

C/O

Evermynd®

Market Research

Workshop Communication Activities | ErUM-Data | 17th of June

About the team



Luca Limburg

Digital Marketing Analyst / [Evermynd](#)®

M.Sc. Strategic Marketing, Maastricht University



Els Nemrin Daly

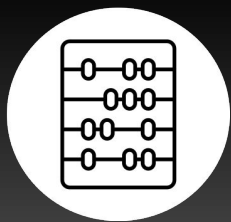
Project Manager / [Custom Organisation \(C/O\)](#)

M.Sc. Spatial Designs & Society, Roskilde University
Denmark



Executive Summary

ErUM-Data must shift from **insider broadcasting** to a **targeted external strategy**



Out of scope

Findings reflect the **perspective of selected internal community** representatives. External stakeholders, budget planning, and production logistics were not part of this analysis.

Status Quo	Across all PESO dimensions, ErUM-Data’s communication is active but uncoordinated: paid and earned media have not been used. The Hub’s networking channel ErUM-Data Hub has a follower count of under 3% of its own community on it’s best performing channel, LinkedIn , with instagram under 1% and Youtube barely used .
Target Audience	According to the JTBD analysis , only S1 (technology scouts) and S2 (applied researchers) combine the stakeholder value and attractiveness to justify immediate investment - all other segments are secondary.
Channel & Formats	Across the network, the ErUM-Data community communicates through scattered uncoordinated accounts - separate instagram, LinkedIn and YouTube accounts - so even higher-reach formats don’t add up to more than a small fraction of their potential audience.

Where Is ErUM-Data Communication Today?

ErUM-Data Hub

Current communication is only addressed to insiders or miss the demand of the target group.

Across all four PESO dimensions, ErUM-Data Hub's communication speaks to a fraction of the existing community. Paid and Earned have never been used and even where Shared and Owned channels are active, they don't consistently reach or engage beyond insiders.



Paid

Google Search/
Display/ Video Ads,
Meta Ads, LinkedIn
Ads



Earned

Press, Mentions,
Collaborations



Shared

Instagram, LinkedIn,
YouTube



Owned

Website, Podcast

191

Instagram followers

532

LinkedIn followers

4

YouTube followers

vs. an ErUM community of
~20,000* scientists

Paid

Never used

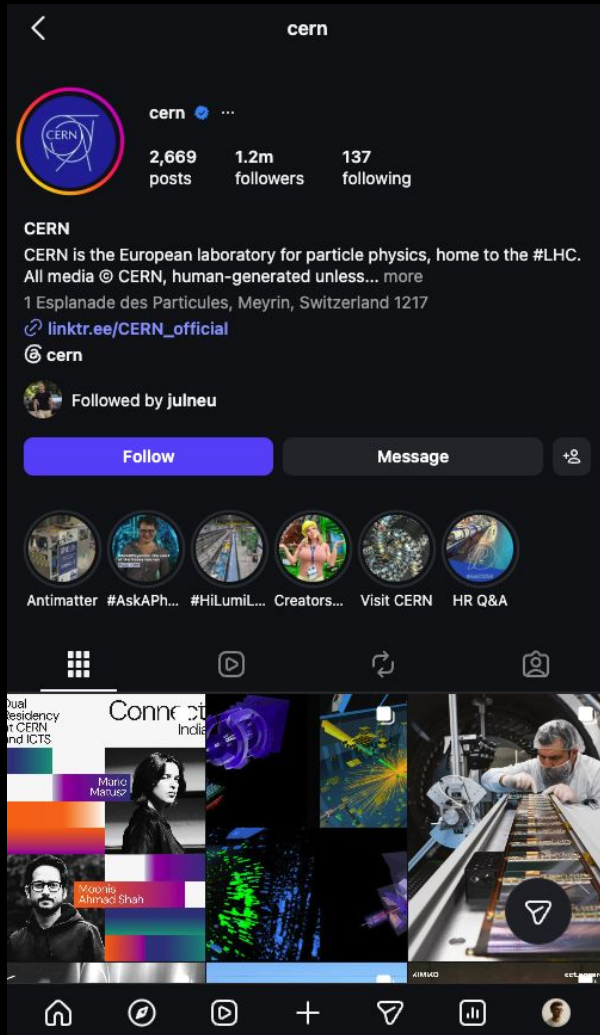
Earned

No media pickup

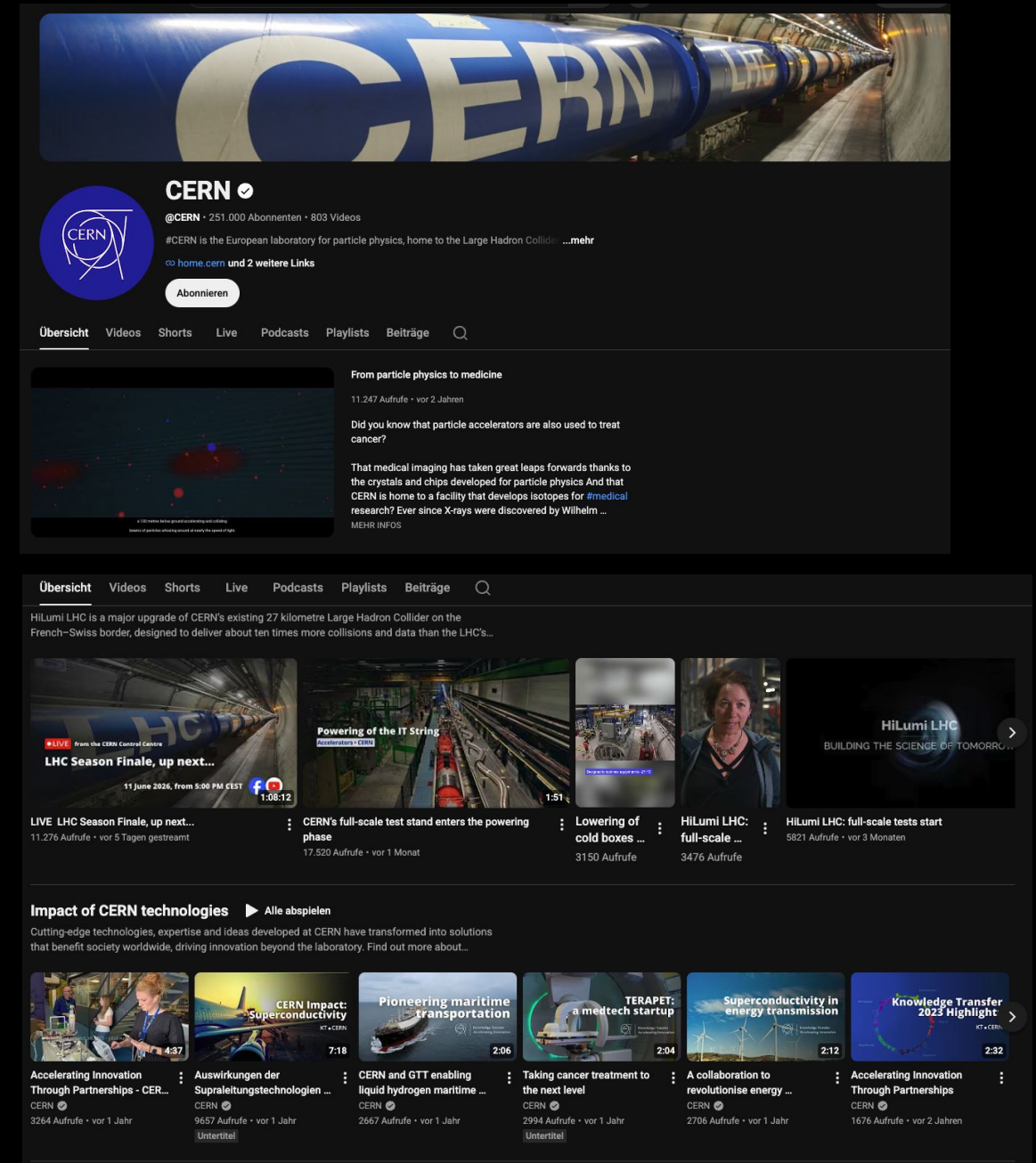
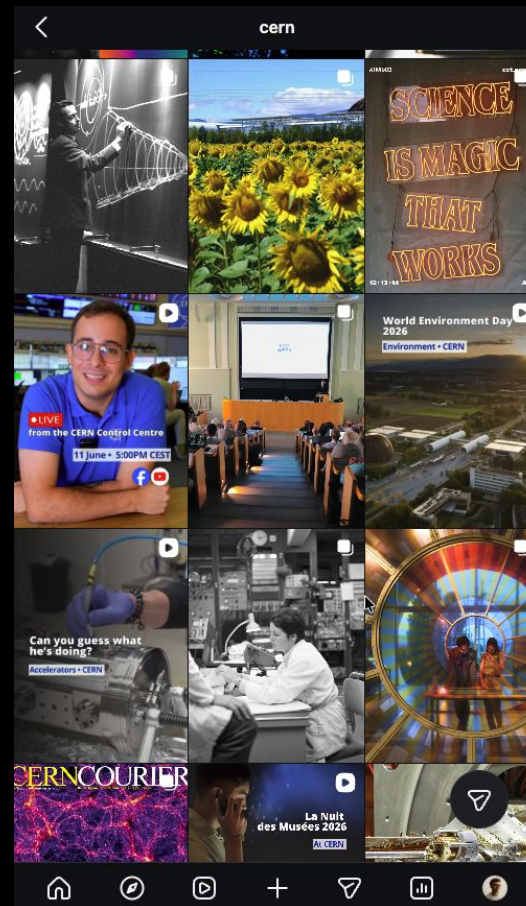
Shared & Owned

Active, but fragmented

- Instagram: 191 followers out of ~20,000* community members (under 1% of the community)
- LinkedIn: Best performing channel has a follower count of under 3% of the community.
- Website: insider tone, mixed DE/EN, acronyms unexplained
- Podcast: German-only
- YouTube: 1 video



Example



Who Should ErUM-Data Be Talking To?

The fundamental idea of the Job-To-Be-Done Analysis

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People don't engage with an organization because of who they are, they engage because of what they're trying to accomplish in a specific situation.



A **"job"** in this sense is not a profession or a task on a to-do list. It is a goal someone is trying to achieve, a problem they want to solve, a need they want to fulfil.



"Circumstances" describe the situation someone is in when that goal becomes relevant.

**The community
evaluated the most
important jobs and
circumstances
which form four
distinct target
segments**



S1 Industry - Technology Scouting & Partnerships



S2 Industry - Applied Research & Methods Transfer

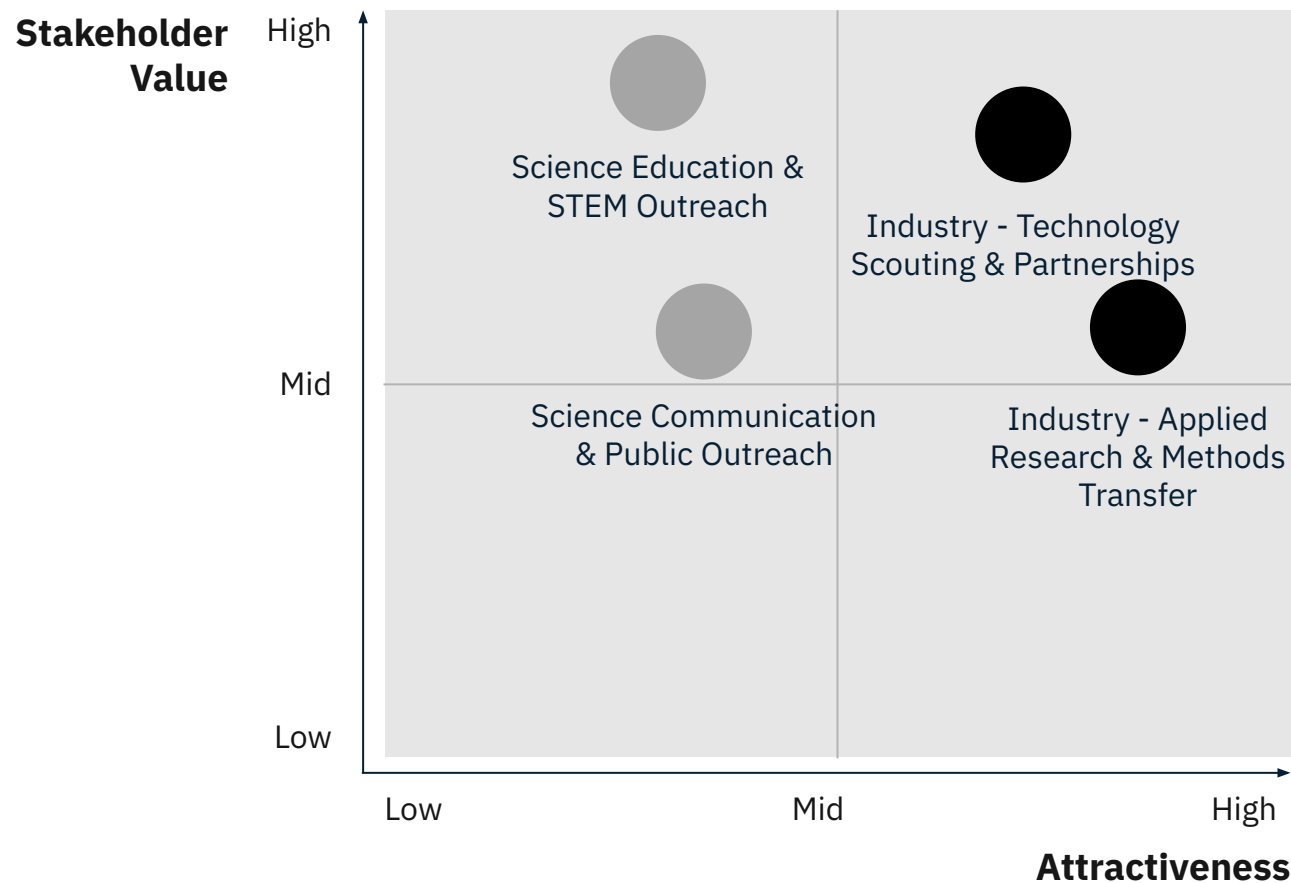


S3 Science Education & STEM Outreach



S4 Science Communication & Public Outreach

S1 and S2 are the two segments that should be prioritized in the first step



All four segments **score above 3.7 on inherent stakeholder value** but only S1 and S2 **cross the attractiveness threshold** that justifies immediate communication investment.

Key nuance: S3 holds the highest BM score of all four (4.1) but falls into Quadrant II caused by the identified attractiveness

S1 and S2 are the two segments that should be prioritized in the first step

Segment	Definition	JTBD Specifications
Industry - Technology Scouting & Partnerships	• Role: Innovation Manager, R&D Lead, or CTO • Current situation: Preparing a strategic decision (new partnership, funding application, or innovation roadmap) • Entry channel: Events or warm referrals • Primary needs: Talent access, Research partners, Early visibility into applicable technology from basic research	• Jobs: J1, J2, J7, J8, J16 • Circumstances: C1, C2, C5, C6, C11
Industry - Applied Research & Methods Transfer	• Role: Data Scientist, ML Engineer, or Tech Lead • Current situation: Has a concrete data or process problem and is actively searching for a solution method (specific challenge, not strategic) • Entry channel: Active search or community recommendation • Primary needs: Proven algorithms and tools, Expert contacts, Option to run a joint PoC (proof of concept)	• Jobs: J4, J5, J6, J9, J11, J12, J18, J19, J20 • Circumstances: C1, C3, C6, C8, C9, C10, C11

Source: Internal JTBD Analysis based on ErUM Community

S3 and S4 hold strategic value but should be activated once S1 and S2 are established.

Segment	Definition	JTBD Specifications
Science Education & STEM Outreach	• Role: Teacher, science educator, or STEM outreach professional • Current situation: Working under an educational mandate, searching for materials to bring science to students or the public, not driven by personal curiosity • Entry channel: Professional networks or recommendations • Primary needs: Trusted content, inspiring stories, and high-quality learning materials to pass on	• Jobs: J3, J10, J15, J17 • Circumstances: C1, C3, C4, C7, C12
Science Communication & Public Outreach	• Role: Science journalist, podcaster, or freelance science writer, plus curious general public with an interest in basic research • Current situation: Searching for credible expert sources and compelling stories; or seeking to understand what fundamental research is and why it matters • Entry channel: Institutional credibility, media referrals, or organic discovery • Primary needs: Trusted spokespeople, accessible narratives, and embeddable content ready to publish or share	• Jobs: J13, J14, J23, J27, J29 • Circumstances: C1, C2, C3, C4, C7, C10, C17, C15, C13, C16

Source: Internal JTBD Analysis based on ErUM Community

The analysis was extended by recent consumer research.

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The external target audience of 'science and technology enthusiasts' in Germany is **well-educated, affluent, and socially engaged** – the communication **challenge** therefore **lies not in simplifying content**, but in **creating relevance** within an already **highly intensive media consumption pattern**.

**How and where should ErUM-Data
be communicating?**

Mode: video and audio are where attention already is

VIDEO Primary

- 75% video streaming
- 73% use YouTube
- 41% recall video-platform ads

Tutorials, researcher profiles, explainers

AUDIO Strong niche

- 40% listen to podcasts
- 70% listen to radio
- Sternenstaub format proven

Needs to be posted more often, on more channels

TEXT Supporting

- Not a priority on its own
- Valuable only when
- search-optimised for S1 & S2

SEO discovery + reference depth

GITHUB / CODE Targeted (S2)

- Native habitat for S2
- Discovery via search
- Currently low visibility

Make repositories visible and documented

What could this look like?

Across all four PESO dimensions, ErUM-Data's communication speaks to its existing community, but already with some easy wins they can reach their target groups easier. Pilot tests for Paid and Earned and where Shared and Owned channels are active the stories should be better catered for their target audience. Collaborate on posts with different partner channels. Use what is already there, just present it differently and at different frequencies.



Paid

Google Search/
Display/ Video Ads,
Meta Ads, LinkedIn
Ads



Earned

Press, Mentions,
Collaborations



Shared

Instagram, LinkedIn,
Facebook



Owned

Website, Podcast

20k

community members

Paid

Worth a pilot

Earned

Co-issue PR

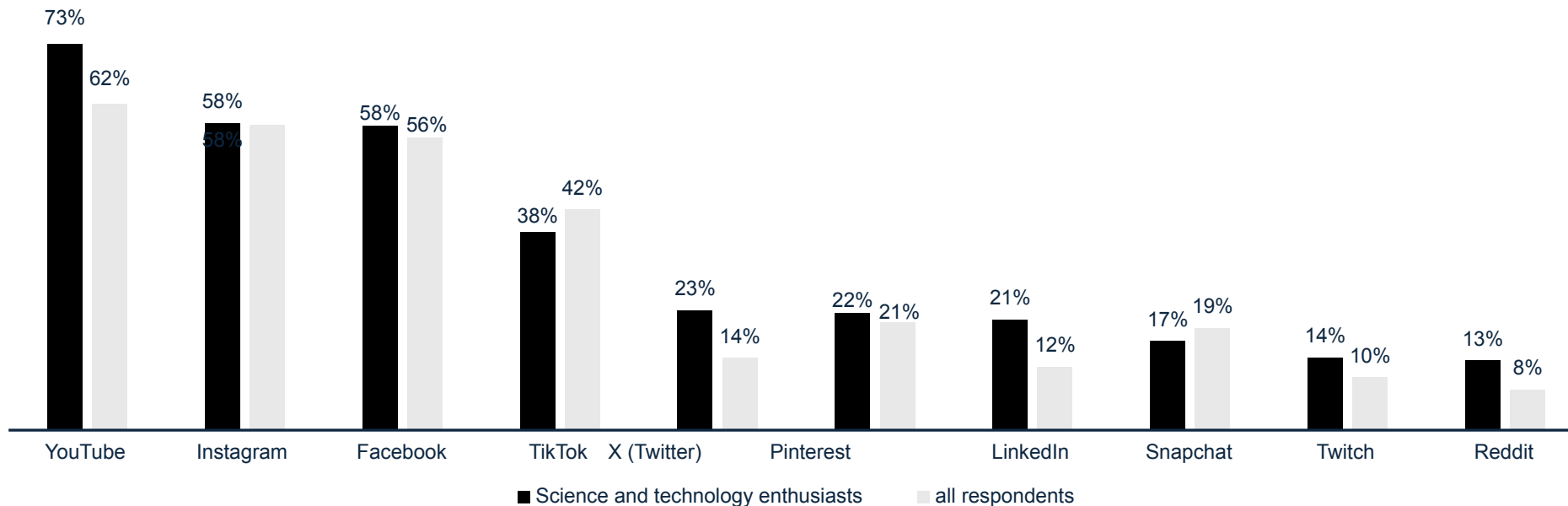
Shared & Owned

Active and Connected

- Youtube: Potential real-case series, connect channels
- Instagram: Repost YT shorts
- LinkedIn: Collective tone and strategy
- Website: Platform for outsiders to see and internal community members to connect, defined language strategy in both DE & EN, acronyms explained.
- Sternenstaub Podcast Continue with more frequent episodes

The reach case: 73% use YouTube, but only 21% use LinkedIn

Top 10 social networks used by Germany



What it means
YouTube is the single biggest reach opportunity.

LinkedIn organic is the network's main shared channel to external audiences, yet reaches a fifth of the audience.

S1 strategy: build credibility, then make talent visible

PAID (LinkedIn Ads)

Target job titles (Innovation Manager, CTO, R&D Lead) across the five industrial GDP regions. Message: talent pipeline + partnerships.

SHARED (YouTube + LinkedIn)

“Meet the ErUM Community” researcher profiles (video, monthly). LinkedIn reframed to partnership stories and talent spotlights.

OWNED (Website + Newsletter)

Dedicated industry landing page (case study, talent board, partnership pathways). Quarterly partnership digest to warm leads.

EARNED (Press + Speaking)

Co-issue releases with RWTH, CERN, ESO, DESY when members publish. Researcher speaking slots at Messe and industry forums.

S2 strategy: lower the barrier, make proof tangible

PAID (Search + Video Ads)

Google Search ads on technical keywords ([method] + code / tutorial), landing on blog tutorials. YouTube pre-roll on tech channels.

SHARED (YouTube + GitHub)

Step-by-step tutorial series (8–12 min) with code in the description. GitHub repos public, documented, issues open for questions.

OWNED (Blog + Newsletter)

“Methods & Tools” tutorials, SEO-optimised. Monthly Practitioner Pulse: one new tool, one tutorial, one open question.

EARNED (Trade Press)

Feature in Heise, c’t, Spektrum and member newsletters when methods ship. Expert interviews on data-science outlets.

Synthesis

The core change: from insider broadcasting to a segment-first external strategy. Clear collaboration roles between partners.



TODAY

Insider broadcasting

- One message for every audience
- Channels active but fragmented (4 different ErUM-Data communication channels)
- No paid or earned media
- ErUM-Data Hub Loudest on LinkedIn; its weakest channel
- No analytics, no segment tracking



NEXT

Segment-first strategy

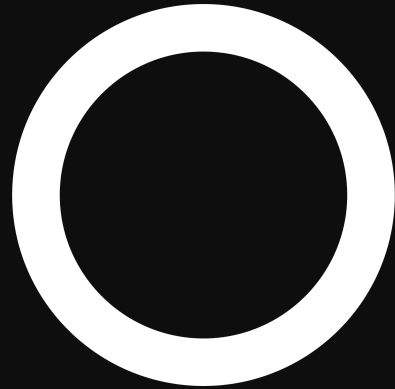
- Two distinct value propositions for S1 and S2
- Channels matched to how each segment arrives
- Video-first (YouTube public), audio sustained (monthly podcast)
- Paid pilots: LinkedIn ads (S1), search ads (S2)
- Collaborate between different Channels
- Monthly validation dashboard by segment and tier

What's Next?

Phase Two takes on the following research question:

What should ErUM-Data be saying?

Which content themes, narratives, and interests, information needs, and media usage behaviour from within ErUM-Data **have the strongest potential to engage** the priority target groups and what **does successful science communication in comparable contexts tell us** about what works?



C/O Lauscher GmbH
Charlottenstraße 14
52070 Aachen
Germany