7.4 Promote dissemination products

References and Guidelines

Within marketing in general can be considered to be an overarching process, this sub-process concerns the active promotion of the statistical products produced in specific statistical business process, to help them reach the widest possible audience. It includes the use of customer relationship management tools, to better target potential users of the products, as well as the use of tools including websites, white papers and blogs to facilitate the process of communicating statistical information to users.

Quality Indicators:
- User satisfaction about the metadata availability
- User satisfaction surveys shall include questions on the opinions of users about metadata availability
- The number of social media visitors/followers
- Number of metadata consultations (ESWR) within a statistical domain for a given time period. This indicator is applicable:
  1. to all statistical processes;
  2. to producers;
- Number of consultations of data tables within a statistical domain for a given time period

For details, see Quality Indicators for GSBPM (version 2.0)