



## Evaluation of CPWF Mekong's Promotion of Outputs

### BACKGROUND

On June 30, 2014, CPWF Mekong launched [a new website](#) that promotes research outputs from the twenty research-for-development projects that the program implemented between 2010 and 2014.

An online outreach effort (June 27-July 8, 2014) complemented the launch of the new website and was designed to inform partners and stakeholders within CPWF Mekong's existing network that research results and outputs are now available online. This online outreach effort also marked the end of CPWF Mekong (and the start of the WLE Mekong).

### REACH

Promoting the new website through an e-newsletter to CPWF Mekong's existing network, emails to regional lists, and posts on LinkedIn yielded the following response:

#### Website ([wle-mekong.cgiar.org](http://wle-mekong.cgiar.org)):

- **612** visits; **422** users; **1,709** page views.
- **68%** of visits generated through direct traffic (i.e., through direct links as provided in e-newsletter and emails to existing regional lists); **12%** of visits generated through social media (mainly LinkedIn).
- **2,484** file downloads (over an unspecified period of time, but since the new website went live in late June, 2014 and until July 8, 2014).

#### Top 10 most visited pages:

- Homepage
- Repository (listed)
- The basin challenge page
- MK3 project page
- Mekong projects (overview)
- MK8 project page
- Outputs in Lao language
- State of knowledge page
- MK11 project page
- Repository (mapped)

#### Top 10 locations by visitors:

- Laos
- Vietnam
- US
- Thailand
- Australia
- Cambodia
- India
- UK
- France
- Netherlands



## E-newsletter (<http://bit.ly/1ofiRQH>):

- Sent to 481 recipients with **440** successful deliveries.
- **44.1%** open rate; **761** total opens.
- **18.4%** click rate; **236** total clicks.
- Top 3 number of opens are by recipients from **GIZ**, **CGIAR**, and **IFAD** domains, indicating that these recipients have likely forwarded the email to others who have also opened the email.

### Top 10 links clicked:

- WLE Mekong homepage
- Outputs in Vietnamese
- The basin challenge
- WLE homepage
- Thaibaan films
- Outputs in Lao
- MK12 project page
- MK3 project page
- MK11 project page
- State of knowledge

### Top 5 locations by opens:

- US
- Thailand
- China
- Australia
- Germany

## NOTEWORTHY CHANNELS

- E-newsletter to existing partners and network;
- Emails to the mekong-research and LaoFAB mailing lists;
- Posts on LinkedIn by Kim Geheb, WLE greater Mekong focal region coordinator, and Michael Victor, knowledge management and communications coordinator at WLE.

## REFLECTIONS

- After one week, the number of daily website visits has declined from 145 to 41. It is likely that awareness and use of this rich resource will dwindle over time unless it is updated, promoted, and/or referenced from other platforms, whether as or via a future WLE Mekong-dedicated website.
- Reviewing most visited pages and most clicked links reveals that materials in local Mekong languages are in high demand.
- While LinkedIn, as expected, is an efficient platform for generating interest, outreach to existing regional networks, such as through e-newsletters and regional email lists, seem to be an efficient way to communicate with key audiences.
- While not utilized for this outreach effort, CPWF/WLE Mekong does have great potential for reaching larger regional audiences by interacting with existing partners on social media such as Facebook and Twitter. Also worth noting is the potential represented by current plans to create country-specific social media profiles for all CGIAR centers to share.

