

# Module 4

## Communication & Social Marketing

### Lesson 1



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# Learning Outcomes

**After completing the Module, you will:**

**LO1:** Be aware of the fundamentals of business strategy along with specialised knowledge in advertising, communication and marketing orientated to sell as well as digital communication and marketing

**LO2:** Identify the most suitable customers for the product/services being offered and how to set up bridges to reach them, analysing consumer behaviour.

**LO3:** Design a communication and marketing plan to respond to the social needs incorporating social values



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# Who will buy our products/services?

Target: group of people with a specific characteristics and a specific profile (social, cultural, demographic, etc.) who may be interested in acquiring our social product or service and becoming our client.



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# Who will buy our products/services?

**Demographic profile:** The variable gender, age and location are relevant in order to define the target.

**Sociocultural profile:** people can also be classified by their purchasing power, educational level, values and customs.

**Digital profile:** It's important to know what type of Social Networks they use, what type of devices they connect to the Internet, how long they are connected to the internet, which keywords they use when searching in Google for a particular product or service, etc.



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# Who will buy our products/services?

Relevant questions: Is this target profitable? Your target, do they have money to buy your products? Are there enough people who want your services?

Does your social enterprise have a market demand? Is there competition? (If you are the first person to create an innovative and unique business ...think about it because it is going to be very rare!



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# How do we communicate with customers/our targets?

Stakeholders are those social actors who can influence or be influenced, in a negative or positive way, by the activities of our social enterprise.



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# How do we communicate with customers/our targets?

There are different stakeholders

Potential Clients  
Beneficiaries  
Customers  
Governments  
Investors  
Suppliers  
Mass Media  
Society / Community  
Competitors  
Interest groups  
NGOs



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# How do we communicate with customers/our targets?

To communicate with different stakeholders, we need to know:

1

What relationship (Objectives and interests) does your social enterprise have with each stakeholder?

2

What channel and communication methods does each stakeholder use?



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# How do we communicate with customers/our targets?

**The relationship that the social company has with each stakeholder** will serve to define the communication strategy and the language that we will use.

**Each stakeholder will use a communication channel.** We need to know what channels of communication are appropriate to be able to effectively communicate our message.



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# What do we want to tell them?

Your social company has 2 goals to achieve:

1

Have a positive impact on social issues.

2

Make business work: the benefits of the sale of the products/services ensure the sustainability in the time of the social enterprise.



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# What do we want to tell them?

We want people to change their behaviours and attitudes in response to a specific situation or problem. We want to raise awareness about a problem, you should structure your message in the following way.

- 1) **Introduce the problem:** you must report the existence of a problem, explaining its origin, causes, effects, impact, etc.
- 2) **Introduce the solution:** you must report about intervention lines, behaviour change, products or services that can help to solve the problem.
- 3) **Call to action:** is necessary to involve and encourage the audience to actively participate in the solution, calling to action (purchase, signature, etc.)



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# How do we engage efficiently with our customers and community?



- 1) Identify stakeholders
- 2) develop different strategies to get their support and involvement.
- 3) develop collective strategies of collaboration for a large-scale social change and solution



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