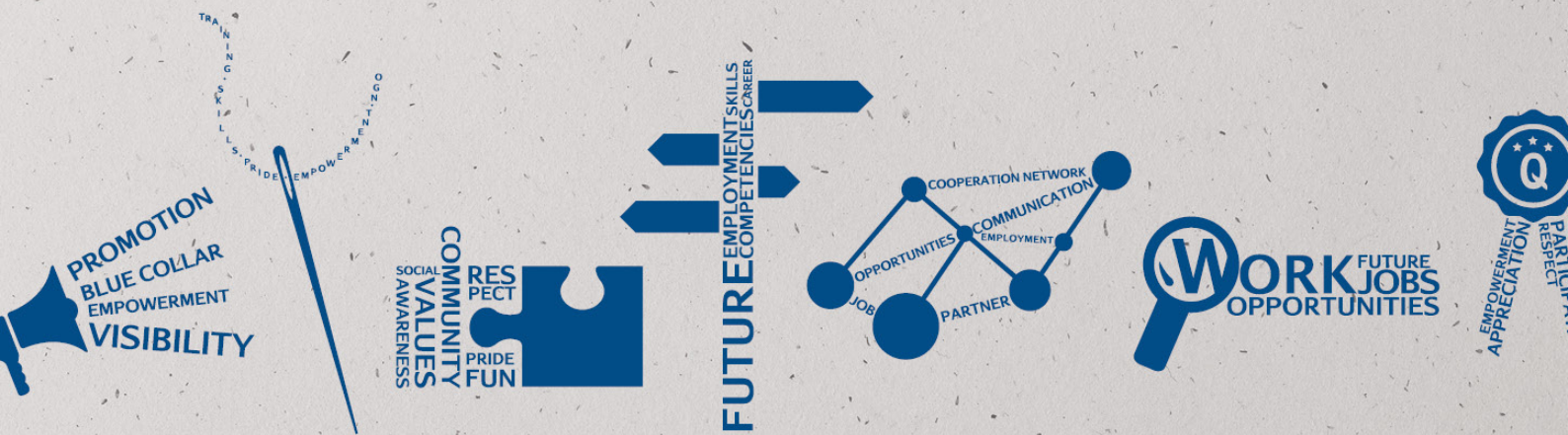




# 1.4 HOW TO MAKE SOCIAL MARKETING CAMPAIGNS MORE EFFECTIVE THROUGH PARTNERSHIPS



# HOW TO MAKE SOCIAL MARKETING CAMPAIGNS MORE EFFECTIVE THROUGH PARTNERSHIPS



## What Is It Useful For

Social marketing campaigns are aiming at a positive behavioural and perceptual change of typically large parts of a society. Such a **comprehensive endeavour** can only be achieved in an effective and sustainable way if the **right partners** are involved in the campaign design and implementation. The tool describes how the right partners can be identified, and how their involvement in the campaign can be assured.



## 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).



## How Long Does It Take

1-2 months for partner identification and acquisition



## What Is Needed

A person in charge for overall coordination of the partner acquisition and cooperation management



## 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 [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

### IDENTIFICATION OF RELEVANT PARTNERS

As a starting point, the initiating institution will need to define for which purpose and scope it would like to include partners in the social marketing campaign. This could cover:

- **Improved outreach** to the target group through partners which are close to the target group
- Enhancement of the **overall image** of the campaign through reputable partners
- **Financial contributions** from partners who have a direct benefit (i.e. the campaign serves an urgent need) or an indirect benefit (i.e. it contributes to the campaign for CSR purposes) from the campaign

With regard to the Blue Collar segment the following partners and stakeholders should be taken into consideration:

- **Companies** with constant lack of motivated and / or qualified Blue Collar workers
- Professional **associations** in sectors with a constant lack of motivated and / or qualified Blue Collar workers
- **NGOs** working with job seekers and youth
- **Development agencies** and projects operating in similar fields
- Technical **schools** and Blue Collar **training institutes**
- **Social marketing agencies**
- **Public institutions**

2

### FORMULATION OF PARTNERSHIP PACKAGES AND AGREEMENTS

Partnerships can serve multiple purposes, including the **development** of most appropriate marketing instruments to be designed within the marketing strategy as well as their **testing** and actual **implementation**. In addition, they can contribute to a broad dissemination of the strategies messages towards the target groups.

Last but not least, they can also support with **financial assistance**, particularly in cases where the marketing campaign serves one of their most urgent needs (i.e. companies in need for Blue Collar workers).

Based on the individual needs and interests clear **partnership agreements** should be formulated and signed with respective contributions, roles and responsibilities including tasks as well as obligations and rewards.

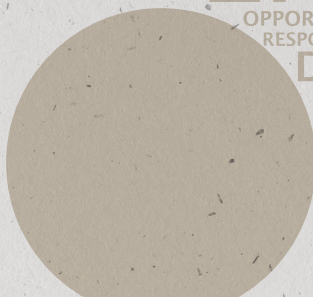
3

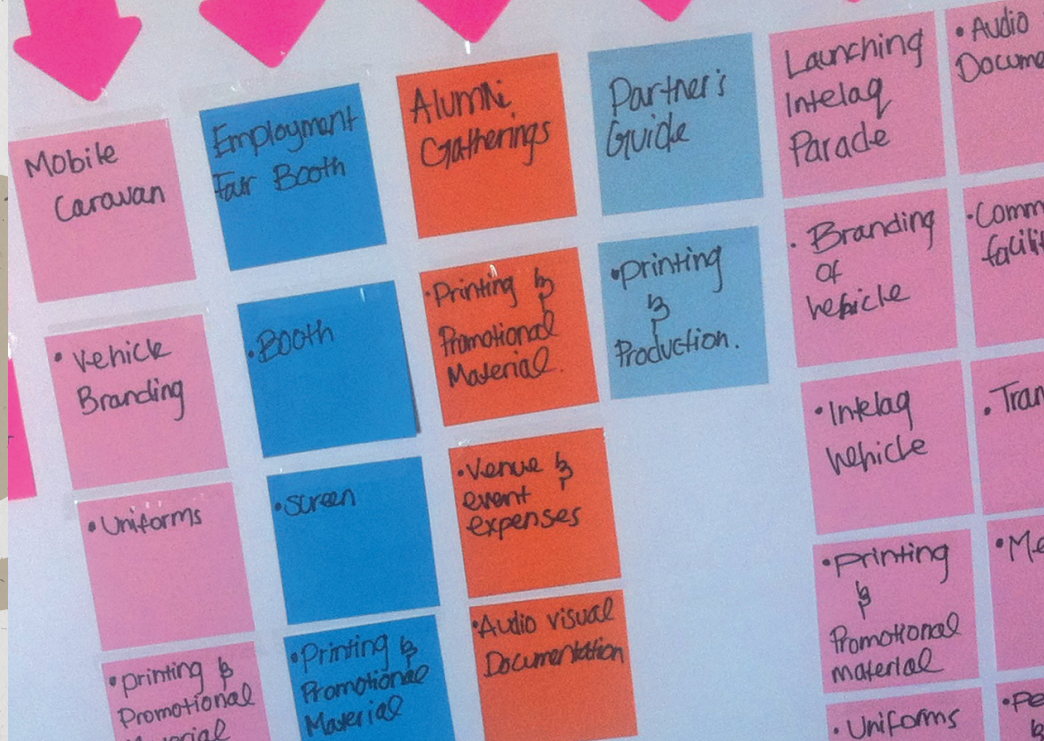
### COOPERATION MANAGEMENT

Based on the individual agreements partners should be involved to a maximum extent in the campaigns activities including their logos, implementation and evaluation. To this end, **regular partners' meetings** should be organised, where joint activities can be discussed and agreed upon.



BLUE COLLARS QUALITY  
 YOUTHGIZ CAREE  
 DECENT JOBS JOB SEEKER  
 NATIONAL EMPLOYMENT PAC  
 EMPLOYER  
 OPPORTUNITIES EGYPT PROMOTE  
 RESPONSIBILITY DEVELOPMENT WORK  
 SUPPORT





## WHAT TO OBSERVE

The following lessons learnt should be observed:



When selecting external expertise make sure to contract a marketing agency with **experience in the field of social development and/or social marketing** (=“social marketing agency”). They do not only have a much better understanding on the specific approaches required in this regard, but typically also have a strong Corporate Social Responsibility (CSR) policy fostering **ownership and commitment**.

Competition among private companies is usually not an obstacle to close cooperation in such a social marketing campaign. On the contrary, project experience proves that companies are **seeking for synergies, exchange and joint visibility** in similar initiatives.

In general, it can be recommendable to undertake a **comprehensive analysis of the overall actors' landscape** at the beginning of the initiative. In contrast to a more needs-based search for suitable partners as described in this tool, such an analysis will provide an overview of all actors active in the relevant field and / or region and their position towards the campaign. Consequently, different forms and levels of partnerships and cooperation can be created and the position of the campaign towards these actors defined. However, such an in-depth analysis typically requires more resources than a needs-based approach to partnerships and cooperation. An example for such a stakeholder analysis and mapping can be found [here](#).