

Disseminate Your Report: Promoting Your Report

Key Points

- It is important to promote your report to your intended audience to ensure that they will easily find your report, recognize its benefits, and use it. Marketing principles can help you focus on addressing the needs of your audience and what they perceive as benefits and barriers to using this information. Learn more in [Understanding and Using the Lessons of Social Marketing](#).
- Your promotional messages should aim to increase the knowledge of your audience, change their attitudes and beliefs, and influence their behaviors. Learn more in [Clarifying Your Objectives for Promotion](#).
- Your promotional activities should be timed to maximize the chances of reaching your intended audiences when they are likely to be receptive. To learn how to communicate to your audience about your report at different stages of its development, go to [Acting Early to Ensure Effective Promotion](#) and [Timing Promotion for Maximum Impact](#).
- Strategies for communicating your promotional messages to consumers include media coverage, paid advertising, free placements in other organization's communications, and personal outreach. Learn more about these strategies in [Using Multiple Promotion Strategies](#).

To learn more, go to [Promote Your Report](#).

Questions and Tasks

- What are the objectives of your promotional campaign?
Type your response here.
 - Will you aim to increase your audience's knowledge of your report and how to access it?
Type your response here.
 - How will you address your audience's beliefs and attitudes about comparative quality information?
Type your response here.
 - What specific behaviors will you aim to encourage?
Type your response here.
- What features and benefits of your report will you convey through your messages?
Type your response here.
- Which segments of your audience will you aim to reach with your promotional campaign?
Type your response here.
 - Why are you focusing on these segments?
Type your response here.
 - What do you know about your audience and their information needs? Can you use any information you collected during the planning stages of your project regarding audience characteristics and information needs?
Type your response here.

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- What do you need to find out about your audience?
Type your response here.

- Will you work with partners to promote the report?
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 - What are your criteria for choosing a partner for this purpose?
Type your response here.
 - List potential partners who could help you with your promotional campaign.
Type your response here.
 - How can they contribute to or support your promotional campaign?
Type your response here.

- What are the implications of your promotional campaign for staffing, the project schedule, and the project budget?
Type your response here.

- What is the timeline for your promotional campaign?
Type your response here.
 - What options are available to help you maximize the frequency and extent to which you reach potential users?
Type your response here.
 - What will you do before your report is released?
Type your response here.
 - What will you do when the report is released?
Type your response here.
 - What will you do after the release to keep the report in the public eye?
Type your response here.

- How can you use local media to promote your report?
Type your response here.
 - Which media outlets and media professionals can help you reach your target audience?
Type your response here.
 - How will you cultivate a relationship with promising outlets?
Type your response here.
 - What are the “news stories” you can offer?
Type your response here.

- What is your advertising strategy?
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 - What options are available and affordable using the Web?
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- What options are available and affordable using print media?
Type your response here.
- What opportunities do you have to promote your report for free through your partners?
Type your response here.

Could you promote your report using a more personal approach?
Type your response here.

- In what forums could you present the report to your audience?
Type your response here.
- Who could function as information intermediaries to tell your audience about your report?
Type your response here.
- What will you do to cultivate information intermediaries for this purpose?
Type your response here.

- Learn more about how you can [Disseminate Your Report](#).
- List [all topics in the Checklist](#).