

# Marketing Your Help Desk

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# Agenda

- Why Market
- Value Proposition
- Identify your Audience
- Marketing Strategy
- Marketing Techniques
- Avoid Overload

# IT Service Desk Value Proposition

- Maximizes the productivity of company employees using technology the company provides to them

# Identify your Audience

- End Users
- Senior Management
- CIO
- Service Partners

# Marketing Strategy

- Identify
  - Goals
  - What
  - When
  - How Often

# Marketing Techniques

- Services Handbook
- Brochure
- Newsletter
- Satisfaction Surveys

# Marketing Techniques (cont.)

- Increase Interaction
  - Meet with Department Heads
  - Help Desk Tours/Open House
  - Brown Bag Lunches
  - Create “Leave Behind” Notes
  - Email Communication
  - Publish Metrics
  - Relationship Building

# Avoid Overload

- Review your campaign to avoid overload
- Be clear and concise

# Roundtable Discussion

- What are your marketing challenges?
- What are your marketing goals?
- Are you marketing today?
- How are you marketing your service desk?
- What is your favorite marketing technique?
- How often are you marketing?
- Have you seen any results/benefits of your marketing campaign?
- What do you do to reinforce projecting a positive image with your teams?

# Review & Questions

- Roundtable Review
- Questions

# Closing

- Thank you for attending
- Please fill out your surveys