

Module 4

Communication & social Marketing

Key concepts

Marketing is a set of techniques, processes and tools that are used in an orderly way for the promotion, distribution and sale of ideas, products and services that seek to satisfy the needs of the clients and maintain a relationship with them / permanence in the time in a way that benefits the organization.

Example: in the sale of a car, the marketing area will use advertising to inform the advantages that a person has when buys a car (characteristics of the car), and also the benefits that are associated with his purchase (being a successful and powerful person, with social status, feel freedom, etc.)

Stakeholders are identifiable groups of people who can influence the activity of our social enterprise or be affected by the actions we perform, in a positive or negative way. When we talk about stakeholders we always have to understand what kind of relationship or interest exists with our social enterprise, whether it is an economic interest, power, detrimental or beneficial to their lives, etc.

Example: A government can spend a lot of money on its education and health budget depending on its ideology. The availability of a specific number of resources can influence your social entrepreneurship.

Target is a group of people that according to specific characteristics and profiles (social, cultural, demographic, etc.) may be interested in acquiring our product or service and becoming our client. Thanks to segmentation, a large number of people (society) can be divided into small groups according to this type of variables so that marketing strategies target a much more specific and defined audience, thus increasing the probability of buying the product or service.

Example: there are travel agencies specialized in adults, its target is people over 65 years.

Persuasive communication is the function (with that of informing and entertaining) that has the act of communicating to pretend that someone performs a certain action or modifies a behavior under the purpose of convincing and / or motivation. With a message of communication we can convince a person (or motivate) to form (change completely or reinforce) an opinion, behavior, belief or attitude about an idea or thing.

Examples. Television advertising use this communication for convince people to buy products.

Social Media Strategy consists of making a plan of how we are going to work all the digital techniques and tools (Web, Social Networks, Email Marketing, mobile platforms, etc.) in an organized way and oriented to the fulfillment of our objectives (idea, offer a service, sell a product, etc.)

Example: When an organization follows a social media calendar (Monday, Tuesday, ..) and each day has to communicate different messages through different communication channels.

Email Marketing is a tool used by companies to contact directly and segmented with their target audience through email (newsletters and mailing) obtaining a feedback of our communication thanks to measurement metrics (the information we get about who opens the emails, mapclick, etc.)

Example: when you subscribe in a web to a newsletter and receive a series of emails.