Using the right channels to reach the right target groups with the right products

Lars Lindberg Christensen
European Southern Observatory
Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. It is a critical business function for attracting customers.
Marketing

Mass mailing or Spam?

Direct marketing

Guerilla advertising

Brand management

Ethics

B2B or B2C?

Product placement

Competitions

Social marketing

Viral & Word-of-Mouth

Brand ambassadors
Brand awareness

- A serious sustained effort is needed to make the European stakeholders and public better aware of astronomy and astronomical brands.
- We need to disseminate our key messages, slogans, logo and Visual Identity products at every given occasion.
Promotion Strategy

- A promotion strategy has three major components: products, channels and targets.
- Derived from the organisational mission and objectives.
- Once the target is established, channels can be identified to reach these targets.
<table>
<thead>
<tr>
<th>Products</th>
<th>Target groups</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Laypeople</td>
<td>Online</td>
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<tr>
<td>Language</td>
<td>Decision-makers</td>
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<tr>
<td>Style</td>
<td>Journalists</td>
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<tr>
<td>Price</td>
<td>User community/scientists</td>
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<tr>
<td>Etc.</td>
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<td>Physical distribution</td>
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<tr>
<td></td>
<td>Etc.</td>
<td>Partnerships</td>
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<td>Competitions</td>
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<td>Newsletters</td>
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1. The Product

- **News**
  - Press Releases
  - Social Press Releases
  - Announcements
  - Pictures of the Week
  - Blog posts
  - Facebook posts
  - Video News Releases

- **Public talks/presentations**

- **Images**
  - Pixels
  - Metadata

- **Multimedia**
  - Videos
  - Video podcasts
  - Video News Releases
  - Virtual Tours
  - CDs and DVDs
  - Planetarium Shows

- **Printed and/or Electronic Materials**
  - Books
  - Exercise/Educational Books
  - Brochures

- **Handouts**
- **Flyers**
- **Postcards**
- **Stickers**
- **Posters**
- **Calendars**
- **Annual Reports**
- **Other Reports**
- **Newsletters and Journals**
- **Exhibition panels**
- **Paper Models**
- **Media Kits**
- **Wall Papers**

- **Merchandise**
  - Glass cubes
  - Pens
  - Lanyards
  - Mugs
  - T-shirts
  - Caps
  - USB sticks
  - Pins
  - Framed pictures
2. Target addresses

- Address database
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<td>Bragason</td>
<td>Sævar Helgi</td>
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<td>Mr</td>
<td>Buneci</td>
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3. Channel — Distribution

- Distribution plans
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<td>Custom search</td>
<td>Total internal distribution and stock</td>
<td>Total no of receivers incl. duplicates</td>
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Staubige Überraschung um riesiges Schwarzes Loch

SPERRFRIST® BIS 20. Juni 2013 12:00:00 CEST

Das Very Large Telescope Interferometer der ESO hat die detailreichsten Beobachtungen des Staubes um ein riesiges Schwarzes Loch im Zentrum einer aktiven Galaxie geliefert, die jemals gemacht wurden. Dabei fanden die Astronomen den leuchtenden Staub nicht ausschließlich wie erwartet in einem ringförmigen Torus um das Schwarze Loch vor, sondern größtenteils über- und unterhalb des Torus. Diese Messungen zeigen somit, dass der Staub als kühler Wind vom Schwarzen Loch ausgeht, eine überraschende Feststellung, die eine Herausforderung für die derzeitigen Theorien darstellt und uns zeigt, wie unsererseits Schwarze Löcher sich entwickeln und mit ihrer Umgebung wechselseitig beeinflussen.


Übersetzungen sind auf Ihrer Landes-Seite verfügbar: Staatliche, Österreich, Belgien – Belgique – Belgien, Brasil, Chile, Dänemark, Südkorea, Frankreich, Island, Italien, Niederlande, Norwegen, Polen, Portugal, Russland, Spanien, Schweden, Schweiz – Suisse, en

Sehr geehrte Damen und Herren,

Schwarze Löcher stellt man sich gemeinsin als gefährliche kosmische Monster vor, die alle Materie in ihrer Umgebung auffrischen. Schaut man sich ein solches Schwarzes Loch aber im Detail an, ergibt sich ein deutlich komplexeres Bild, das zudem noch so mächtige Überraschungen parat hält. So entdeckte auch der deutsche Astronom Sebastian Höng, Verblüffendes, als er sich zusammen mit seinem deutsch-britisch-amerikanischen Team daran gemacht hat, feinste Strukturen um ein solches Schwarzes Loch sichtbar zu machen. Seine Ergebnisse ergänzen die derzeitigen Modelle von Galaxien mit besonders gefährlichen Schwarzen Löchern um ein wichtiges Puzzleteil.

Mit den besten Grüßen

Dr. Carolin Liebke und Dr. Markus Püsmann
ESO-Deutschland
esd-germany@eso.org
Science Newsletter

To start receiving the ESO Science Newsletter, please create an account on the ESO User Portal.

ESO Science Newsletter - May 2013
ESO Science Newsletter (formerly ESO Enews) - April 2013
ESO Science Newsletter (formerly ESO Enews) - March 2013
Dear Fellow Communicators,

We are now accepting submissions for the European Astronomy Journalism Prize! In 2013 the prize conditions have been extended to accept entries from all ESO Member States (but still in English). The competition is run by the Science and Technology Facilities Council (STFC) in the United Kingdom together with ESO and in conjunction with the Association of British Science Writers and the Royal Astronomical Society. If you write articles about astronomy and related areas of technology, or about the work and lifestyles of astronomers, engineers or others working in the field of astronomy, submit your work and you will have a chance to win a trip to The Very Large Telescope, Chile! Even if you aren’t planning to submit anything yourself, please feel free to pass the work on to your media friends.

Do not forget that the most important conference in the field of public astronomy communication takes place this October in Warsaw — the Communicating Astronomy with the Public 2013. The second announcement with important dates was sent out this week. To follow updates and e-meet other participants, join the dedicated Facebook page!

We also take the opportunity to invite you to visit a new astronomy exhibition, Visions of the Universe, opened its doors on 7 June 2013 at the National Maritime Museum in Greenwich, UK. The exhibition will tell the history of astronomical imaging, featuring photographs from ESO’s telescopes, the NASA/ESA Hubble Space Telescope, NASA, the Russian space programme and more.

Another important development here is that we — for the first time ever — are organising an Astronomy Camp for Secondary School Students, together with the science communication event organiser Sterrenlab, and in collaboration with our Science Outreach Network. The camp will take place from 26-31 December 2013 at the Astronomical Observatory of the Aosta Valley, located in Saint-Barthélemy, Nus, Italy. Several partners, including ESO, are providing for a total of, so far, five trips that will be awarded to the winning applicants.

We can’t really close off without pointing you towards a competition run by the Orkney Science International Festival in association with ESO. Your followers, friends and visitors would probably be happy to find out about it too so feel free to share! Most importantly, if you would like to organise similar competitions in collaboration with ESO, send an email to our community coordinator, Oana Sandu, at osandu@partner.eso.org.

Let’s reach new heights in astronomy together,

Lars Lindberg Christensen (lars@eso.org)
Head, ESO education and Public Outreach Department (ePOD)
ESAF/Hubble News
Also see our newsletters on esa.org.

View the best images from ESA/Hubble on your iPad

- ESA/Hubble Photo Release heic1310 - Most detailed observations ever of the Ring Nebula
- ESA/Hubble Photo Release heic1309 - Hubble finds dead stars "polluted" with planetary debris
- ESA/Hubble Photo Release heic1308 - Entire galaxies feel the heat from newborn stars — Bursts of star birth can curtail future galaxy growth
- ESA/Hubble Photo Release heic1307 - A fresh take on the Horsehead Nebula — Hubble's 23rd anniversary image
- ESA/Hubble Science Release heic1305 - Hubble breaks record for furthest supernova
- ESA/Hubble Science Release heic1304 - Gravitational telescope creates space invader mirage
- ESA/Hubble Photo Release heic1303 - Hubble captures strobe flashes from a young star
Conclusions

- Planning astronomy Education and Public Outreach (EPO) operations in an optimal way is a challenge in today’s multi-faceted and information-saturated society.

- An EPO operation is, like any other “real-life” operation, limited by resources — money, manpower, staff skills etc. One of the most important goals for a proper outreach strategy is to optimise the return-on-investment, as measured in for instance numbers of views, customer satisfaction, by applying standard (industrial) management techniques.

- Matching the right channels with the right target groups and the right products is key.
Optimising resources

Resourcing encompasses the deployment and adaptation of:

- human resources
- financial resources
- technological resources
- natural resources.
Mantras

- The customer is always right
- If it is not on the web, it does not exist
- If it ain’t broke, don’t fix it
- We make mistakes, but we don’t fail
- We promise the Sun, the Moon and the stars. And deliver…
Optimising resources

Resourcing encompasses the deployment and adaptation of:

- human resources
- financial resources
- technological resources
- natural resources.
Staffing

- Sourcing: Outsourcing/Insourcing/Crowdsourcing
- Motivation: creating win-win between the individual and the organisation
- Work with people’s differences and use them as best as possible
- Avoid single points of failure
- Price of labour
- Procurement rules
- Crowdsourcing portals such as Odesk
- Cloud computing (?)
- Timing => planning!
Communicating

- Basic internal communication
  - Often top-down, out-in, open/no barriers
  - But also two-way (listen!). However: “It is better to listen well than to speak well, and better to act well than to listen well.”

- Workflow spec’ing, guidelines

- Meetings (regular, effective)

- Presence – physical, email, instant messaging, video conferencing
Managing internal information

- Workflows/scheduling
  - Google spreadsheet [Releases](#)

- Preserving experience and analyse
  - Google spreadsheet [Publications](#)

- Standardising & combining information
  - Google spreadsheet [Contractors](#)

- Budget follow-up
Facilitating

- Providing a stable framework
- Providing an efficient technical infrastructure
  - **Djangoplicity**
- Making the necessary time and resources available => planning
- Collaborative tools
  - **ToDo** list
  - Google **Calendar**
  - **Internal Pages**
  - Mantis bug tracking
  - Joint network filer
  - Instant messaging/video conferencing (Skype)
Featured News

NASA Spacecraft Camera Yields Most Accurate Mars Map Ever
A camera aboard NASA's Mars Odyssey spacecraft has helped develop the most accurate global Martian map ever.

Science@NASA

Planets Align for the Perseid Meteor Shower
5 Aug 2010, 17:30 UTC
Mark your calendars! On Thursday, August 12th, an alignment of planets in the sunset sky will kick off the finest meteor shower of 2010, the Perseids.

UK Space Agency

Discovery of Saturn's auroral heartbeat
5 Aug 2010, 09:45 UTC
Discovery of Saturn's auroral heartbeat

NASA's Jet Propulsion Laboratory News and Features

Hundreds of New Views from Telescope Orbiting Mars
4 Aug 2010, 19:08 UTC
The most powerful telescope camera ever to orbit Mars has delivered a first look at its red plains, the Jovian Gravitational Waves, and the Veil Nebula.
Controlling

- Keeping the overview
- Follow-up, quality checking
- End-to-end production: Conceive, spec, implement, iterate, seek approvals, publish, test, evaluate
Setting standards

- If confusion arises, analyse where the issue lies and try to standardise
  - AVM

- Avoid one-offs
  - Requests are symptoms, not causes. Respond strategically by solving the problem at its root