

PROMOTIONAL AND DISSEMINATION CAMPAIGN

WEBQUEST FOR HRM

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Aims of the project

The main objective of the project is to transfer the Methodology **for Collaborative Blended Learning** to the area of Human Resources Management in SMEs.

The CBL Methodology deal with a blended language learning model which combines blog activities with webquest projects that take place in face-to-face lessons and online in a wiki as a language learning platform and course management system at the same time. The core element of the CBLM is webquest which perfectly serves as a framework to integrate Web 2 into learning process. Although it was prepared originally for the foreign language learning, the methodology can be easily adopted for the needs of VET in the area of Human Resources Management in Small and Medium Enterprises (SMEs).

The other aim is to **adopt the trainings on HRM to the Web-based education** by creating interactive learning environment which will place this trainings in the area of HR competencies in a stream of innovative educational tendencies related with the use of Web 2.0 through which will enhance the quality of adults learning.

Goals of promotional campaign

The main goal of the promotional campaign is to disseminate results of the project towards training institutions, SMEs, educational bodies and all organisations and institutions supporting the HR oriented trainings contributing to the efficient development of SMEs and their employees in countries of the Consortium as well as among European community.

The second goal of the promotional campaign is to promote the project methodology among trainers and recruit trainers to take part in the pilot phase of the project – trainings of delivering CBLM for HRM – Pontydysgu will conduct two trainings for 15 trainers each in Poland and 15 in the UK (30 trainers in general).

The last objective of the campaign is to recruit 15 SMEs representatives in Poland interested in the pilot phase of the project, which is participation in methodology implementation. The Trainers participating in the project will support the CBLM development with their feedback during and after the training.

Promoted website: webquests.eu

The period of the campaign - **FEBRUARY 2011** till **DECEMBER 2012**

The objectives of the campaign will be implemented through the use of web promotion and promotion of the project through a variety of trade events, as well as cooperation with the branch media

E-mailing campaign

The task is to implement a mailing campaign for the service indicated in the introduction

The campaign assumes sending mailings in the total number of 200 thousand addressees, including shipments to promote the project and the recruitment of participants.

The strategic element of the campaign is a shipment of direct mailings, either graphical and textual to the data bases of targeted customers interested in the areas of: HR, training, new technologies, SMEs representatives. Additionally, the materials included in the e-mailing promotion will be: news, articles, billboards, boxes, contextual advertising in the branch newsletters of targeted customers interested in the areas of: HR, training, new technologies, SMEs representatives. There will be at least two shipments each month of the campaign.

Internet campaign

The task includes placement of advertisements in the Internet by use of techniques of contextual advertising and display advertising. Distributional effect of advertising is to achieve 2 million page views for the entire campaign in the whole period of the campaign till December 2012.

Internet campaign refers to placement various forms of display advertisement in Internet portals according to the following profile (according to unique users):

- a. Training service
- b. Personnel service
- c. Human resources management service
- d. Services for the top managers
- e. service for SMEs representatives

Portals will have a total of the following parameters:

- a. The sum of the users (UU) should be at least 100 thousand UU (unique users) by month
- b. At least 5 thematic portals or sites

There will appear selected types of advertisements: billboard, banner, top layer, box.

Campaign of sponsored articles

The task is to publish weekly sponsored articles in HR and training services in the form of an article or a link from the homepage of the site. The aim of essential articles promotion is to disseminate results of the project.

Emission of a single article will last 1 week. This activity concerns the inclusion of articles in the web portals the following profile:

- a. training, personnel, human resources management, small and medium-sized enterprises
- b. the minimum range of services: 100 thousand. UU

Google AdWords / advertising on search / display ads

The task is to implement a campaign in search engines based on keywords and graphics allowing for effective positioning of the page. The activity includes creating ads and choosing keywords, which are words or phrases related to promoted service. While search on Google using one of keywords, the ad may appear next to the search results. It allows advertising to an audience that's already interested in the offer. This activity is to achieve a minimum number of clicks per month - 200 and the minimum number of clicks in a campaign – 800.

Cooperation with branch media

The aim of the activity is to establish contacts with the leading branch media on the market, considering both: internet portals as well as published magazines. The idea is to reach groups most interested in project results through electronic campaign and publication of articles considering methodology.

The media chosen to cooperation are branch HR internet services, monthly magazines, quarterly magazines.

The forms published in cooperation with media will be: articles, news, billboards, boxes, short press information, as well as publication of advertisements in newsletters.

Social media strategy

The social media campaign consists of continuous placement of articles, videos and short messages on various strategic social media portals, such as: youtube.com, twitter, facebook.com, linkedIn. The goal of this activity is to create a social network among SMEs representatives and creating a net of knowledge and experiences exchange. Presence in social media will be supported by website newsletter sent to subscribers interested in the project.

Presence during HR events

The aim of this activity is to present the WebQuest for HRM project offer to the delegates of the most important events that refer to human resources management, new technologies in trainings, new media in education, etc. It gives opportunity to present the CBL Methodology during conversations with consultant.

Exhibiting is one of the most effective sales technique as it allows the project to be in showcase itself thousands of visitors and delegates who are leaders in their fields of HRM&D. The one-to-one meeting model brings HR representatives and trainers and Project Consortium as solution provider together to do business. This empowers both the supplier and the delegate to get real value from the meeting. The plan of the events will depend on the agreement with Partners.