

Optimising outreach and (user) engagement: tools and strategies to raise awareness

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Get to know your audience



• Who is your target audience?

- Age: Millennials? Generation Z? Baby boomers?
- Content: what do they want/need to learn more about?
- Engagement: what type of content invites engagement?
- Channels: what tools do they use to collect information?





The perfect formula

- What are your objectives?
- User engagement?
- Interaction during events/workshops?
- Tell success stories?
- Raise awareness?
- <u>Mentimeter</u>



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Monitoring campaigns

- What do statistics say?
- Social media insights
- Google analytics
- Offline? Surveys, numbers of demand

