HOW TO DEFINE THE KPIS OF YOUR COMMUNICATION & DISSEMINATION STRATEGY

CONTENT

When writing a project proposal for funding, the consortium must prepare a work programme with different work packages. These deliverables include a stakeholder analysis, a communication and dissemination plan, and an exploitation plan. These three interrelated deliverables are essential for the dissemination and commercialisation strategy of a project. The stakeholder analysis helps to better define the communication and dissemination plan, which facilitates the implementation of the exploitation plan.

COMMUNICATION & DISSEMINATION PLAN

A communication and dissemination plan aims to develop a strategy to promote the objectives and results of a project. This strategy involves identifying targets, defining an editorial line and message, and implementing various actions that increase the visibility of the project and the sharing of its results.

OBJECTIVES

One of the first steps is to clearly define the communication objectives. It is important to know what results or impacts are expected before even thinking about the strategy.

TARGETS

The other important step in a communication and dissemination strategy is to identify the project's targets. This step allows you to adapt your message and editorial line as well as define the most relevant objectives and communication channels. Note that the targets, actions and channels used will not be the same for communication as for dissemination.

COMMUNICATION

A communication plan is implemented at the beginning of the project and aims to increase its visibility. Its audience is initially large - the general public - and becomes increasingly targeted as the project progresses. A communication action for the public targets both end users and general-interest media. Content aimed at a wide audience must be accessible.

DISSEMINATION

A dissemination plan focuses on sharing the results of the project. Its implementation starts when the project has attained a certain level of maturity and is targeted at the stakeholders identified in the analysis made beforehand. Dissemination actions target a scientific and expert audience.

	COMMUNICATION	DISSEMINATION
PERIOD	Throughout the project	At an advanced stage of the project
TARGETS	General public	Scientific and industrial experts
	Medias	Policy makers
OBJECTIVES	Inform about the project progress	Share project results
	Increase visibility and commitment	
CHANNELS & TOOLS	Website	
	Newsletters	
	Press release	
	Social Media	LinkedIn
	Videos	Workshops
	Public events	Scientific publications and events
	Scientific articles	Online repository
		Industry press and events

A communication and dissemination plan seeks to increase the reach of the project results. However, to measure the impact, it is essential to define relevant KPIs.

WHY MEASURE YOUR KPIS?

A KPI or Key Performance Indicator measures the performance of an action. This indicator depends on the previously defined objectives.

IMPROVE PERFORMANCE

As part of a communication and dissemination strategy, a KPI measures the performance of a targeted action. Once measured, this indicator helps to analyse the impact of this action in order to adapt and improve it.

REFINE YOUR TARGET

Analysing the results of communication actions is necessary to refine the strategy and targets throughout the project. Weak results should encourage you to rethink your strategy or your dissemination channels, while solid results confirm the strategy and should push you to reinforce it.

SUPPORT THE EXPLOITATION PLAN

Analysing its performance indicators guarantees the success of a communication and dissemination strategy, and consequently facilitates the exploitation plan.
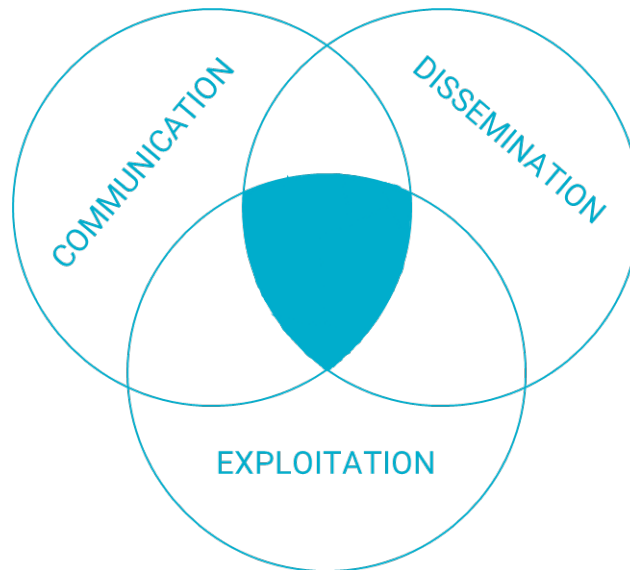
The exploitation plan is about preparing the commercialisation of a project or the non-commercial use of the results by engaging with the stakeholders identified in the analysis made in a previous deliverable. With successful communication and dissemination actions and with optimal visibility of the project, it is easier to approach these stakeholders.

WHICH KPIS TO SELECT?

The previous sections explain the importance of monitoring and adapting communication and dissemination actions according to the results, throughout the project. But what are these indicators? And how can they be used effectively?

ADAPT YOUR STRATEGY AND KPIS TO THE PROJECT'S TECHNOLOGICAL MATURITY

The communication objectives will not be the same depending on the technological maturity of the project. A "Demo" project will not have the same communication and dissemination strategy as a "Flagship" project.
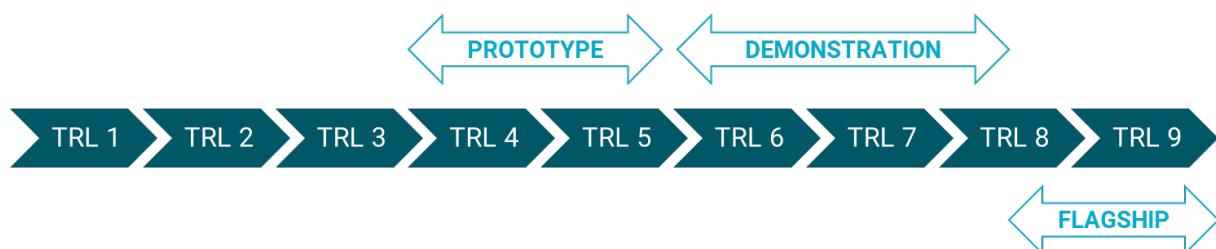
For a research project, the focus will be on contacting the right people and institutions. The communication and dissemination strategy will therefore be narrowly targeted and focused on quality rather than quantity.

For a flagship project, the communication strategy will be more broadly focused. Moreover, the dissemination strategy will be more targeted with an exploitation plan centred on the commercialisation of the project.

By adapting it according to the theme and the project's technological maturity, any strategy must have S.M.A.R.T. objectives:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**ime-bound

EACH OBJECTIVE HAS ITS KPIS

KPI identification depends closely on the objectives previously defined in the communication and dissemination plan. The most relevant KPIs, according to the objectives identified, are presented below:

VISIBILITY

Visibility indicators aim to measure the reach of communication actions:

Social Media

- Rate or number of impressions
- Number of visits
- Total number of subscribers/followers
- Number of views on a video

Website

- Number of unique users
- Rate of new visitors

Newsletters

- Number of subscribers
- Rate of deliverability

ENGAGEMENT

Engagement indicators aim to measure the success and interest of communication actions:

Social Media

- Total number of interactions (likes, shares, comments...)
- Number of subscribers gained
- Rate of clicks
- Engagement rate

Website

- Bounce rate
- Engagement rate
- Number of pages visited per session
- Number of visitors per channel (direct, organic, ads, social media...)
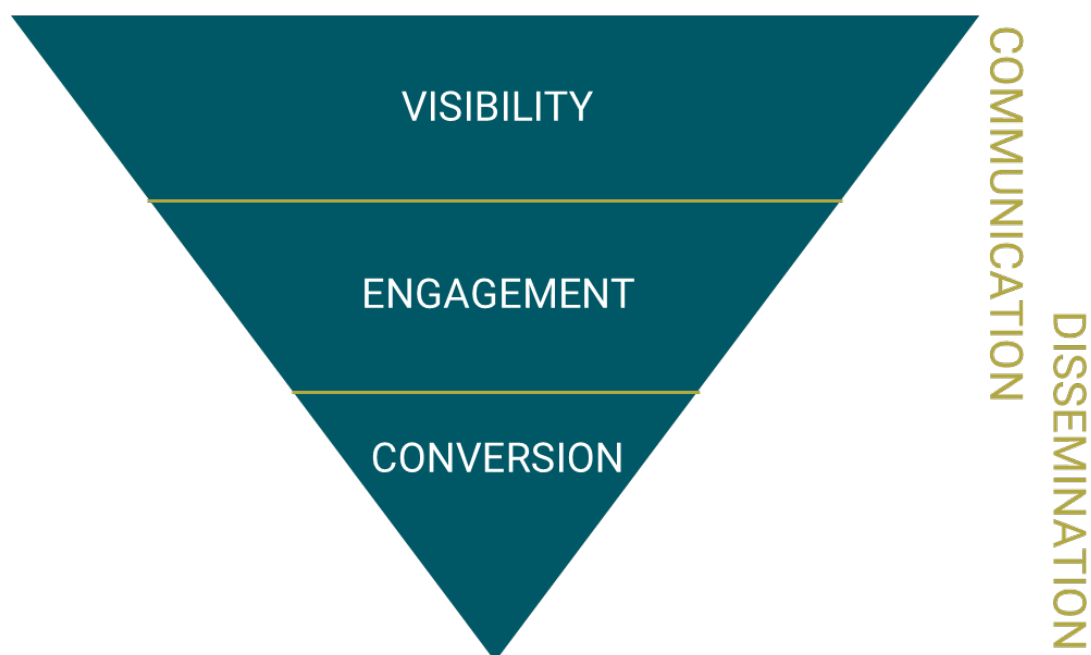
Newsletters

- Opening rate
- Click-through rate
- Unsubscribe rate

CONVERSION

Conversion measures the effectiveness of a communication action:

- Number of messages received
- Rate of conversion of visitors into leads
- Number of subscribers/registers to a newsletter or webinar

One of the secrets of a successful communication and dissemination strategy is monitoring of key performance indicators. If they are well identified and analysed, the strategy will be effectively adapted.

The experts at PNO Consultants and ARTTIC can write and implement your project's communication and dissemination plans.

[Do not hesitate to contact us!](#)

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