Module 4
Communication & social Marketing

Lesson 1

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Starting Up Young Social Entrepreneurship

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 oriented to sales 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?

When we talk about Target we mean a group of people with a specific characteristics and a specific profiles (social, cultural, demographic, etc.) who may be interested in acquiring our social product or service and becoming our client.

The first step is to define the ideal imaginary client that will have our social entrepreneurship. What kind of person could buy our service or product?

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Who will buy our products/services?

Demographic profile: The variable gender can be very important according to the type of services or products offered by our social enterprise. Age makes people have very different needs and use different communication channels. Location is also important depending on the characteristics of our business model and the distribution of the products, although they can be sold by Internet.

Sociocultural profile: people can also be classified by their purchasing power, educational level, values and customs. These variables don't determine a person's behaviour, but can establish trends and patterns of behaviour, for example, a higher educational level, more likely to have a better salary, basic needs covered (food, work, safety) and can seek to satisfy their needs in their leisure time: culture, travel, fashion, etc.

Digital profile: It's important to know what type of Social Networks they use, with 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?

The more information we have from our target, better we can adapt our communication to their preferences.

Is this target profitable? The main motivation of a social entrepreneurship is to have a positive impact on a social problems but also has to be profitable as a business.

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 will be very rare!

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How do we communicate with customers/our targets?

Now we have the target audience that will buy our services and products perfectly defined: they are the potential customers. A social enterprise works different from acompany, a social entrepreneurship wants to sell products to solve a social problem, for this reason it needs to communicate and connect with more types of people that are involved: the stakeholders (People with interest in) 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?

Potential Clients: they are the target that we have defined through the demographic, sociocultural and digital profiles.

Beneficiaries: they are the social group that will benefit by your social enterprise activity.

Customers: they are the people who regularly buy your products or your services and those that you will have to maintain for a long time (loyal customers).

Governments: political parties that stand in favor of or against your activity

Investors: people who have given money and help make your project work.

Suppliers: companies that sell the products or materials helping with activity needs.

Mass Media Television, Radio, Press are needed to spread your message.

Society / Community: You must communicate to the whole society to promote a change of behavior on a specific social problem.

Competitors: companies that have an activity similar to yours or that they can catch the same target as your social enterprise.

Interest groups: lobbies that can influence on a specific social sector.

NGOs: non-profit organisations with the same mission as yours.

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? What do you want to get out from them? Identify the power relationships between your social enterprise and them.

2 What channel and communication methods does each stakeholder use? This information is very relevant to know how and where they will get our message.

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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. It will then depend on the purpose of the relationship or interest. For example, what tone/ language will we use with the investors? What do we want to achieve from this group?

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. The channel connects transmitter and receiver and allow them to share information. We will have to think about our communication strategy and follow this(we refer to the strategy when we organise a series of techniques and processes depending on the objectives that we want to achieve)

What do we want to tell them?

Your social company has 2 goals to achieve:

1 Have a positive impact on social issues. To satisfy the welfare of the vulnerable sectors in which it is centered as well as the whole society. The communication message will have to raise awareness and promote a change in society's behaviour in the face of a social problem.
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2 Make business work: the benefits of the sale of the products and services ensure the sustainability in time of the social enterprise. The communication message will have to inform about the added value and the characteristics of your product or service, differentiating yourself from your competition and offering something unique.

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What do we want to tell them?

We need to use persuasive communication to promote the social change, try to get people to change their behaviour and behaviour through *Persuasive Communication*. Example: people start to recycle after seeing an awareness campaign on the preservation of the natural environment.

We will have a persuasive and effective communication when people change their behaviours and attitudes to face a specific situation or problem as we want them to do. We want to raise awareness about a problem, you should structure your message in this 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?

To involve the community where your social entrepreneurship is developed it is necessary that 1) you have identified who your stakeholders are. Each one of them we will have to 2) develop different strategies to get their support and involvement. Once we have their support, we will have to 3) develop collective strategies of collaboration. As in a music orchestra, where each musician plays an instrument and everyone together creates a musical symphony. When all parties involved in solving a problem work in a united and organized way, a large-scale social change can be solved.

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