

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

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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

Social marketing

Competitions

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.

Products

Type

Language

Style

Price

Etc.

Target groups

Laypeople

Decision-makers

Journalists

User community/
scientists

Educators

Etc.

Channels

Online

Mass media

Sponsorships

Social Media

Physical distribution

Partnerships

Events

Competitions

Newsletters

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

Djangoplicity administration

 Welcome, **Lars Lindberg**. [Documentation](#) / [Change password](#) / [Log out](#)
[Website](#) | [Site admin](#) | [System admin](#) | [Shop admin](#) | [Cache](#) | [History](#)
[Home](#) > [Contacts](#) > [Contacts](#)

Select contact to change

[Add contact](#) +

 38 results (22411 total)

 Action: 0 of 38 selected

<input type="checkbox"/>	ID	Title	Last name	First name	Position
<input type="checkbox"/>	1826	Dr.	Alvarez	Rodrigo	
<input type="checkbox"/>	9406	Dr.	Baan	Marieke	
<input type="checkbox"/>	3616	Dr.	Botti	Thierry	Responsable de la cor
<input type="checkbox"/>	5878	Mr.	Bragason	Sævar Helgi	
<input type="checkbox"/>	17588	Mr	Buneci	Herald	
<input type="checkbox"/>	21262				

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- [Key Opinion Leaders](#)
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- [Outreach](#)
- [Product/Event](#)

By groups

- [All](#)
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- [Ambassador: ESO](#)
- [Ambassador: ESON](#)
- [Ambassador: Guide](#)
- [Ambassador: Informal](#)
- [Ambassador: Music](#)
- [Ambassador: Photo](#)
- [Ambassador: Translator](#)
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3. Channel – Distribution

- Distribution plans

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2	Owner							Mark Beat <markbe	Mark Beat <mark	Lars Lindberg Christense <lars@eso	Valentina Rodriguez <vrodriguez@e	Lars Lindberg Christensen <lars@eso.org>	Jane Wallace <jwallace@v	Va Rc
3	Number			762		762	19.137	5				465	12	21
4	Updated							10.06.20	10.06.	10.06.2013	10.06.2013	10.06.2013	10.06.2013	10
5	Template			762		762	19.079	5	0		0	465	12	21
6	Comments													
7	Operations brochure		20.000	16.680	4.063	12.617	17.019	5	600	10000	2000		12	
8	Comments		approved f											
9	Europe to the Stars — ESO's first 50 years of exploring the southern sky DVD plastic SLEEVE	17.04.201		12800			12.800				500			
10	Comments	17.04.201		Distributor: mixed, D							Delivery to boo For Wiley			
11	HQ Distribute everything above													
12	Ball pens (re-order)		10.000	9.805		9.805	9.805	5	300	3000	4000			
13	Comments		LLC app.10.01											
14	Chile distribute everything above													

Newsletters

- Newsletters



ESO Science Release eso1327de — MIT SPERRFRIST VERSEHEN

Staubige Überraschung um riesiges Schwarzes Loch

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

Das Very Large Telescope Interferometer der ESO hat die detailliertesten Beobachtungen des Staubs 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 supermassereiche Schwarze Löcher sich entwickeln und mit ihrer Umgebung wechselwirken.

Die Mitteilung, Bilder und Videos sind erhältlich unter:
<http://www.eso.org/public/german/news/eso1327/> (login: **embargo** password: **aslumexd**)

Übersetzungen sind auf Ihrer Landes-Seite verfügbar: [Shqipëria](#), [Österreich](#), [België](#) — [Belgique](#) — [Belgien](#), [Brasil](#), [Chile](#), [Danmark](#), [Suomi](#), [France](#), [Island](#), [Italia](#), [Niederland](#), [Norge](#), [Polska](#), [Portugal](#), [Россия](#), [España](#), [Sverige](#), [Suisse](#) — [Schweiz](#) — [Svizzera](#), [en](#)

Sehr geehrte Damen und Herren,

Schwarze Löcher stellt man sich gemeinhin als gefräßige kosmische Monster vor, die alle Materie in ihrer Umgebung einsaugen. Schaut man sich ein solches Schwarzes Loch aber im Detail an, ergibt sich ein deutlich komplizierteres Bild, das zudem noch so mache Überraschung parat hält. So entdeckte auch der deutsche Astronom Sebastian Hönig Verblüffendes, als er sich zusammen mit seinem deutsch-britisch-amerikanischem Team daran gemacht hat, feinste Strukturen um ein solches Schwarzes Loch sichtbar zu machen. Seine Ergebnisse ergänzen die derzeitigen Modelle von Galaxien mit besonders gefräßigen Schwarzen Löchern um ein wichtiges Puzzlestück.

Mit den besten Grüßen

Dr. Carolin Liefke und Dr. Markus Pössel
ESON-Deutschland
eson-germany@eso.org

Bild der Woche



17. Juni 2013
[Blitz und Donner](#)

Anstehende Veranstaltungen

Laufend

- [Awesome Universe — the Cosmos through the eyes of the European Southern Observatory](#)
- [ESO 50th Anniversary Events](#)
- [Café & Kosmos in Munich](#)

17 - 18 Juni 2013: [Astronomy Education & Public Outreach: the European perspective](#)

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**ESO Science Release
eso1326 - New Kind of
Variable Star Discovered**
— Minute variations in
brightness reveal whole
new class of stars



**ESO Science Release
eso1325 - ALMA
Discovers Comet Factory**
— New observations of a “dust
trap” around a young star solve
long-standing planet
formation mystery



**ESO Science Release
eso1324 - Lightest
Exoplanet Imaged So
Far?**



**ESO Science Release
eso1323 - Low Sodium
Diet Key to Old Age for
Stars** — New VLT
observations create
major headache for
stellar theories



**ESO Photo Release
eso1322 - ESO’s Very
Large Telescope
Celebrates 15 Years of
Success**



**ESO Photo Release
eso1321 - Orion’s Hidden
Fiery Ribbon**



**ESO Photo Release
eso1320 - An Anarchic
Region of Star Formation**



**ESO Science Release
eso1319 - Einstein Was
Right — So Far** —
Record-breaking pulsar
takes tests of general
relativity into new

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



ESO Outreach Community Newsletter

To start receiving the newsletter, please provide your e-mail address [here](#).



ESO Outreach Community Newsletter June 2013



ESO Outreach Community Newsletter May 2013



ESO Outreach Community Newsletter April 2013



ESO Outreach Community Newsletter March 2013



ESO Outreach Community Newsletter February 2013



ESO Outreach Community Newsletter January 2013



ESO Outreach Community Newsletter December 2012



ESO Outreach Community Newsletter November 2012





ESO Picture of the Week

Three Planets Dance Over La Silla

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.

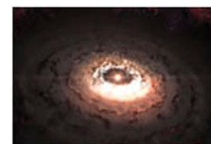
Another important development here is that we — for the first time ever — are organising an [Astronomy Camp for Secondary School Students](#), together with the science communication event organiser Sterrenlab, and in collaboration with our Science Outreach Network. The camp will take place from 26-31 December 2013 at the Astronomical Observatory of the Aosta Valley, located in Saint-Barthelemy, 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,

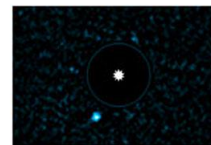
Lars Lindberg Christensen (lars@eso.org)
Head, ESO education and Public Outreach Department (ePOD)

ESO Press Releases



6 June 2013

[ALMA Discovers Comet Factory — New observations of a “dust trap” around a young star solve long-standing planet formation mystery](#)



3 June 2013

[Lightest Exoplanet Imaged So Far?](#)



ESA/Hubble News

Also see our newsletters on eso.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 Science Release heic1309 - Hubble finds dead stars "polluted" with planetary debris



ESA/Hubble Science 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 heic1306 - Hubble breaks record for furthest supernova



ESA/Hubble Photo Release heic1305 - Hubble observes the hidden depths of Messier 77



ESA/Hubble Photo Release heic1304 - Gravitational telescope creates space invader mirage

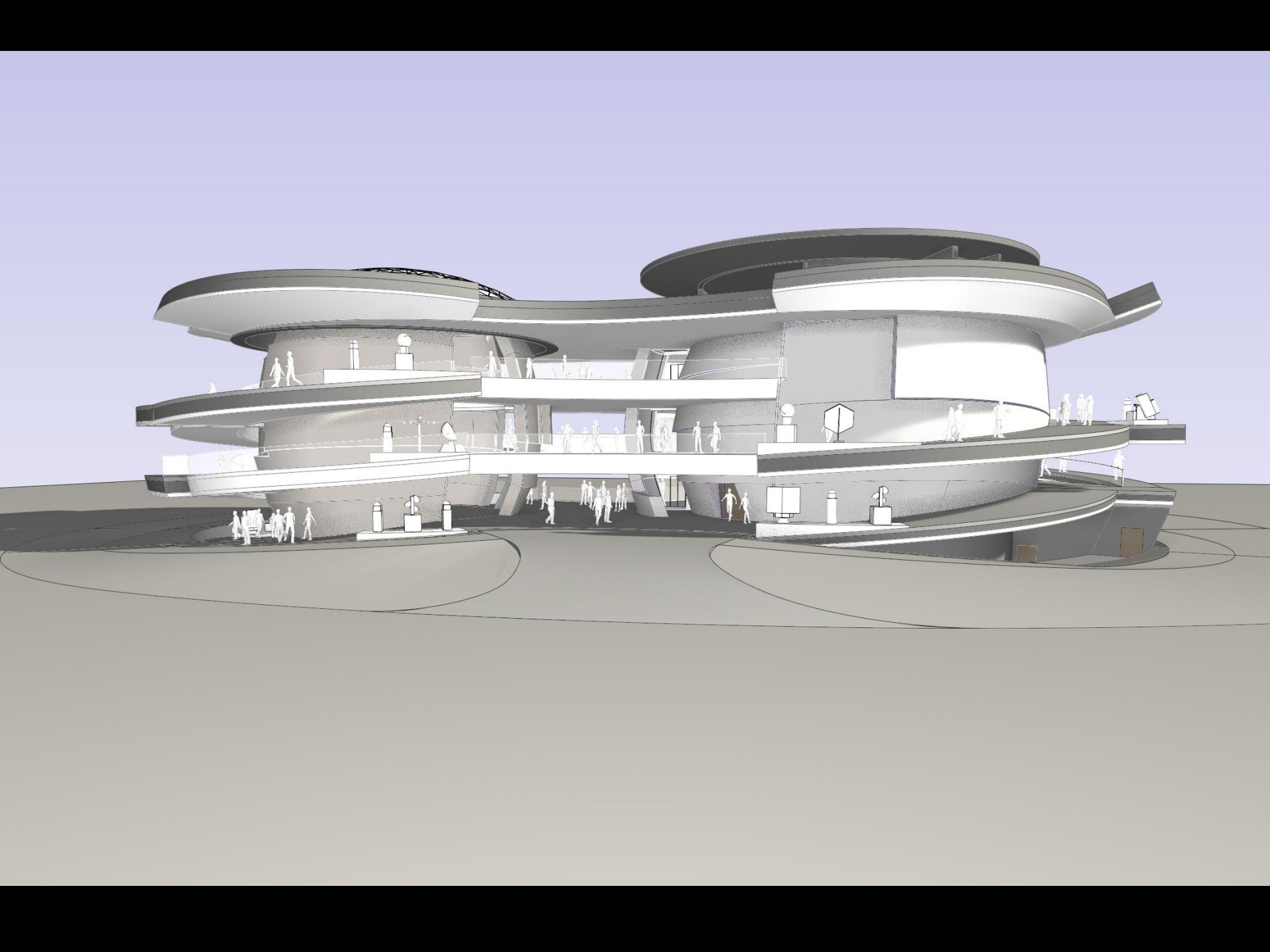


ESA/Hubble Photo Release heic1303 - Hubble captures strobe flashes from a young star



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:

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- financial resources
- technological resources
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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](#)^{TIP!}
- Cloud computing (?)
- Timing => planning!

Communicating

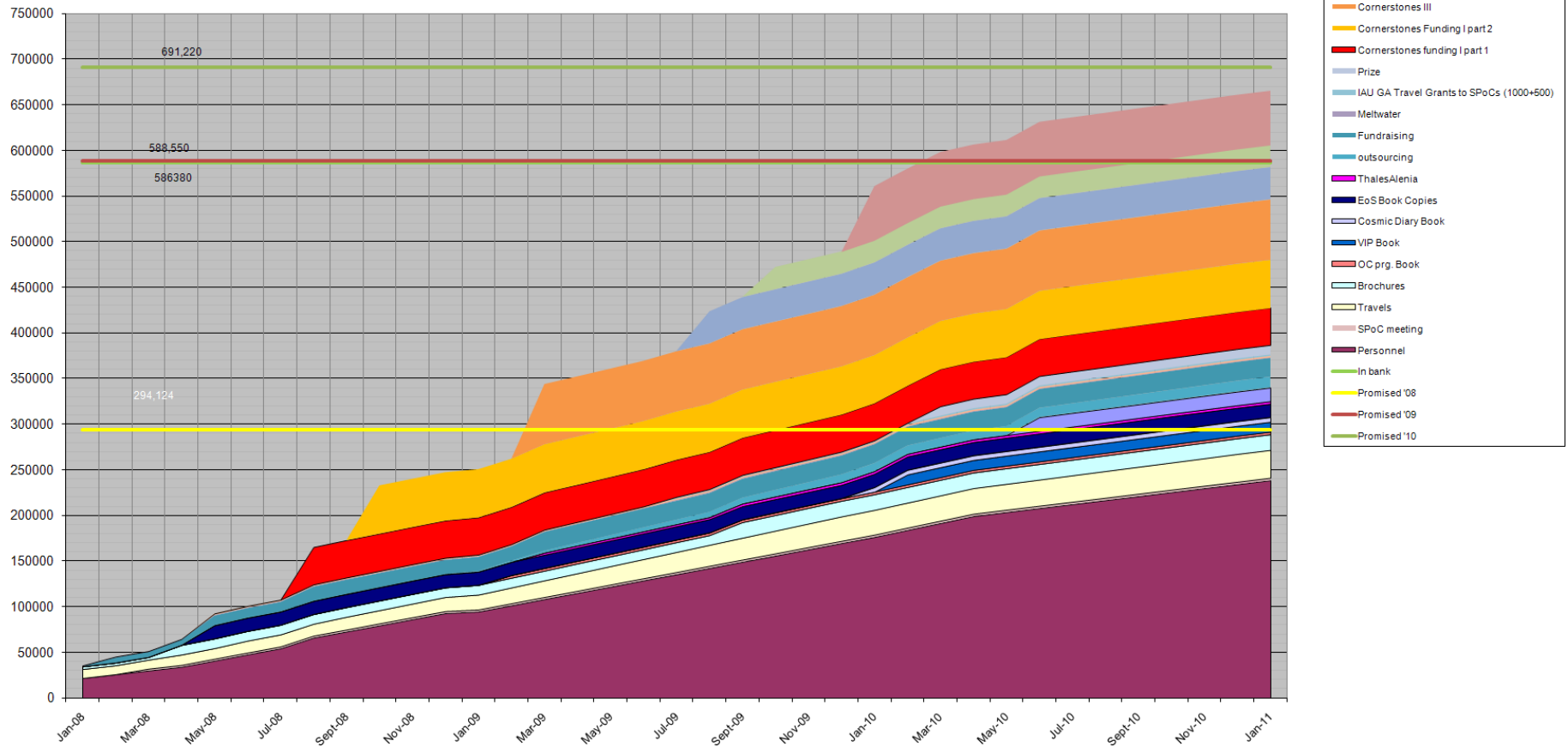
- Basic internal communication
 - Often top-down, out-in, open/no barriers
 - But also two-way (listen!). However: *“It is better to listen well than to speak well, and better to act well than to listen well.”*
- Workflow spec'ing, guidelines
- Meetings (regular, effective)
- Presence – physical, email, instant messaging, video conferencing

Managing internal information

- Workflows/scheduling
 - Google spreadsheet [Releases](#)^{TIP!}
- Preserving experience and analyse
 - Google spreadsheet [Publications](#)^{TIP!}
- Standardising & combining information
 - Google spreadsheet [Contractors](#)^{TIP!}
- Budget follow-up

EUR

Expenses, Secretariat + communication products First funding distribution scenarios



Facilitating

- Providing a stable framework
- Providing an efficient technical infrastructure
 - [Djangoplicity](#) ^{TiP!}
- Making the necessary time and resources available => planning
- Collaborative tools
 - [ToDo](#) list ^{TiP!}
 - Google [Calendar](#) ^{TiP!}
 - [Internal Pages](#) ^{TiP!}
 - Mantis bug tracking ^{TiP!}
 - Joint network filer ^{TiP!}
 - Instant messaging/video conferencing (Skype) ^{TiP!}

PORTAL TO THE UNIVERSE

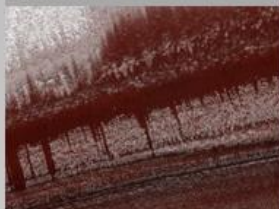


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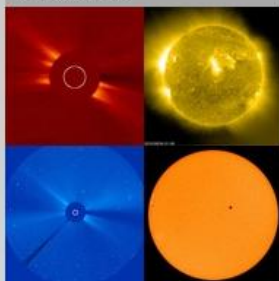
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Home

NASA POD



The Sun LIVE!



Latest IYA2009 News

[Light Pollution Seminar held in Chile](#)

[The World at Night Newsletter](#)

[From Stone Age to Space Age](#)

[The Planets and Pictures World Tour continues to gather great ...](#)

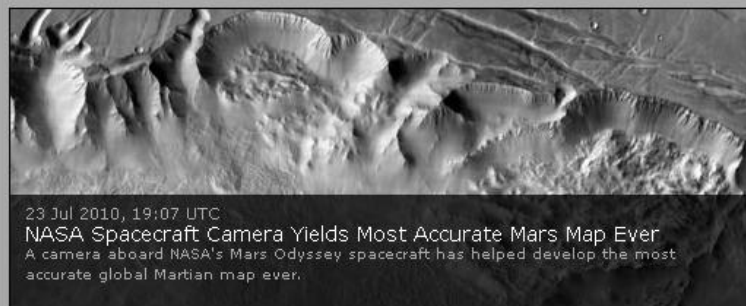
[IAU IB106 \(IYA2009 edition\) is online](#)

Current Lunar Phase



Featured News

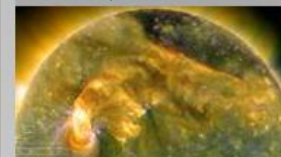
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23 Jul 2010, 19:07 UTC
NASA Spacecraft Camera Yields Most Accurate Mars Map Ever
 A camera aboard NASA's Mars Odyssey spacecraft has helped develop the most accurate global Martian map ever.

- 1
- 2
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Astronomy POD



Amateur APOD



Upcoming NEO Passages

Object	Distance (in AU)
7 Aug 2010 (2010 PO2)	0.0619
8 Aug 2010 (2010 LL68)	0.1665
9 Aug 2010 (2010 PJ)	0.0882
10 Aug 2010 (2010 OC)	0.1869
11 Aug 2010 (2002 AV31)	0.1877

[more](#)

Day & Night



Science@NASA

[Planets Align for the Perseid Meteor Shower](#)

5 Aug 2010, 17:30 UTC

Mark your calendar: 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 telescopic camera ever to orbit Mars reveals a fresh crater, an ice mound, climate-recording

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