

# Scotland's Environment Website PR Campaign Strategy v1.2



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# 1. Requirement

BIG has been asked to prepare a PR campaign strategy for the re launch of Scotland's Environmental Website delivering "a new, innovative and creative approach" while considering "resource implications".

To date we have undertaken:

- An inception meeting (13/2/14)
- A meeting with the technical team (25/2/14)
- A stakeholder mapping session (27/2/14)
- A review of background materials supplied (ongoing).

Based on this activity, BIG has prepared this campaign strategy with activity recommendations/costs.

These form Task 2 from your original brief i.e. Production of PR campaign strategy and presentation to the project manager (18/3/14) and, following feedback, to the SE Web Comms Officer Group (20/3/14).

On approval, this will be presented to the SE Web Partnership Management Group (24/3/14) for approval.

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## 2. Key Objectives

We believe the objectives for the PR campaign should simply reflect your overall objectives i.e.:

### **Brand**

- Reinforce “Scotland’s Environment” online brand
- Increase recognition of its value/benefits as a key central source of information

### **Site specific**

- Increase website traffic to 20k visits a month. Some of this (approx 8.5k) will be accounted for by the redirection of land registry visitors
- Increase time on site from 1.5 to 3 mins per visit (monthly average)
- Increase number of pages viewed per visit from 3 to 5 (monthly average)
- Increase referral traffic – e.g. from social media, digital newsletter, and from partner web sites.

The primary measurement of achievement will be analysing Google analytics based on the current benchmark.

We will also propose additional measures to evaluate the impact of the site re-launch campaign including onsite user surveys.

We have devised an approach which will allow activity to be maintained beyond the three month implementation phase in order to achieve the targets.

Our initial audit clearly indicates that achievement of these targets requires attracting relevant site visitors who will return to the site because they obtain demonstrable value - i.e. marketing needs to target relevant audiences (who will appreciate the site features and quality of site content).

The proposed approach to achieve this is covered in Section 5 – Considerations.

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## 3. Key audiences

The stakeholder mapping session (27/2/14) highlighted a number of priority target audiences i.e. those audiences likely to obtain most value and, therefore, return repeatedly to the site helping to achieve the stated objectives.

Three main audience groups were identified as:

- Policy/NGOs – including staff of the partner organisations
- General public
- Academics.

### 3.1 Policy/NGO incl partner staff

The mapping session emphasised that partner staff (within the 13 stakeholder organisations) are still the main user base (potential 10,000 users), but that the site has a relatively low penetration due to a lack of awareness of the site and its benefits.

Developing an effective internal communication programme is key as this audience represents a ‘must win’ in terms of achieving your objectives – i.e. you must be able to convince this audience to use the site and act as champions if you are to successfully encouraging other audiences.

We have recommended several tactics to address partner, recognising that best value can be obtained through use of existing internal resources and channels – the recommendations also take into account the SEWeb user personas.

Also identified in this category were **political / policy researchers**. This includes government officials (national and local) and others (e.g. public bodies that are not site partners, but still interested in environmental information).

While feedback during the stakeholder mapping session was felt this audience might view the site as “strong on environmental info” but “weak on regulatory info”, it will still offer benefits to them.

The mapping session also identified that most of this audience group will visit the site for the tools/products to support their interrogation/analysis of information and data. In turn, the target audiences can be identified based on the tools/products available.

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### **3.2 General public**

A key finding from the stakeholder mapping group was that the site is more relevant to audiences with an established interest in or who are already informed re the environment - i.e. an interested or informed member of the public – rather than the whole general public. This indicates that targeted communications is likely to be of more value in attracting and retaining web users.

Again, the products and tools will often dictate the audiences who will be most interested:

- **Volunteers** – general interest and matchmaking service
- **Education** – it was confirmed that discussions with Education Scotland have been ongoing and that they see value in the site as a research tool for students. The stakeholder mapping group felt the site of most value to high school, college and university teaching staff.
- **National/regional special interest groups** – e.g. members and officials of RSPB, Greenpeace, Nat Trust etc
- **Local interest groups** – members and officials, including community councils
- **Pressure groups**
- **Businesses** with environmental interest, e.g. tenders
- **Planning related audiences** – e.g. consultants, landowners, architects etc
- **Media and bloggers** – using site as a research tool
- **Customers/contacts** – those contacting or interacting with partner organisations on regular basis – e.g. contacting helplines

### **3.3 Academic, academic researcher community**

During the stakeholder mapping session it was indicated that, while relevant for the education audiences highlighted as part of the general public, academics are unlikely to use the site at present . Work is progressing with the academic sector on a specific tool, but this will not be launched until the end of 2014 at the earliest.

This audience, therefore, does not represent a key priority for short term activity, but the activities highlighted can be considered and applied when this tool is made available.

*NB The target audience analysis influences the priorities for recommended activities – see section 6. Your brief highlighted a requirement to promote the web site to new audiences/users. We would qualify this by emphasising it should be promoted to new audiences that will derive most benefit from the site. Targeted communications is likely to be of more value in attracting and retaining web users.*

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## 4. Key messages

*NB These are topline messages we believe have most influence, additional message houses will be developed with supporting messages. The emphasis may also change subject to the audience being targeted. General messages re the importance of Scotland's environment will also be incorporated.*

*(Short term)* Scotland's Environment website has been **re-launched** - there's a new look and about 70% (tbc) is new content and features (based on user research) including an improved search function and enhanced tools that support analysis.

Scotland's Environment website provides

- a range of **innovative tools/products, many unique to the site**, to support the interrogation/analysis and visualisation of information and data
- **a central resource** of 160 datasets contributed by ten of Scotland's leading environmental organisations.

Scotland's Environment website always provides **the most up-to-date, reliable, accurate and impartial published data** from Scotland's leading environmental organisations. All information/data has been **pre qualified from known and trusted sources to ensure accuracy**. This avoids the concerns and the time involved in checking across multiple sites, or cross checking and qualifying other sources of online data.

Scotland's Environment website provides **valuable support to specialist data sources** – i.e. can provide valuable context by helping substantiate, cross reference, combine and supplement information. Scotland's Environment website can provide an overview of relevant data sources and where more detailed information can then be sourced from.

Scotland's Environment website is **home to Scotland's State of Environment (SoE) report** – the latest authoritative, authorised overview of Scotland's Environment by our leading organisations.

Highlight the **benefits of specific products/tools to key target sub-groups** (see Section 6 – Recommended Tactics) e.g.

- You can view and map environmental data in your local area using our postcode search functions

(In targeting stakeholders) Scotland's Environment website **is helping raise awareness, improving understanding and informing decision making** – it is unique for government /NGOs to get together this way

*NB We also still see value in using your core themes (Get informed, Get Interactive, Get involved, Get communicating) where appropriate – particularly in signposting/prompts (see Section 6).*

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## 5. Considerations

There are a number of key considerations, based on feedback during our information gathering stage, that have influenced our recommendations.

Analysis of Google analytics highlighted:

- There was a key spike in site traffic during November 2013 as a result of promotional activity. This suggested promotional activity is effective in generating site visits. Site visits, however, quickly returned to their pre promotional level.
- A high proportion of traffic remains first time visitors.

Both factors suggest the site is not encouraging repeat visits. Possibly, those who came to the site in November were not from the priority audiences likely to derive most benefit or they were unable to identify the benefits and left the site.

Key objectives must be to

- Encourage visits to the site by audiences that will derive most benefit as they are most likely to return regularly
- Ensure effective signposting to relevant features/tools (both from on site and off site communications activities).

The aim should be to build a community of regular users.

A key requirement must be to tailor information in order to highlight specific benefits to the key target audiences. (Simply issuing general information is unlikely to be effective).

We believe the key to delivering this and maximising value from your communications budget is to, in the first instance, exploit existing partner networks (internal and external) – i.e. their staff should act as site champions and encourage usage of and links to the site. Most impact will be derived, not from glitz, but from integrated, targeted activity – i.e. this will best meet the objective of delivering a new, innovative and creative approach while considering resource implications.

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## 6. Tactics

We recommend that the campaign structure is based on the planned sequence of launches (i.e. planned milestones) and mini campaigns focused on individual products/tools targeted at specific audiences – i.e. benefit led to keep the site at front of mind and drive traffic on an ongoing basis.

We have also suggested:

- A methodology that can be applied by the client following the end of BIG's appointment period (to create a rolling activity plan for the SEWeb Comms Officer Group)
- Some general activity as a means of targeting these specific audiences e.g. general media relations.
- Onsite activities to complement our recommendations – e.g. data capture in order to develop an effective database.

The following mini promotional plans are proposed for the:

- BETA site launch – April (tbc)
- Main site launch – end May/early June tbc
- Focus on key tools / products
  - Citizen Science Project Register – early June (pre and post population activity)
  - Discover Data spotfire applications
    - Climate change
    - Water
    - Waste
  - LIS/Mapping facility
  - Native Woodland Survey

We have suggested additional general activity to support these mini plans:

- On page activities
- Database development
- Social media implementation
- Search Engine Optimisation (SEO)
- Partner toolkit.

*NB Responsibilities for implementing activity are to be agreed based on available resources, recognising our brief is mainly to target external audiences.*

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### **6.1 BETA site launch (mid-May tbc)**

Use the launch of the BETA site as a means of introducing/re-introducing the site to invited partner staff and support user testing.

**Target audiences:** partner staff only (NB recognising user access by invitation only)

	<b>Tactics (NB promotions subject to level of access to be made available)</b>	<b>Action by(tbc)</b>	<b>Timing</b>
6.1 a	Develop a standard email (tailor as required) highlighting key features/benefits and requesting feedback on BETA version (i.e. ask them to test the new site) Tailor for all partner audiences. NB Ask invitees to register for alerts, Facebook, Twitter (section 6.10)	BIG to supply draft Partners to issue	Mid-May
6.1 b	Develop online survey and ask partners to complete this once they have viewed the site. NB Will provide valuable data in terms of tailoring content and marketing.	BIG to supply draft Qs for client approval	Develop Mar/Apr
6.1 c	Consider additional communication channels based on partner communications audit – e.g. develop story for internal bulletins.	BIG to provide recommends based on audit	March
6.1 d	Issue reminder emails based on initial uptake.	BIG to supply draft Partners to issue	Late-May
6.2 e	Introduce countdown clock – once full launch date confirmed. NB Commits to that date.	BIG to supply widget*	April



	Also potential for follow-up emails to encourage feedback on main site launch.		
6.2 e	Edit news story to create email and exploit all relevant internal/external communication channels from partner communications audit.	BIG to provide recommendations based on audit	March
6.2 f	Consider if content can be tailored to highlighted target audiences and develop letter/email to issue (NB subject to development of database).	SE Web team/NIG to discuss	March
6.2 g	Consider potential for some form of graphic that explains the user journey the web site, and to highlight that no other web site provides information and context, data, info on how to get involved, and links the latest environmental news in Scotland – all in the one place	SE web team to consider if generic user journey can be supplied	Mar/Apr



### 6.3 Citizen Science Project Finder

Online searchable register of public environmental monitoring projects – i.e. matchmaking service for volunteers and voluntary organisations.

- Pre activity required to help populate database.
- Full launch when database sufficiently detailed – i.e. early June (tbc?)
- Post activity required to keep database up to date.

**Target audiences:** voluntary organisations, general public as existing or potential volunteers

<b>Tactics - pre launch</b>		<b>Action by(tbc)</b>	<b>Timing</b>
6.3 a	Issue registration card at SEPA Citizen Science at Edinburgh Science Festival (April) i.e. for voluntary organisations to highlight opportunities (hand in at stand number or go online (tbc) <i>NB also opportunity to promote/demo at the Digital Conservation event in Aberdeen 21/23 May – other opportunities to be considered based on audit</i>	BIG	March (develop)
6.3 b	Use partner network to create database of voluntary organisation contacts.	SE Web audit	Mar/Apr
6.3 c	Issue letter/email to voluntary organisations requesting input.	SE Web team	Mar/Apr
6.3 d	Issue teaser news item to general media (national, regional), partner communication channels and specialist media (e.g.Third Force News).	BIG to draft Partners to issue (tbc)	Mar/Apr
<b>Tactics – launch (date tbc)</b>			
6.3 e	Issue letter/email to voluntary organisations highlighting launch, url and requesting input	SE Web team	tbc
6.3 f	Issue launch news item to general media (national, regional), partner communication channels and specialist media (e.g.Third Force News),	BIG to draft, partners to issue (tbc)	tbc
6.3 g	Potential for ministerial launch focus on identified case study (tbc)	SE Web team to confirm	tbc
6.3 h	On site activity - opportunity to link to social media ‘like’ features or “I’ve just found/volunteered...”	SE Web team	tbc
<b>Tactics - post launch</b>			
6.3 i	Issue success stories item to general media (national, regional), partner communication channels and specialist media (e.g.Third Force News) – i.e. case study(ies) highlighting successes.	Partner media teams (tbc)	Ongoing
6.3 j	Create schedule of contact emails to volunteering organisations requesting updates.	Partner media teams (tbc)	Ongoing

**6.4 Product/Tool/App Promotions**

Agree priority products/tools and develop promotional plans for each based on standard tactics outlined below.

**Based on initial analysis, potential to promote**

- **Project Finder (New Citizen Science Project Register) – see 6.3**
- **Discover Data spotfire applications**
  - **Climate change**
  - **Water / bathing waters**
  - **Waste (data updated in Oct)**
- **LIS/Mapping facility (as follow-up to recent activity based on review of outputs from activity)**
- **Native Woodland Survey (current demo – launch summer)**

NB Future launches of new tools would need to consider requirements for soft launch if testing period required.

**Target audiences:** Identify audiences most relevant to the Product/Tool/App.

e.g. re-promote waste app to local authority waste departments/managers when annual information updated.

Tactics		Action by(tbc)	Timing
6.4 a	Consider if small user group required to help identify benefits/provide testimonials – could be organised online. Use feedback to help formulate key messages <i>NB The stakeholder mapping group highlighted it was often difficult to say exactly what benefits “specialists” obtain from the site or specific tools.</i>	SE Web team to arrange	Tbc for each plan
6.4 b	On page – consider if feature should be promoted on home page during promotional period – consider creating landing page/address to track – develop video/text explanation what this tool does – create short questionnaire to evaluate use of tool and capture comments. Review feedback.	SE Web team	Tbc for each plan
6.4 c	Database – working with partners and through desk research develop database of contacts	BIG – through partner audit/desk research	Tbc for each plan
6.4 d	Develop email/letter highlighting benefits (tailor where required) and issue to relevant contacts – promote landing page, encourage registration for updates and complete questionnaire. Track response and follow up.	BIG to draft/ Partners to issue	Tbc for each plan
6.4 e	Media relations – if sufficient news value, consider tailored news story to general and/or	BIG to draft	Tbc for each

	specialist media	core materials for each product/tool	plan
6.4 f	Agree relevant partner communications channels – internal/external – to target audiences (based on audit).	BIG to review based on audit	Tbc for each plan
6.4 g	SEO – tailor based on target audience, including keywords index/links	SE Web team/BIG	Tbc for each plan
6.4 h	Social media – highlight in agreed social media channels (SE Web and partner).	SE Web team/BIG	Tbc for each plan
6.4 i	Consider and develop on line instruction/help video and/or text to explain how to use and benefits each product/tool	BIG* (input from SE Web team)	Tbc for each plan
6.4 j	Consider signposting content to encourage users of product tool to stay on site - E.g. pop up panels – “get informed – link to relevant page”	SE Web team/BIG	Tbc for each plan

**6.5 Competitions**

Experience to date suggests competitions can be time consuming to organise and implement. We see other priorities at present but would not discount this and have suggested one competition to be considered.

**Target audiences:** Tbc based on competition

	<b>Tactics</b>	<b>Action by(tbc)</b>	<b>Timing</b>
6.5 a	Youth discussion feature - Agree how to maximise follow-up/exploitation incl further ministerial endorsement	SE Web team-led(BIG to discuss)	June
6.5 b	<p>It was identified by the stakeholder mapping group that tools have typically been developed and then an audience sought. There is also a key message that “you could have an App/Tool like this developed”.</p> <p>We recommend that this could be formalised in a competition to encourage partner staff to suggest an application/tool with a key criteria being business need (the winner being developed). This would also help promote and encourage trial of existing apps and the discover data applications (data visualisation and analysis).</p> <ul style="list-style-type: none"> <li>- Issue partner email (and reminders) with appropriate links to competition page on site.</li> <li>- Use selected partner channels based on audit</li> <li>- Promote winner</li> </ul> <p>NB Consider if this is practical – e.g. ability to get the data in the right format to develop the application or simplify to encourage ideas for new Discover Data applications, or new Map View data layers.</p>	Group to discuss	20 Mar
6.5 c	<p>Mobile app/gaming competition – planned</p> <p>Discuss maximising promotional value for SE Web</p> <p>NB requirement to clarify terminology (i.e. “apps”)</p>	SE Web team-led(BIG to discuss)	tbc
6.5 d	<p>Consider if there is an easier competition we could launch in relation to getting people to the web site through social media? e.g. ref the #ScotlandsEnvironment best instagram image ? “best image of the month” theme ? or best image to reflect a particular SoE topic of the month? Other ideas to be considered?</p>	Group to discuss	20 Mar



## **6.6 Promotional collateral**

To reflect agreed key agreed messages/benefits.

**Target audiences:** All, selected by activity

	<b>Tactics</b>	<b>Action by(tbc)</b>	<b>Timing</b>
6.6 a	Develop new leaflet design and content based on agreed key messages – including electronic version. Highlight availability in partner toolkit. Print to be costed*	BIG to develop draft	Mar/Apr
6.6 b	Agree distribution programme and required print run – e.g. partner distribution points, list of events from partner audit etc Supply to staff attending identified events as exhibitors or delegates	BIG to review audit	June and on-going (issue)
6.6 c	Consider distribution to selected target groups on database with covering letter – e.g. community councils, high school head teachers	SE Web team/BIG	June (issue)
6.6 d	Consider distribution to Scotland's libraries with covering letter etc, business card size info cards for distribution to partners for them to issue.	SE Web team/BIG	June (issue)
6.6 e	Develop business card size info cards for distribution to partners for them to issue.	BIG to cost*	Mar/Apr
6.6 f	Discuss other promotional materials e.g. a summary leaflet of the SoE report key messages, leaflets that briefly describe any other key products, improve on the Core Briefings	Group	20 Mar
6.6 g	Banners/leaflet dispensers – create standard materials and highlight availability for conferences. Create rota based on partner audit. NB when not in use at events non-use set up in partner locations or create set specific for this purpose.	BIG (print element*)	Mar/Apr

*NB Incorporate web address in all materials and link to Scotland's Environment identity to aid recognition*



## 6.7 On page activities

A number of on-page activities have been suggested to support the achievement of the objectives (See previous sections). These centre on helping capture site visitor details, signposting to relevant materials and evaluating their response (in particular, likelihood of a return visit). *NB Suggested tactics will also help keep the site at front of mind and encourage contacts to return to the site.*

**Target audiences:** All

	<b>Tactics</b>	<b>Action by(tbc)</b>	<b>Timing</b>
6.7 a	Create sign up for alerts function linked to opt in database – provide options allowing users to select items of interest NB Incorporate opt-ins in future mini promotions. Email all staff highlighting feature asking them to sign up for alerts. Create alert programme calendar – i.e. e-mail relevant updates based on target audience requests.	BIG to suggest database fields, SE Web team to implement	Pre Beta launch
6.7 b	Improve education elements – use of video/podcast/text to explain features/benefits. (See also 6.4 products/tools) <i>NB Potential use of infographic to highlight user journey be discussed</i> <i>May require updates to the YouTube channel.</i>	* BIG to develop recommendations	Mar/April
6.7 c	Develop eZine/e-newsletter (e.g. quarterly, minimum) to collate updates. NB First issue to promote SoE summary linking articles to website.	* BIG to develop recommendations	Mar/April
6.7 d	Based on BETA survey, develop mini survey – general and product specific. Encourage opt-ins to take survey – review feedback and customise response.	BIG to suggest database fields, SE Web team to implement	Mar/April
6.7 e	Signposting/prompting strategy – develop general strategy to support product/tool specific signposting on site – using core themes i.e. helps Address problems if people want to switch between services on site as evidence suggest tendency to use single product/tool and then leave site NB BIG to review key exit pages	BIG/SE Web team to develop suggestions	Apr/May – can be ongoing

**6.8 Partner toolkit**

An electronic toolkit to support general communications and encourage consistency i.e. provides an overview and materials to help partners deliver support.

**Target audiences:** Partner communications/marketing teams, also consider edited version for third party organisations e.g. trade association communication officers (30 to 40).

	<b>Tactics</b>	<b>Action by(tbc)</b>	<b>Timing</b>
6.8 a	Develop content including short overview of promotional requirement, identity usage and how to support mini campaigns. <i>NB Agree protocols for promoting tools, web address, linking web sites, describing SE Web, use of identity, updates and policing etc</i>	BIG to suggest format for approval	Mar/April
6.8 b	Develop a quick reference guide of the full range of SoE topics, what data sets, information resources and products SEWeb has to offer - include in the toolkit, so that partners know how they can link to SEWeb in their own news/comms activities.	BIG/SE Web team	Apr/May



## **6.9 Social media activities**

A number of complications have been identified in using social media channels. In particular, a key selling point for SE Web is its impartiality which creates difficulties in expressing an opinion – if not a legal entity whose opinion is being expressed and how do you gain all partner approval for this? We recommend social media channels are used to support the mini campaigns as part of alert functions.

**Target audiences:** All

	<b>Tactics</b>	<b>Action by(tbc)</b>	<b>Timing</b>
6.9 a	Create Twitter channel – create protocols (as part of toolkit) tweet site updates and re-tweet partner information (disclaimer element to be considered) including advice on framing key messages and frequency.	BIG (* set up)	Apr
6.9 b	Create Twitter/Facebook content calendar - incl to support mini campaigns (also alert function).	BIG/SE Web team	Apr
6.9 c	Protocols (toolkit) also to consider: <ul style="list-style-type: none"> <li>- Use of #scotlandsenvironment</li> <li>- Use of unique hash tags to support mini campaigns</li> <li>- Use of share icons</li> <li>- Use of partner social media channels (e.g. retweeting) Review audit.</li> </ul>	BIG	Apr
6.9 d	Create Twitter/facebook content calendar - incl to support mini campaigns (also alert function).	BIG	Apr
6.9 e	Review/audit Social Media when BETA version launched – incl LinkedIn, G+, Instagram etc – i.e. potential to extend content calendar from Twitter/Facebook.	BIG	Apr

*NB Also consider training, ongoing resource required to maintain social media channels.*

### **6.10 Search Engine Optimisation (SEO)**

Google analytics have been provided, but the site is currently hosted offline and BIG is unable to obtain remote access. It is, therefore, difficult to advise fully on SEO but from our initial meetings we have concluded that general SEO is less relevant than we initially believed – i.e. given the strategy is to target benefits to specific audiences and the site provides its own search facility.

**Target audiences:** All

	<b>Tactics</b>	<b>Action by(tbc)</b>	<b>Timing</b>
6.10 a	For each mini campaign undertake a key words analysis and incorporate findings in all copy, including on-page copy. Training from BIG required.	BIG/SE Web team	Apr/May
6.10 b	Undertake a basic link building strategy: <ul style="list-style-type: none"> <li>• Internal – provide link icons to partners and encourage usage on their web and intranets, ideally home pages (based on feedback to audit)</li> <li>• External - agree target organisations (with relevant websites) and ask relevant partners to issue request asking they add icon to website.</li> </ul> <i>NB linkage strategy to consider page links to relevant tools (e.g. waste and waste data pages, link to the Household Waste Spotfire app, land management and land use pages link to the Land Information Search tool)</i>	BIG/SE Web team	Apr/May
6.10 c	Audit SEO when BETA version launched. Include (on page) keyword analysis related to Scotland's Environment and related search terms – ensure site is ranking high on key search engines	BIG	May

# 7. Planner

Fig 1: Indicative planner based on recommendations.

	April	May	June	July	Aug	Sep
<b>BETA Launch</b>	Prepare signposting/prompt strategy	Invitation Online survey Countdown clock	Evaluate			
<b>Site launch / SoE launch</b>	Develop infographics Process Comms Audit	Countdown clock	Ministerial event Email Partner channels			
<b>Competitions</b>	Youth discussion	Youth discussion	Social media comp	Suggest a product	Mobile/app gaming comp Launch	Mobile/app gaming comp
<b>Collateral</b>	Develop materials + programme	Develop materials + programme	Issue - leaflet Banner rota	Target events/exhibitions	Target events/exhibitions	Target events/exhibitions
<b>On page</b>	Develop – educational / signposting/surveys	Launch sign up Implement education/prompts	Issue ezine, Implement all on page elements	Review mini survey feedback		Issue eZine
<b>Partner toolkit</b>	Develop – incl social media/SEO	Issue Launch Twitter	Maximise coverage partner channels	Content calendar	Content calendar	Content calendar

**Fig 2:** Indicative planner based on recommendations showing potential for regular mini campaign launches to keep SEWeb at front of mind.

	April	May	June	July	Aug	Sep	Oct
<b>Mini campaign 1) Citizen Science Project</b>	Registration card EISF, on web, issue	Demo BETA Digital Cons Conf	<b>Launch event</b> Mailing Media relations	Media – successes Partner channels	Media – successes Partner channels	Media – successes Partner channels	Media – successes Partner channels
<b>Mini campaign 2) DD Climate change</b>	User group (option)	Develop on page activities/database, SEO, SM prep	<b>Launch campaign (late June) incl mailer, media rel</b>	Review incl partner channels			
<b>Mini campaign 3) DD Water</b>		User group (option)	Develop on page activities/database, SEO, SM prep	<b>Launch campaign incl mailer, media relations,</b>	Review incl partner channels		
<b>Mini campaign 4) Native Woodland</b>			User group (option)	Develop on page activities/database, SEO, SM prep	<b>Launch campaign incl mailer, media</b>	Review incl partner channels	
<b>Mini campaign 6) LIS follow-up</b>	Demo at SRUC SEPA Conference (15/16 April)			Prep launch activity	Prep launch activity	<b>Launch</b>	
<b>Mini-campaign 7) DD Waste</b>						Prep for Oct data	<b>Launch</b>



## 8. Evaluation

Achievement of the main site performance targets would be measurable through Google Analytics. Further evaluation metrics would be agreed for each tactic employed.

These can include:

- BETA launch – invitations accepted, survey feedback
- Site launch – registrations, surveys completed and feedback, media redirects, analytics
- Competition – entries and quality, redirections from signposting
- Collateral – issued, web impact, eZine opens and redirects
- On page – analytics re usage, signposting redirections
- Toolkit – partner feedback re usage, partner channel referral traffic, links effectiveness, social media stats/redirections
- Product/tool mini campaigns – analytics, survey feedback, registrations, referral traffic, partner channel redirects

Further measures will be agreed.

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## 9. Next steps

- Agree items to be / not to be progressed
  - Agree project timeline
  - Agree responsibilities
  - Agree evaluation methods for approved tactics
  - Prepare budget for additional items
  - Agree meeting dates - review and updated based on evaluation of the tactics.
  - Progress support – incl develop mini promotional plan creatives.
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# Contact

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