

# Advocacy and Communication Strategies for Archives and Records Management

**South African Society of Archivists**

**Mpumalanga**

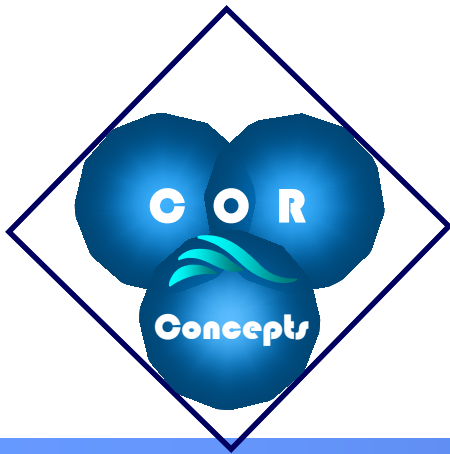
**July 2014**

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083 273 6087



# What's in it for "i"

**South African Society of Archivists**

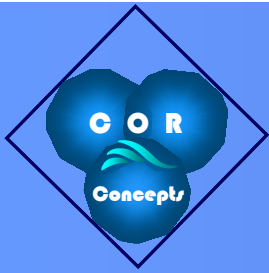
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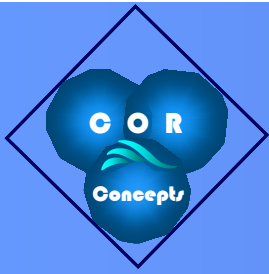
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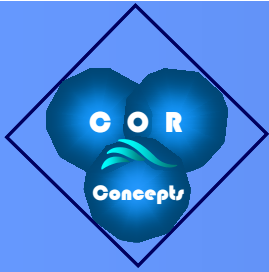
# Agenda

- Agenda
  - Marketing 101
  - Pillars and Tiers
  - Making the “i” essential



# Marketing/Advocacy 101

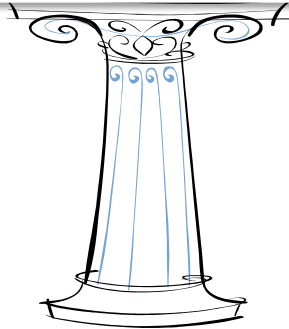
- Marketing seeks to satisfy the needs of people (customers or the **market**)
- Who are your customers?
- Understand their needs (NOT YOURS).
  - What's in it for me (i)?
- What product(s) and services will satisfy their needs?
- What delivery mechanisms suit them?



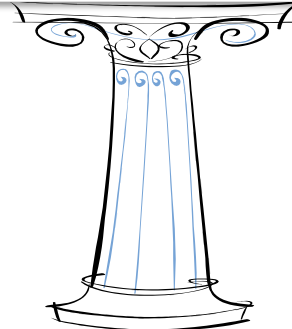
# Three essential Pillars

- Pillars for successful Records and Archives Programmes

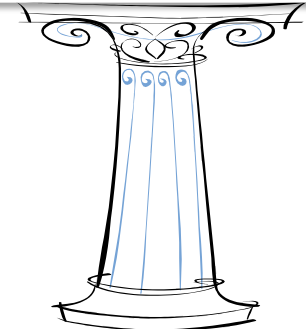
Instruments

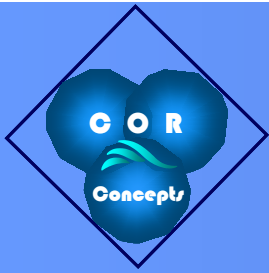


Infrastructure



Interest





# Three essential Pillars

Instruments

Infrastructure

Interest

**Legislation (enforceable)**

**Technology**

**Change management**

**Regulations**

**Buildings**

**Communications**

**Directives**

**Staffing structures**

**Inclusion (all stakeholders)**

**Policies**

**Internet (Web 2.0)**

**Culture**

**Procedures**

**Systems**

**Involvement**

**Metrics**

**Ability to implement**

**Willingness**

**Measured**

**Education**

**Perceived Benefit**

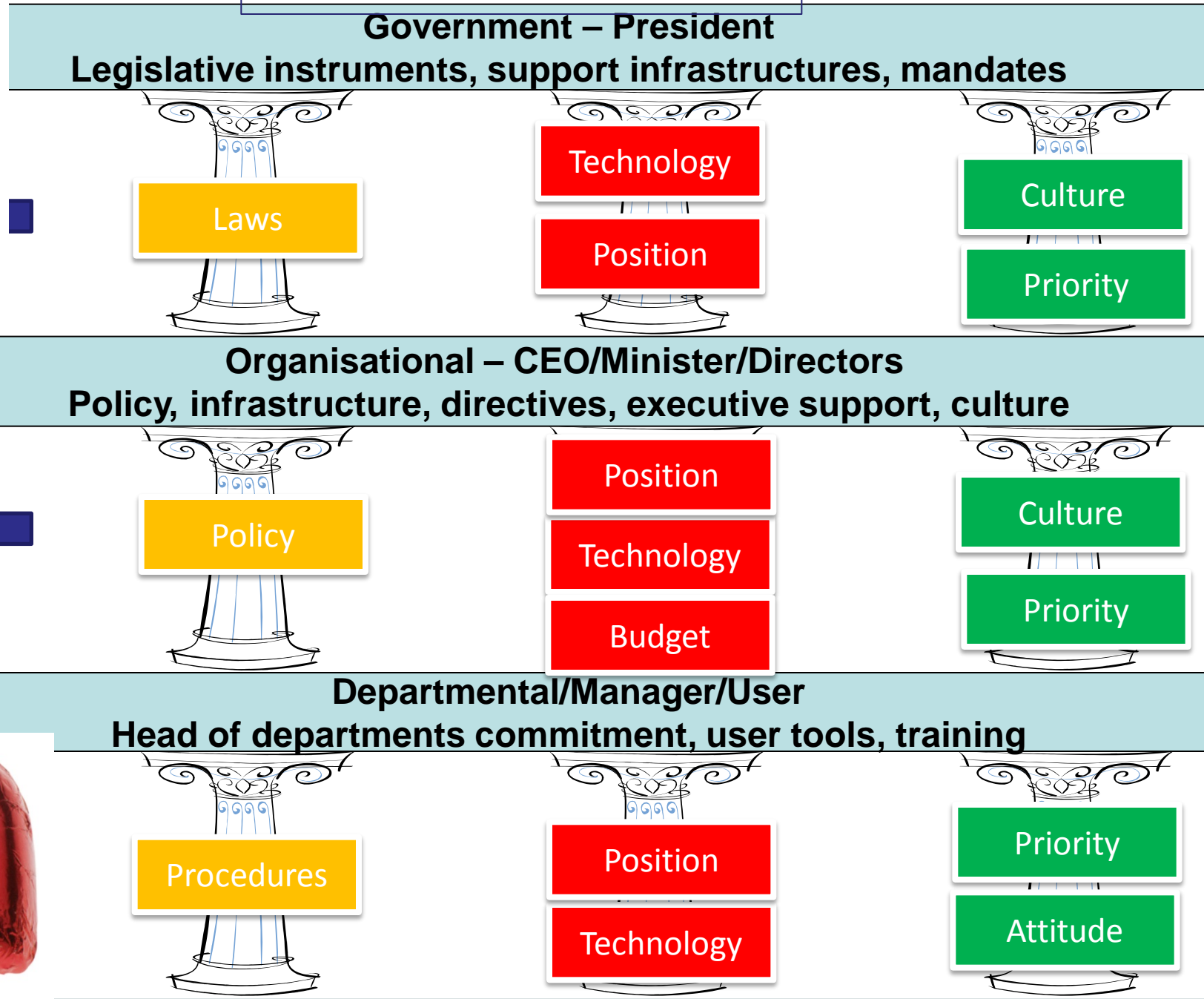
**Rectified (enforced)**

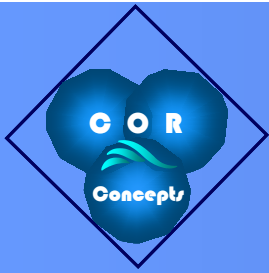
**Delivery platforms**

# TIERS – TOP DOWN

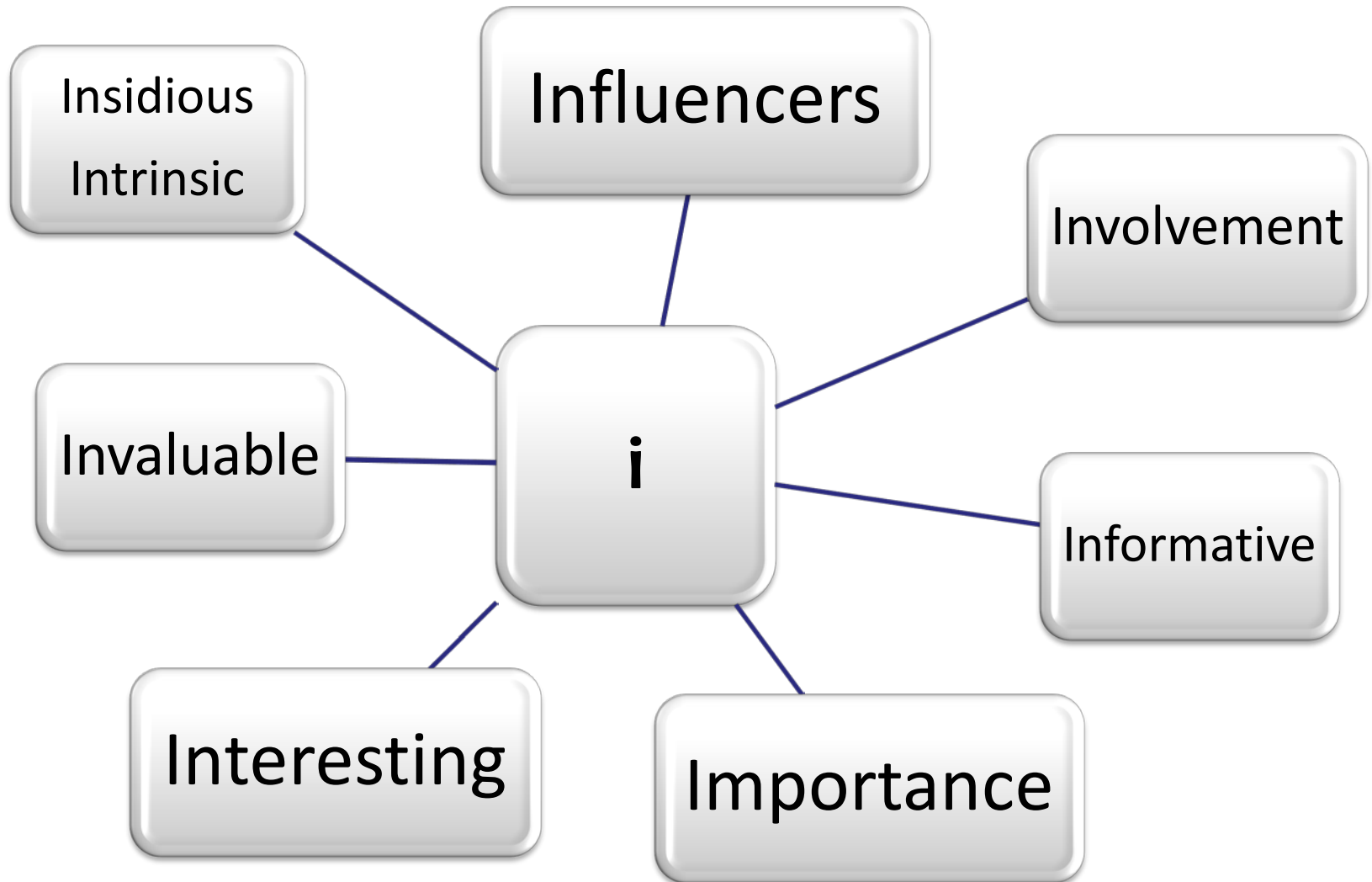
LOOK OUT

FROM THE HEART UP

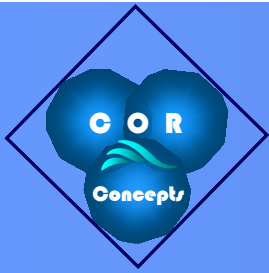




# Advocacy Strategy considerations

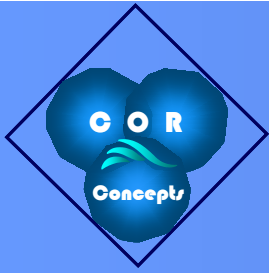






# In Summary

- What's in it for our stakeholders?
  - What is their burning pain?
  - What's in it for "I"
- Who are they?
  - to whom are our services valuable?
- Learn and speak the language of business
- Deliver real value – meet the promise.



Thank you