



Roadmap for conducting a SWITCH campaign

The preparation of SWITCH campaign:

1. Define the objective of dialogue marketing
2. Define the target group and the number of persons being addressed
3. Search for a financial partner
4. Develop a plan of proceeding
5. Develop schedules, employee and budget plans
6. Research of addresses of target persons
7. Decision and if necessary organisation of accompanying service actions
8. Collect already existing information material and order according to the empirical formula
9. Define incentives and order according to the empirical formula
10. Prepare personal consulting
11. Schooling of the employees
12. Prepare the press release and the involvement of local media

Contact target persons of SWITCH campaign

1. Cover letter with the plan of the dialogue marketing proceeding and request to participate
2. Collect signatures of regional personalities, signatures and logos of regional institutions
3. Schooling of contact persons
4. Define hours of availability for the contact persons and release them from other tasks for the period
5. Prepare the postcards of reply
6. Prepare the contact database according to the questionnaire
7. After receiving the postcards of reply: Call the target persons and identify the information needs

Identifying the information needs – Segmentation of SWITCH participants

Three groups:

1. Persons, who do not want to participate: they will be released from the survey
2. Persons, who already implement the regarded behaviour : give a thank-you gift
3. Persons, who do not implement the regarded behaviour, but are interested in participating: identify the information needs



Send the SWITCH-service form

1. Arrange a service form with information material, define the question of personal information, of personal consulting and define the incentives
2. Send the service form, if necessary follow up with a call
3. Work out personal information
4. Organize dates of consulting
5. Provide the incentives

Hand over the service packages

1. Prepare a personal service package with information material and personal information. Prepare a meeting date proposal and the incentives.
2. Should the service package occur by personal or a postal delivery?
3. In the case of personal delivery: Engage and school the deliverer
4. In the case of postal delivery: Organise the materials for sending

Consulting

1. Engage qualified employees
2. Bring little incentives/ gifts with you

For further information please visit www.switchtravel.eu