

Module 4

Introduction to Lesson 1

In this first part of module 4 we will focus on how to identify our potential customers and stakeholders and think about how we are going to address them in order to be able to sell our products / services at the same time as we try to promote a behaviour change that favors the development of our activity as an entrepreneur. Identifying the different groups of people will be decisive in order to know what interests they have and what kind of relationships they can build in order to involve them in social problems. For this purpose, it is very important to understand how persuasive communication works and how we have to use it in our social enterprise.

Lesson contents

- Who will buy our products/services?
- How do we communicate with customers/our targets?
- What do we want to tell them?
- How do we engage efficiently with our customers and community?

Introduction to Lesson 2

In this second part of module 4 we will discuss the importance of communication in developing a marketing strategy and identify the most important digital tools that we have to use in our social entrepreneurship to ensure that our internet communication can reach our target audiences. In addition, we will focus on the importance of communicating in audiovisual format and being able to measure the results of our communication actions.

Lesson contents

- How do we use simple tools to get our marketing message out there?
- How do we utilise the internet and social media?
- Signposting to further learning and support