

## Introduction

### Purpose of a Promotion Campaign

Most projects aim to bring about change. For a project to be successful, that change must be appropriate and the product must be accepted and used. Even when use of a product is mandated, achieving understanding and buy-in is critical to creating optimal change.

Marketing is frequently overlooked on Information Technology projects. Project teams often underestimate the level of involvement and need for information that their customers and other stakeholders require in order to successfully adjust to the changes generated by the project. A Promotion Campaign helps to raise awareness, build understanding, and generate acceptance through education and marketing.

### Mission of the [--] Promotion Campaign

The mission of the Promotion Campaign is as follows: to ensure that the project's product meets the needs of the users, to help the product meet the requirements defined during the project, and to improve the overall communication and working relationships with the product's users.

## Approach

### Stakeholder-Oriented Promotion Campaign

The Promotion Plan is an extension of the Stakeholder Analysis and Management Plan: it is part of Steps Three (develop stakeholder strategy) and Four (implement and maintain strategy) in the process outlined in that plan. The Promotion Campaign focuses on marketing the project and the product.

The [--] Promotion Plan outlines a campaign to actively market the project so that it achieves project goals. The promotion campaign is designed to address the specific needs, opportunities, and barriers associated with high priority stakeholder groups. It is also designed to leverage existing communication forums with these stakeholders. The Promotion Plan is a key element in setting realistic expectations with stakeholders and helping to create customer satisfaction.

The Promotion Campaign will meet its mission in the following ways:

- Ensure the [--] project's product meets the needs of the counties and State users
  - Raise awareness of the project and its goals
  - Validate product requirements
  - Provide information needed to use the new [--]
  - Provide a transition path for counties who will use [--]

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## Project Promotion Plan

- Help the product meet requirements as defined by the project
  - Control Project Scope by communicating the long-term plan to include features currently outside of scope
  - Stay within Project Budget limits by leveraging existing communication methods and venues wherever possible
  - Meet project milestones and deadlines by anticipating stakeholder-related barriers that could cause delay and by addressing them before they impact the project.
- Improve the overall communication and working relationships with [--] users
  - Demonstrate partnership in words and actions
  - Solicit feedback and communicate how feedback is used
  - Engage leaders among the users to participate in the development and implementation of the Promotion Plan
  - Develop and communicate solutions to user barriers to using the product

### General Campaign Messages

Some messages will be more appropriate for certain stakeholder audiences than for other audiences. Messages may need to be tailored for particular audiences. General campaign messages include the following:

- Project goals and objectives
  - Meet legal filing requirements for the timely creation and submission of [--] certificates to the local registrar at least 85 percent of the time (for all documents received electronically)
  - Reduce the unauthorized practice of [--] signing blank [--] certificates
  - Meet legal filing requirements for the timely submission of electronic [--] certificates to the State by the local registrar at least 85 percent of the time
  - Reduce the delay in the State's ability to produce certified copies from over one month to one week.
  - Reduce the erroneous data reaching the State by 40 percent
  - Reduce the delay in producing [--] information for other agencies from the current six to ten months to one month
  - Completely meet federal reporting requirements
- Values to the user of using [--] over the manual processes
  - Interfaces it provides to [--] databases
  - Accuracy and data integrity
  - New capabilities
  - "What's in it for them!"
- Product design
  - Accommodates current needs
  - Anticipates growth and future needs
  - Meets goals and objectives
- Product compliance with appropriate standards and guidelines

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## Project Promotion Plan

- Stakeholders' involvement and roles during development and implementation
  - How to sign up for listserv
  - Who to contact
  - How to access the web portal
  - What users can do
- Project team presence to assist with the transition
- Product Specifics
  - Features
  - Functionality
  - Interface
- Project Status

## General Principles and Methods

- Improvements and benefits of [--] versus the current method
- Consistency of message
  - Consistently communicate [--] improvements and benefits
  - Publish all project information on the project web portal as it is presented
- Timeliness of communication
  - Make use of communication opportunities and forums as they arise
  - Provide information as early as possible to give stakeholders the lead time needed to prepare and feel included in the process
- Accessibility of information
  - Create a public version of the project's extranet or a public [--] web site to post information provided in other venues
  - Use multiple communication methods
- Sense of ownership
  - Encourage ownership among stakeholders by engaging user opinion leaders in the development of the Promotion Plan
  - Gather stakeholder feedback and check team assumptions against that feedback
  - Communicate to stakeholders how their feedback was or will be used
- Constantly positive "buzz" about the [--]