoja dėl Lietuvos inovacijų sistemos vystymo
2014-03-31

Karjera be barjerų - VU Karjeros dienos '14
2014-03-25

MailChimp analytics

Open rate	48.4%	Click rate	22.1%
List avg	38.8%	List avg	14.7%

46	**21**	**0**	**0**
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	95	100.0%	Clicks per unique opens	45.7%
Total opens		116	Total clicks	42
Last opened		5/30/14 4:47AM	Last clicked	4/4/14 8:41AM
Forwarded		0	Abuse reports	0

Facebook integrated

Žinių ekonomikos forumas shared a link.
19 November 2013

Kviečiame dalyvauti renginyje! Dar galite registruotis: http://goo.gl/EKQfBA

Žanas Neimantas (Ogmios): "Kas yra švietimo sistemoje UŽSAKOVAS ?"
www.zef.lt

Asociacija „Žinių ekonomikos forumas" 2013 m. lapkričio 20 d. nuo 10:00 iki 13:30 Čiurlionio menų mokykloje organizuoja nemokamą renginį, kurio metu verslo, valdžios bei švietimo

Unlike · Comment · Share   4   3 Shares

683 people reached   Boost Post

Social media

Facebook – short term objective to get 1000 likes – done. Tactics – to keep it alive, but without investing our time. Helps to attract people to WEB as well.

LinkedIn – used personally ONLY to connect with people in order to have contacts.

Twitter – used ONLY when we know what we are doing (i.e. some conferences, startup communities)

Google + - observing only. There is no critical mass now in Lithuania, but it is growing.

Advanced tools

Market automation systems and advanced analytics (MailChimp.com, HubSpot.com, InfusionSoft.com, KissMetrics.com, Google Analytics to start with)

Read and sign newsletters/blog by Chris Brogan and KissMetrics

See how they connect each information piece about you together and how spam messages become targeted messages according to your specific interests

Relationships take time.

You need to be focused and "touch" people many times before they will take the action you want

(i.e. convert them from visitors to leads and from leads to clients)

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