

CUSTOMER STORY

ADM



“Communication becomes more and more strategic”

ADM is an organisation that helps providers and users of IT and communication technologies to meet each other – to network, share knowledge, develop common points of view and so on. Marketing and communication are essential for such an organisation.



“However, we ourselves don’t have a separate marketing manager who can think strategically about marketing and communication,” says Ingrid Hoffman, general manager of ADM. “It’s just for that reason that we contacted an external agency. It helps us to work in a more structured way. It also means we spend our budget more wisely.”

This budget goes on, among other things, our own website, brochures, information for members and for journalists. “My marketing budget is not very big, but it is very flexible since I manage everything myself,” says Ingrid Hoffman.

So it’s clear what is spent, but it’s less clear what the returns are. “It is not always possible to measure the results of our marcom investments. Often it is about indirect results. Still, I am convinced that investing in communication is very worthwhile. After all, placing advertisements costs a lot more and you still cannot be sure what they will deliver.”

Public Relations and copywriting are outsourced

ADM used to have only sporadic contact with the press, but since the organisation outsourced its PR these contacts have become more frequent and more intensive. “Quadrant also writes our newsletter, something that I used to try to do myself in between other tasks,” says Hoffman. “But some tasks are best left to others. Whenever I receive a text from Quadrant, I see why. Then I really think: ‘Every man to his trade’. As far as style and structure go, it is so much better that you can clearly see

it was written by a professional. And of course this benefits our communication with the members. Moreover, often an outsider is better able to channel the flow of information and immediately get to the essentials of the story.”

The aim of the ADM newsletter is to keep the members, potential members and the sponsors informed about the activities and the

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objectives of the organisation. Hoffman says it is important to repeat certain information every so often so that the readers remember it. “It is about the members and sponsors getting the message that we are doing things right and that their money is being well spent. In any case, I see that people read our newsletter. This year we have 32 new members already, thanks to a combination of newsletters, e-mails, PR and active sales.”

No nonsense

ADM became a client of Quadrant Communications in 2003. Hoffman: “I knew about them through Xylos and I knew that that they

delivered solid work for a fair price. Moreover, I agree with their no-nonsense approach. In the beginning Quadrant just looked after our PR communication, but soon they were also involved in other jobs, such as copywriting,” says Ingrid Hoffman.

“In fact, they also have an advisory role. If something doesn’t seem to be of immediate use or interest, then Quadrant will tell us. In this way we avoid sending out useless press releases. Otherwise, not only would journalists stop paying attention to us, but they may even ignore us when we do have something relevant to say. In the future I want to ask Quadrant for even more strategic advice about the way we communicate. This forms part of our evolution towards an increasingly better, well thought out communication policy.”

Strategic advice

The more professional approach is clearly bearing fruit. “Our website had been redesigned and our newsletters and other communications are streamlined in the same way. In recent years we have also had more coverage in the press. Evidently we come across to journalists as an organisation that has something to say,” says Hoffman. “Quadrant maintains good and intensive contacts with the media, so we can always rely on a good response from this quarter when we organise something.”

Why does ADM communicate?

- **communication is essential for a networking organisation such as ADM**
- **members and sponsors regularly get the message that ADM delivers good work**
- **members know that their membership fees are spent wisely**

