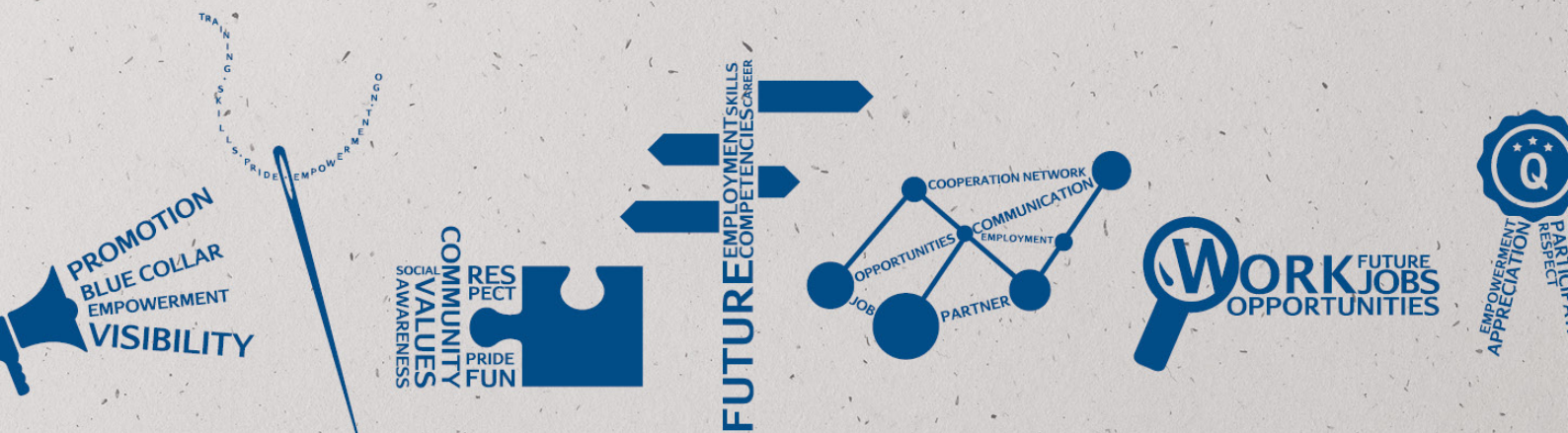




1.3 HOW TO IMPLEMENT SELECTED INSTRUMENTS OF THE SOCIAL MARKETING CAMPAIGN



HOW TO IMPLEMENT SELECTED INSTRUMENTS OF THE SOCIAL MARKETING CAMPAIGN

What Is It Useful For

The tool describes how to best implement selected instruments of social marketing campaigns as identified in the strategy of the social marketing campaign (see tool [1.2](#)).

What Is Needed

- A person in charge for overall coordination of the social marketing campaign implementation, including coordination with a marketing agency
- Marketing agency
- Budget for realisation and evaluation of the social marketing campaign instruments

How Long Does It Take

Minimum of 1-2 years for implementation of social marketing campaign consisting of a mix of instruments with varying duration

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).

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 "Shoghiana" (see tools [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:



Below, **selected social marketing campaign instruments** are described in detail. Please also refer to the “[Intelqa Social Marketing Strategy Handbook](#)” provided in the annex, where more details are provided for some instruments presented below. For most effective results a mix of several instruments is highly recommended.

For **additional instruments** please also refer to [Chapter 2](#) (such as the highly innovative regular Blue Collar magazine in tool [2.2](#)).

Launching Parade and Event	
Objective	The launching parade and event is a type of campaign kick-off that is highly visible, interactive and unconventional. It creates considerable attention and will thus contribute to a high degree of popularity and public awareness for the overall campaign right from the beginning.
Content	<p>The instrument consists of two main elements – the parade and an interactive event:</p> <ol style="list-style-type: none"> 1. The parade will tour in selected areas (e.g. city districts, cities or regions) for a specific duration (e.g. 1 week). It includes a fleet of vehicles branded with the campaign logo and slogans, a promotional team and promotional materials. The team members will mix with the general public in the street, disseminate key messages and promotional materials of the campaign and collect feedback. At the same time, they promote the event which takes place at the same day nearby. 2. The interactive event will take place at the same day near the area where the parade will tour. It will communicate the key messages of the campaign to the participants in a highly appealing, interactive and entertaining way. This could include games, awareness sessions, theatre plays, discussion rounds, practical workshops, concerts etc. Besides, information materials will be spread. A combination with a sector specific employment fair (see tool 4.1) could be considered. <p>Ideally, for mobilisation of more participants and even broader outreach and visibility, information about the parade and event is announced through and documented in mass media and social media channels. For further information, registration and feedback a specific campaign phone number should be disseminated (see also “Hotline”).</p>
Success Factors	<ul style="list-style-type: none"> • The selection of the target areas for the parade and event is crucial and needs to include areas where the target group actually lives and / or works. • It is important to differentiate the parade from commercial tours promoting a product and distributing gifts. It rather is an interactive instrument, where team members exchange messages and opinions with the general public in the streets. • The vehicles, team members and outfit will send implicit messages about the campaign. Thus, their selection and branding will need to be strictly in line with the campaign’s objectives. • All team members need to be well briefed and have to disseminate the same messages. • Make sure the parade and event is officially authorised and build relations with the community and / or NGOs to facilitate the event. • Be aware of the fact that streets in the target area might be narrow and choose a suitable car for easy access. • For dissemination in mass media and social media channels make sure the parade and event are well documented including videos, photos, interviews, statements etc. • Interaction with and feedback from the target group are essential elements of social marketing.

WHAT TO DO

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



Mobile Caravan	
Objective	<p>The Mobile Caravan is an instrument to reach out to the target group in order to inform about the campaign and to disseminate the key messages and information as well as related campaign information and promotional materials.</p> <p>Contrary to the Launching Parade this caravan is not linked to an interactive side event, but is touring the streets disseminating more specific messages, information and materials to a more specified target group. It can be repeated several times during the campaign's implementation phase.</p>
Content	<p>Similar to the Launching Parade the Mobile Caravan is composed of vehicles, a team as well as promotional and information materials and will tour through specific city districts, cities or regions. However, the caravan will be of a much smaller size (less vehicles and team members) and will be more focused on specific target groups. At the same time, more detailed information will be spread.</p> <p>In an interactive approach, key messages, information and materials will be spread to the target group at their typical place of working and living.</p>
Success Factors	<p>The same success factors apply as for the Launching Parade.</p>
Social Media Accounts	
Objective	<p>Social media accounts are key instruments for the dissemination of campaign's messages and information, announcement and documentation of events as well as exchange with the target group and general public – particularly in countries like Egypt.</p>
Content	<p>Through campaign specific accounts in most relevant social media (e.g. Facebook, Twitter, YouTube) campaign related messages and information will be disseminated. At the same time, immediate feedback on the campaign's activities and announcements can be collected.</p> <p>In detail, information shared in social media networks can include the campaign's objectives, key messages, event announcements, outcomes, photos, activity documentation, news and updates. Messages posted should include direct invitations to readers to take actions (e.g. call the hotline). In addition, the "likes" or "hits" on the page can provide a further tool for interaction and evaluation.</p>
Success Factors	<ul style="list-style-type: none"> • It is highly important to regularly update the social media account and provide up-to-date information, ideally through one social media focal point. • For any content and information provided use a language and layout style which is in line with the campaign's objectives and the target group. • Use feedback collected through social media for the enhancement of further campaign activities and events and to ensure credibility. • Comments and /or requests posted should be responded to.

WHAT TO DO

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



Production and Dissemination of a Song and Video with a Popular Band

<p>Objective</p>	<p>The production and dissemination of a song tries to convey the key messages of the campaign in a very emotional way while reaching out to a broad audience. In this format messages are not communicated in a schoolmasterly way, but try to convince the audience through more emotional arguments. At the same time, the song and video will continue to be played after campaign's end.</p> <p>The song and video target the society as a whole. Simultaneously, the image of the band is being transferred to the overall campaign (e.g. coolness) and recognised musicians can indirectly take over the function of a role model for the desired behavioural change.</p>
<p>Content</p>	<p>Jointly with a band which fits the overall key objectives and messages of the campaign a song content will be developed. Generally, the band would receive a briefing about the campaign and its core messages and develop text and music according to their style. Aligned to the song a video will be produced, which will be promoted in music channels and online. After finalisation, the song and video can be played at events related to the campaign as well as at other relevant events or even in the band's concerts. A broader audience can be reached through radio / TV as well as social media channels.</p>
<p>Success Factors</p>	<ul style="list-style-type: none"> • The selection of the band is one of the key success factors. Ideally, they should be highly motivated to support the campaign while at the same time serve as a reputable role model and / or trusted transmitter of the campaign's messages. • One should not underestimate the fact that music bands will adapt messages, music and text according to their own creativity and style. This process might also take time. • It is important that the band identifies itself with the song and video, as this will raise chances that they will perform it independently of the campaign. • The song should not reflect political opinions.

Print Material

<p>Objective</p>	<p>Print material will help to disseminate campaign related messages and information.</p>
<p>Content</p>	<p>Among others, relevant forms of print material include flyers, brochures, posters, booklets, info cards and newsletters. They can be distributed during campaign events and similar occasions and will inform e.g. about the campaign, its main messages, relevant information and scheduled events.</p> <p>In addition, appealing elements should be included which can help to achieve the campaign's objectives. This could refer to success stories, interviews with community leaders and /or renown personalities, pictures of role models, hotline number etc.</p>
<p>Success Factors</p>	<ul style="list-style-type: none"> • The language and layout should be aligned to the campaign's objectives and the target group. • An attractive layout will considerably raise chances that the content is actually read. • The quality of the materials, the paper used, correctness and currentness of data etc. can send implicit messages about the overall quality and image of the campaign.

WHAT TO DO

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



Campaign's Hotline

Objective

The hotline is an effective tool to **link the target groups with the campaign initiator**. This can serve multiple purposes including an exchange on the campaign's objectives and messages, provision of further information, collection of data, registration of personal data for campaign's purposes and collection of feedback on the campaign.

Content

The set-up of the hotline should be carefully planned and ideally be initiated at the beginning of the campaign. During the campaign's implementation phase **enough resources** need to be allocated to operate the hotline with a full availability during operating hours. At the same time, an effective system for data collection and entry needs to be designed. The hotline phone number will need to be printed on all campaign's materials with a clear message for the target group what to do and to expect when calling this number.

Success Factors

- It will be crucial only to raise expectations for the hotline which can be actually fulfilled. **Unmet expectations can lead to a negative image** of the overall campaign, which should be avoided.
- Do not underestimate the **resources required** for operating the hotline. At the same time, the operators need to be well briefed and should receive clear talking points.
- Depending on the overall scope of the campaign it might even be required to provide **several lines and operators** in parallel.
- In case the hotline serves data collection purposes one needs to be aware that substantial amounts of **data need to be entered and analysed**. Thus, an electronic database might be useful.
- Project experience shows that the hotline is also being used as a means to **verify** whether the campaign actually exists and is a serious endeavour.

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