

Strategic Marketing for Research and Data Products

User Experience

How do we connect people to the arcane and dense work that is being conducted at the Utah Data Research Center? We focus on the user experience to create a connection with the end user:

- Interactive
- Simplicity
- Accessibility
- Meaningful experiences
- Well designed



Design Style Guide

Build a brand identity for your organization with a design style guide. As the team produces products with the same design format, stakeholders will recognize the work and associate it with quality information.

- Design Philosophy
- Logo Usage
- Fonts & Typography
- Graph Framework
- Editorial Style
- Imagery
- Color Theory & Palettes
- Web Layout
- Animations
- Data Utility
- Report Documents
- Design Checklist Process

R Markdown Template

View template at github.com/UDRC/udrcTemplates



Marketing Plan

Purpose

To inform stakeholders on new research and products from the Utah Data Research Center and to build a reputation as a key data source for Utah.

Timeline

6 months

Audience

UDRC partners:

- Utah Department of Workforce Services
- Utah System of Higher Education
- Utah System of Technical Colleges
- Utah State Board of Education
- Utah Department of Health

Utah research and policy organizations
SLDS state peers

Tactics

Blog

Create a blog as a platform to share news, expert tips, and to highlight specific findings from research.

Twitter

Share links to new blog posts, and tag and share news of peer organizations. Follow government leaders, media, and peers, and engage by liking and retweeting them.

Bagels & Research Event

UDRC presented previews of new research and its new data request tool at the Utah State Capitol. It sent email invites using MailChimp and used EventBrite for registrations. This kicked off a new local public data researcher meetup group.

Marketing Plan Phase II

1 CUSTOMERS	How can we create value for our customers? Process Document Data Dictionary External Peer Review Process External Researcher Tracker
2 OPERATIONS	How do we leverage our "supply chain" to create value? CRM – Customer Relationship Management Presentations to External Groups Community Outreach
3 PRODUCTS	How can our products develop our brand and improve our perceived value? Email newsletter campaign Workforce Unplugged podcast Microanalysis by researchers Ongoing Twitter and blog
4 LOCATION	How well does our location (including Internet presence) generate value? Web Redesign
EVALUATION	Attend 3 partner events Send out 6 monthly newsletters Give 3 presentations to groups Record 2 podcast episodes

Actionable Items...

1. Develop your branding and style guidelines
2. Create a 6-month plan using four pillars
3. Keep in mind who your audience is to help drive the purpose of each marketing tactics
4. Build reputation through participation
5. Evaluate outcomes and create next plan

Marketing Philosophy

Formalize all communication structures to control the messaging and experience:

- Design and style
- Marketing strategy
- Research style

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