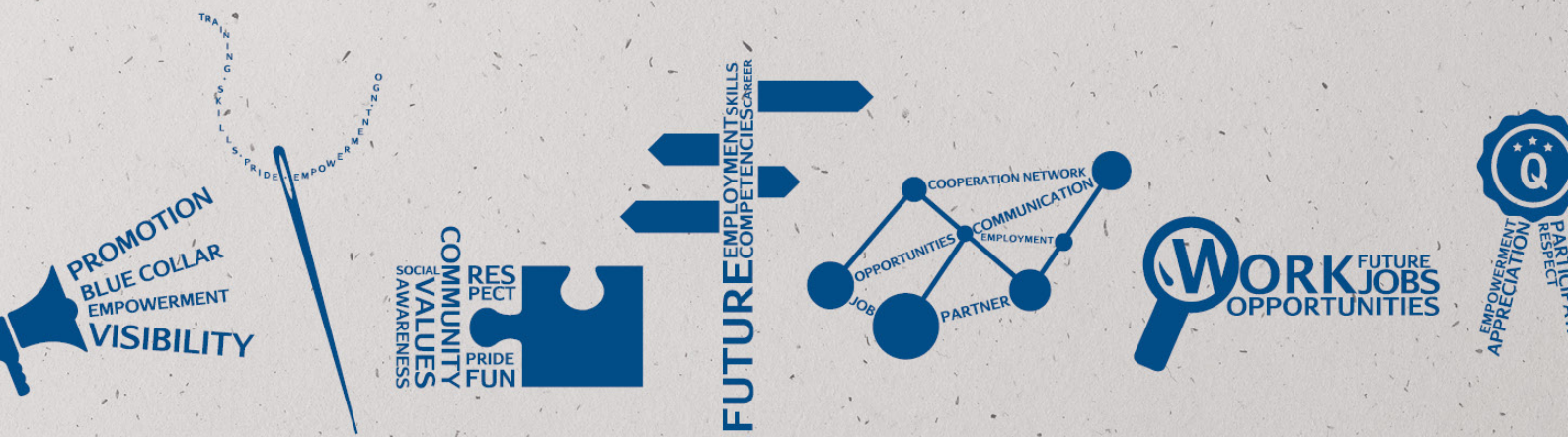




1.2 HOW TO DEVELOP A STRATEGY FOR A SOCIAL MARKETING CAMPAIGN



HOW TO DEVELOP A STRATEGY FOR A SOCIAL MARKETING CAMPAIGN



What Is It Useful For

A social marketing strategy translates the findings of the social marketing study (see tool 1.1) into **effective instruments** (see tool 1.3) to actually change behaviours and perceptions of a target group.

A particular focus will be on the elaboration of marketing instruments which **differ from standard commercial marketing** approaches. As the primary objective is a behavioural and perceptual change of a wider audience (or the society as a whole) additional elements as well as different approaches will become necessary.

Consequently, the tool shows how to use the findings generated in a social marketing study for the design of effective social marketing instruments.



How Long Does It Take

1-2 months for strategy development



When To Use

This tool can be used e.g. by companies, professional associations, marketing agencies or NGOs whenever vacancies for particular tasks in the Blue Collar segment cannot be easily filled with appropriate candidates due to a number of reasons, such as a rather negative image of the job.

In particular, it should be taken into consideration in cases where image campaigns are being planned, but previous experience shows that effective outreach to the target group has not been successful (i.e. through standard commercial marketing approaches).



What Is Needed

- A person in charge for overall coordination of the social marketing strategy elaboration process, including coordination with marketing agency
- Budget for development of the social marketing strategy (e.g. through a marketing agency)



Examples

The approach has been successfully applied in the following fields in Greater Cairo, Egypt:

- Logistics / Transportation / Fast Moving Consumer Goods (FMCG)
- Cross-cutting campaign “Shoghlana” (see tools 1.3, 2.2 and 2.3)

It might also be applied in other sectors which fulfil the following criteria:

- Have a high need for Blue Collar workers
- Face considerable challenges in finding suitable candidates for certain workplaces due to a rather negative image of the occupational profile
- Have considerably low retention rates among Blue Collar workers

WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



1

DEFINE STRATEGY OBJECTIVES, TARGET GROUPS, STAKEHOLDERS AND STRATEGIC PARTNERSHIPS

The objectives and target groups should be in line with the social marketing study (see tool 1.1).

For more effective outreach it is highly recommended to form strategic partnerships and involve as many stakeholders as possible. Only through a broad partnership platform tangible and sustainable behavioural changes of societal groups can be achieved. For more details please refer to tool 1.4.



BLUE COLLARS QUALITY
YOUTHGIZCAREER
DECENT JOBS JOB SEEKER
NATIONAL EMPLOYMENT PACT
EMPLOYER
OPPORTUNITIES EGYPT PROMOTE
RESPONSIBILITY DEVELOPMENT WORK
SUPPORT

2

DEVELOP CAMPAIGN NAME, LOGO AND BRANDING

For better and more coherent visibility of the campaign it is recommended to develop a name and logo. It should be used in each and every activity under the campaign and will contribute to enhanced recognition. The logo and overall branding should transmit the values which are important to the target group.

For the Blue Collar segment this mainly refers to:

- Respect for Blue Collar workers
- Blue Collar work is linked to quality, appreciation and self-esteem
- Blue Collar work is dynamic, young and cool
- Blue Collar work is not a dead end, but offers career opportunities

Ideally, the logo and name should be tested with representatives of the target group and adapted according to the feedback if required.

WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



4

DEVELOP SUITABLE MARKETING INSTRUMENTS AND DISTRIBUTION CHANNELS

This step is certainly the most challenging. Based on the comprehensive data available from the social marketing study a set of highly effective instruments and relevant distribution channels have to be defined in order to truly change behaviours and perceptions.

Effective instruments fulfil the following criteria:

- Have the potential to generate a **mind shift**
- Create **positive attention** and thus contribute to further word-by-mouth dissemination among colleagues, friends and relatives
- Transmit messages in a simple, **easy-to-understand way**
- Are **creative, interactive, participatory** and have the potential to reach out to a wide audience
- Are realised in the **right moment at the right place**
- Ideally offer a **concrete opportunity** for immediate action towards the desired objective

For the promotion of the Blue Collar segment, the following instruments and their related channels should be taken into consideration:

- **Events** (mainly “hip” events for young job seekers and graduates with creative / cultural elements, participation of reputable companies / Blue Collar workers, demonstrating implicitly that being a Blue Collar worker can be linked to a more dynamic and reputable image; this could be in form of community events, parades, concerts, podium discussion, sports events etc.)
- **Street campaigns** (make a certain Blue Collar job profile visible in the street with a “hip” as well as trustworthy image)
- **Creative print materials** (no standard mass print-outs, but rather well designed focused information / image materials, could also be a magazine (see tool 2.2) or other innovative formats (e.g. empowering key chains))
- Other **innovative and “hip” instruments**, such as songs (see tool 1.3), competitions (see tool 2.3), TV series etc.

- **Social media campaigns** (interactive Facebook pages, films posted on YouTube, Twitter accounts etc.) and communication through **mass media** (e.g. TV, radio, newspaper, internet)
- **Broad campaign branding** (disseminate give-aways to job seekers / graduates / in communities / during events, expressing high esteem for Blue Collar work)
- **Company-internal measures** (activities which contribute to a higher visibility of the irreplaceable Blue Collar work, better working conditions and a higher self-esteem of Blue Collar workers themselves (see also chapter 5))
- **University- and school-focused activities** (innovative and “hip” activities which enhance the image of Blue Collar work, such as inter-active information and orientation sessions with “cool” and proud Blue Collar workers etc.)

For maximum outreach and effectiveness a **well-orchestrated mix** of instruments will be required, which are interlinked and mutually reinforce each other.

For the **actual implementation** as well as monitoring and evaluation of selected instruments please also refer to tool 1.3

3

FORMULATE KEY MESSAGES

As an overarching guideline for the design of the marketing instrument, and in addition to the branding described in step 2, key messages should be formulated. They are the underlying logic for each instrument and can remain implicit (i.e. translated into pictures or activities) or can also be used explicitly (i.e. used in headlines for printed materials).

Key messages should be **positive**, need to be in line with the overall values and beliefs and should tackle persistent prejudices as identified in the social marketing study. The key objective is always the change of behaviours and perceptions based on the identified preconditions for behavioural change.





WHAT TO OBSERVE

The following lessons learnt should be observed:

Project experience proves that in Egypt **most sustainable mind shifts could be generated while actually talking in person to people** and discussing their perceptions, beliefs and prejudices. When they are convinced, they will be valuable multipliers who further disseminate the campaign's messages through word-by-mouth.

At the same time, **the most trustworthy sources of information are friends, relatives and colleagues** (in contrary to written information). So campaigns should create a momentum which will contribute to further word-by-mouth dissemination.

Participation of private firms is of utmost importance as the envisaged internal mind shift will raise the awareness for the importance of Blue Collar workers internally and externally and give credibility to the campaign.

The **participation of private firms** can be fostered through the argument that the campaign will help to solve one of their most urgent challenges (to recruit and maintain motivated and qualified Blue Collar workers), at a comparable low cost as the research, strategy and instruments have already been prepared. In addition, the campaign will contribute to the **companies' Corporate Social Responsibility (CSR)** strategy and commitment.