

Module 4

Communication & social Marketing

Lesson 2



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Starting Up Young Social
Entrepreneurship

How do we use simple tools to get our marketing message out there?

In Marketing is very important to use communication through specific tools to promote our social entrepreneurship among the target of clients with the aim of informing them about our products and services they can buy. Communication in Marketing activates 1) advertising to promote our brand, 2) public relations to build relationships with our customers in the long term and 3) sales strategies that include promotions and incentives to stimulate quick purchases.



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How do we use simple tools to get our marketing message out there?

In order to promote our social entrepreneurship, create relationships with our clients and sell our products and services, we must use marketing tools. Thanks to the Internet, these marketing tools are very accessible to any start-up social entrepreneur with few resources. These are the 3 essential tools for your social enterprise:



Web Site



Social Network



Email Marketing



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The Web. The main objective of all the marketing tools is to attract traffic to your web site, so potential customers can get to know your social business and buy your products and services there. There are 4 things to keep in mind:

Architecture. They are the sections in which the Web is structured: information about your social enterprise, about social problems and product characteristics you offer, prices, how to contact you, etc.

Contents. Type of information and format (text, image, video, etc.) that will be available on your website.



Design. What visual identity does your website have? Visual identity is very important for a brand promotion. And finally, you have to think about the **Usability** of your web. What is the route that you want a user to take when visiting your website? What would you like the user experience to be? What is the most important page of your website and what are you going to do the most visiting your page?



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The Social Networks are used to generate interaction with our followers and try to lead (generate traffic) to our web site through links in the publications. Don't forget that the main objective is to try and push them to visit our website through Social Networks. Depending on our target (there are Social Network where users are younger, such as Snapchat or Instagram), the characteristics of our project and what kind of social marketing messages are used, we must use different types of social networks. We don't have to use them all, for example, if we can not communicate through the video format, it doesn't make sense to activate a YouTube or Vimeo channel.



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How do we use simple tools to get our marketing message out there?

Email Marketing platform is an important tool to spread our messages ,



Thanks to the massive email sending systems now available, you can create a database of subscribers and send them communications about the activity of your social company and the products / services you offer.

Email Marketing tools allow you to segment characteristics (gender, city, stakeholder type, etc.) and by behaviour when an email receives your subscribers (opens emails, does not open emails, etc.) and makes communication possible, more accurate and personalised, measuring the results of each communication action.



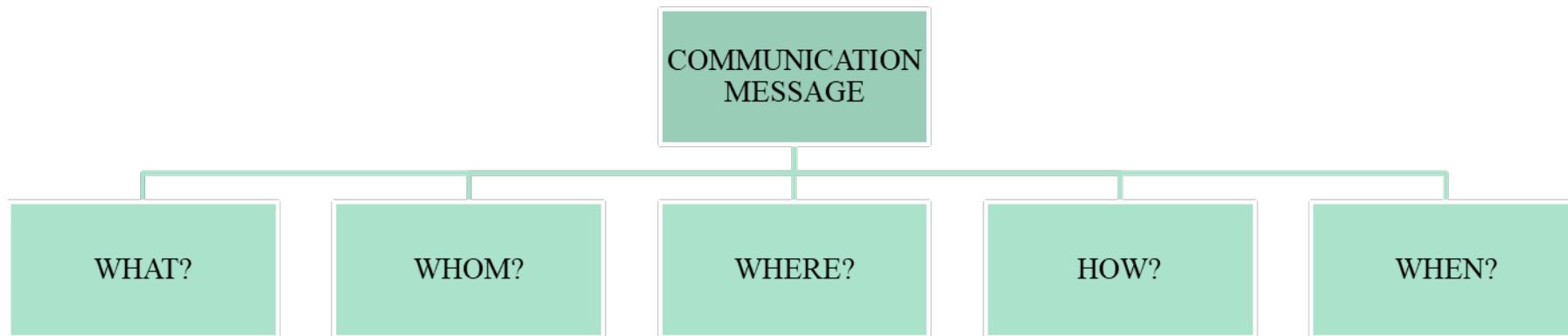
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How do we utilise the internet and social media?

Internet communication has several characteristics: it allows for more visual than text format, with a click our communication can reach thousands of people very quickly, with no space or time limits. On the Internet, there are many stimulations and we have a few opportunities to demand/attract the attention of the audience, therefore it's necessary to communicate in a strategic, orderly and organised way according to the following scheme.



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How do we utilise the internet and social media?

WHAT kind of message are you going to communicate? We have to communicate different messages about our activity, the social problems, our social enterprise, the services and products we have, etc. We must communicate in a diversified way so as not to bore our audience by always communicating the same message.

WHOM the communication is addressed? We must know what kind of message we are going to communicate to each different type of stakeholder .

WHERE are we going to send the message? Depending on the communication channel used by each stakeholder, we will have to select and pick a suitable channel for them.

HOW will the message be formatted? We have to decide if it's going to be a photo, video, text, article, infographic, etc.

WHEN are we going to release this message? Thanks to the measurement tools, we will have information about the day of the week and the time of day that we have to choose so that our communication reaches as many people as possible.



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Signposting to further learning and support

1

The ways of internet communication change very quickly. The video format is the most used form of communicate in Social Networks. Your social business... are you prepared to communicate using the video format?



2

In order to know if we are communicating well we have to measure the scope of our communication that we have in our Web page, in our Social Networks and in the Email Marketing. We can improve if we measure our results.



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Signposting to further learning and support

If you want to be a social entrepreneur you will have to be informed of the technological advances that are going on continuously. Thanks to the Internet, everybody can learn to use programs of image design and editing of videos since there are free programs available. Youtube channels, there are many tutorials that explain from beginner level how to use programs to record and edit videos. You can start recording a video with a smartphone and then edit the pictures, frames and sound.



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In order to measure the communication of your Web you can use the free tool Google Analytics and know how many people visit your website, what are the most viewed pages, how much time they spend inside your web, etc. Every Social Network has its own measurement metrics to know the number of interactions (comments, shared, retweets, “likes”) that each publication has. Email Marketing platforms have their own measurement metrics to know the number of people who open your emails, the content they like, etc.



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