Marketing to the eResearch community and the community at large

Kelly Lennon
Hamish Holewa
‘There is only one thing in life worse than being talked about, and that is not being talked about.’

Oscar Wilde
Product Overview

QUADRANT
The Participant Management Tool for Researchers
Objectives

• Within a limited budget, increase awareness of Quadrant as ‘the participant management tool for researchers’ within research communities
• Employ both a digital and traditional media campaign
• Turn impressions into registrations
Challenges

• Experienced researchers have tried and tested methods of undertaking research
  – Dubious about online/cloud computing resources
  – Concerns about data sovereignty and security

• How to keep people engaged outside of project lifecycles

• 30/6/14
One way to change behaviour

- Attitude toward behaviour
- Perceived social norms
- Physical ability to enact the change
- Behavioural intent
- Actual usage
What we are doing

Owned

- Facebook
- Email
- Twitter
- Website

Bought

- Flyers
- Postcards
- Banner

Earned

- User Generated Content
- eWom
- Unsolicited news articles/blogs
- Retweets, shares, likes
- Presentations
- Workshops

Wom
The word is getting out
Return on investment

- Increased twitter followers by 380%
- 11,116 retweet impressions
- Kept websites hits and login hits stable
- Increased website visit to login by 13%
- 16% increase in traffic direct to website
- 60% increase in website hits from search
Lemonade from lemons

Quadrant is in BETA

So...

How do we turn bugs, outages and incomplete feature sets into a positive value?
What is working

• **Repositioning** (project mgmt to participant mgmt)
• **Twitter** (eResearch groups, librarians)
• **Newsletters** (keeping end users engaged)
• **Website update** (info and legitimacy)
• **Blog** (engagement tool and picked up by influencers)
• **Presentations/Workshops** (open forum for concept exploration)
The future

• Podcasts
• Wider engagement with eResearch groups or institutions
• Train the trainer
• Peer reviewed journal article references
• Ditch FB
• Possibly consider LinkedIn
• Start to advertise our performance metrics (e.g. no. of institutions, testimonials etc.)
If we had more resources...

• Video overview of Quadrant
• Present at more research conferences
• More face-to-face workshops
• Increased engagement of ethics committees
• Purchase ad space on research websites
• Use adserver (push ads to people who visit websites like Academia, research gate)
To conclude

• Use the experts of your field (e.g. research community)

• Comms/marketing and adv need adequate resourcing

• Marketing/Advertising your service/product requires two-way communication

• Engage your consumers all the time, not just when it suits you
Quadrant is a project supported by the National eResearch Tools and Resources Project (NeCTAR), an initiative of the Commonwealth being conducted as part of the Super Science Initiative and financed from the Education Investment Fund, Department of Industry, Innovation, Science, Research and Tertiary Education. The University of Melbourne is the lead agent for the delivery of the NeCTAR project and the Queensland Cyber Infrastructure Foundation (QCIF) is the sub-contractor.