Marketing BeST-addresses-BE

What *is BeST-addresses-BE*

BeST, which stands for Belgian Streets and Addresses, is the full list of all addresses in the country, with their geographical coordinates. It provides you with the authentic address information that is currently available in the reference databases of Belgian regions.

For some processes, the address information is not yet sufficient to be able to switch to exclusive use of the BeSt address source. Currently, the addresses are available in fairly large XML files, but organizations often prefer other file formats.

The files contain the most recent versions of:
-   municipalities
-   street names
-   addresses
-   part of municipalities (Wallonia)
-   postal information

At Open Summer of Code, a team of 2 developers will provide tools that are easily accessible to the general public. The team will eliminate some of the gaps in the data and provide CSV and GeoPackage formats.

The mission of Best@
Generate a complete and easily accessible list of all addresses in Belgium.

The vision of Best@
To be the principal source of address information for every Belgian citizen and all organisations that are based in our country.

Marketing Strategy

The goal of our marketing strategy is to make BeST-addresses-BE a useful source of address information for the general public in Belgium. This document provides an approach to publish and promote the database for possible users in an appealing way. The main audience that we will focus on during and after Open Summer of Code are the three target groups stated below. Firstly, we will define these groups and state the best possible communication strategy for each one separately. Next, the most useful media sources to reach these target groups will be recommended. A specific plan of communication is provided, so that staff members in BOSA are

able to post content on all media sources in an efficient manner.

Target groups

1. Developers

The developer target group consists of all persons who have technical skills in web development, coding and software within the Open Source community.

During Open Summer of Code 2019, a short survey was carried out with the developers in the oSoc19 community. Most developers in the oSoc community are between the age of 18 and 25. Since the IT sector is one of the fastest changing and innovative sectors, the oSoc19 developers are a useful sample to establish an up-to-date communication plan for the developer target group overall.

The information below will display a market strategy, based on the **results** of the **oSoc19 survey**.

How will we communicate to the target group?

Timing
Almost 70% of the surveyed oSoc19 students commute to school/work. From this, and online research, it can be concluded that posting on social media will be most effective during commute hours. According to online research: "The highest average click-through rates (CTR) occurs between *Mondays and Thursdays, 1 pm and 3 pm*, with no specific peak times. This would be the ideal time to post if your goal is to get people to click-through to your website or landing page."
Source: https://www.thebalancesmb.com/best-time-post-twitter-2531471

Tone of voice
We aim to promote this project to young developers who will learn about this outside of their working hours (unlike the second target group). This means that our tone of voice should be playful, short and funny on social media sources such as Twitter, Facebook and Instagram. On Linkedin, BOSA should communicate in a rather formal and informative manner.

Where to communicate? Where do we find our target group audience members?

Social media
We found out about the most popular media sources in order to reach dev-oriented people. According to the oSoc19 survey, most developers (82%) are active on *Linkedin*. Next to

that, 71% is active on **Facebook**, 57% on **Twitter** and 43% on **Instagram** or and **Reddit**. Apart from the most common social media sources stated above, developers also make use of other communication sources that are important for the promotion towards these target groups. **Github** is one of the most traditionally used networks within the developer community. In addition, developers communicate through; **StackOverflow**, **Riot** (OpenStreetMapBE), **Mastodon (7%)**, **Jisti** and **Gitter**.

Personal communication among developers also occurs through; **Messenger**, **Whatsapp**, **Slack** *and* **Discord**.

The advice would be to post mainly on Linkedin and Twitter for regular information. It time allows you, a good Gitbuh page can attract a large audience of Belgian developers to use the BeST-addresses-BE database. Slack, Gitter and Riot can further on be used for personal or @channel messages in order to spread the word.

Print

The oSoc19 survey demonstrates that 46,1% of the respondents never or rarely read newspapers. 25% sometimes read them. The remaining 29% often read newspapers. In this marketing strategy, we should therefore not communicate via print media. It is not the right media tool to reach our target group since developers are more active via webpages. The cost of print media will be too high and would thus not generate the appropriate return on investment.

Mailing list

This medium will not be applicable.

Communication ideas
See document: Communication

2. Non-developers in organisations

Non-developers mainly refer to staff members in Belgian organisations, who require Belgian address information within the scope of there job. In this target group, we will aim to reach members in HR departments, managers, supply departments, members in logistics and all other possible users of address information.

How will we communicate to the target group?

Since this target group mainly consists of Belgian organisations in general, our communication should be professional and informative. The most credible manner of promotion would be to write short stories about non-technical users and informative articles about the data source.

Where to communicate?

Social media
The goal is to reach organisations and cooperations, it is hence recommended to post the articles and short stories on the government website and to promote them via social media sources subsequently. The best social media sources to reach non-developer professionals and organisations are **LinkedIn and Twitter**.

Print
Next to that, print (newspapers and magazine articles) might be a useful media to reach this target group with. Nevertheless, receiving press attention takes much time and effort, which might generate a low return on investment (similar to the target group of developers).

Mailing list
Make use of the BOSA mailing list. The promotion of informative articles and short stories can be promoted through emails. Send out the Open Summer of Code as "Project of the Month" email. Make sure to try using the mailing list at least once, track the response rate via; click rates, web stats, google analytics, page use,… . If the response rate is too low, do not use mailing list too much, since it can sometimes harm the image more than promote it.

Communication ideas
See document: Communication

3. Channels to promote usage of BeST-addresses-BE

With this target group, we aim to reach as many organisations as possible that are involved in the Open Source community. These organisations could have a large following base or strong capacity to promote BeST-addresses-BE. In this case, a B2B (Business to Business) marketing strategy will be implemented in order to reach new users. This means that their social media channels can retweet, share or promote our posts, write their own posts about BeST-addresses-BE or be tagged in our posts.

How will we communicate to the target group?

Timing
As mentioned before, online research proves that most click-through rates occur between *Mondays and Thursdays, 1 pm and 3 pm*. Additionally, posts during commuting hours will be highly effective.

Tone of voice
We aim to promote this project to a wide audience; all employment profiles, all ages, all

types of organisations within the Open Source community. This means that our tone of voice can be both playful, short and funny, as well as formal and informative. The tone of voice thus truly depends on each post separately, and on the channels that are targeted in these posts (tagged, aimed to retweet the post, aimed to share the post).

Where to communicate?

Social media
We aim to promote this project to a wide audience; all employment profiles, all ages, all types of organisations within the Open Source community. All social media channels can be used to reach this target group. The most active ones, however, are Twitter and LinkedIn.

Print
Idem second target group.

Emailing list
Idem second target group.

Communication ideas
See document: Communication

Student Societies, JobFairs and Events

If time allows you to, make sure to check the school websites in order to find out whether they organise Job Fairs or Internship Fairs. This could help with the recruitment of developers in the government sector.
- **A list of schools that most of the oSoc students study at:**
    - ArteveldeHogeschool
    - Haute Ecole Louvain en Hainaut
    - HoGent
    - Howest
    - KU Leuven
    - ThomasMore Geel
    - UAntwerpen
    - UNamur
    - UGent
- **ULYSSIS**
  ULYSSIS is an Open Sources student society in Leuven that aims to bring IT closer to students and personnel using Free and Open Source technology.

→ They organise an Open Sources job fair every year. It could be interesting for BOSA to attract students to find employment in the government sector.
- Website: https://ulyssis.org/
- JobFair Event: https://ulyssis.org/2019/ulyssis-open-source-job-fair-2/
- Developer meetups: It is a good idea to communicate mouth-to-mouth during meetups and events such as **GhentJS** in Ghent and **Civic Lab** in Brussels
- Post in the Open Source network on Gitter: https://gitter.im/comunica/Lobby