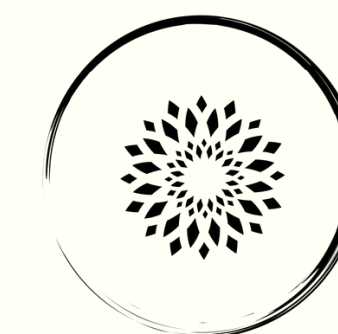




# How to take care of the promotion and marketing of social campaigns



No shame  
FUNDACJA BEZ WSTYDU



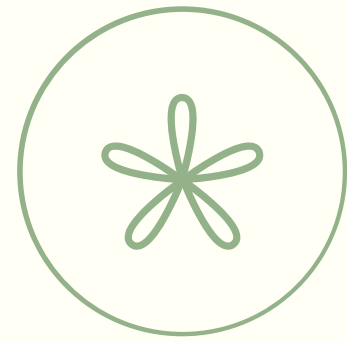
# What is Social Marketing?

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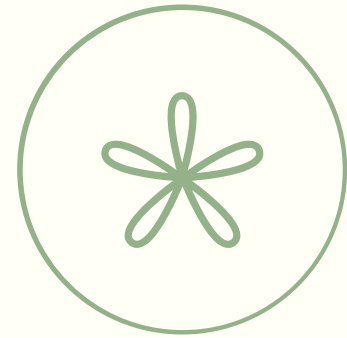


Taking care of health, changing habits, familiarization with the problem, environmental protection, women's rights, climate change - these are just a few examples used in activities in the field of social marketing.

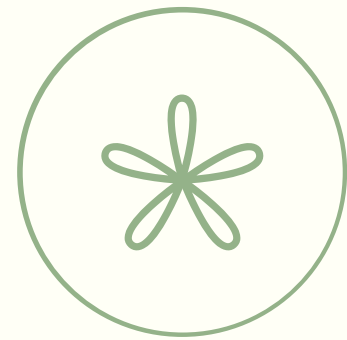
Social marketing differs from other activities in that it is supposed to give not only the advertiser but also to influence society, the goal is to persuade the target audience to take over, change or reject certain views, attitudes or behaviors.



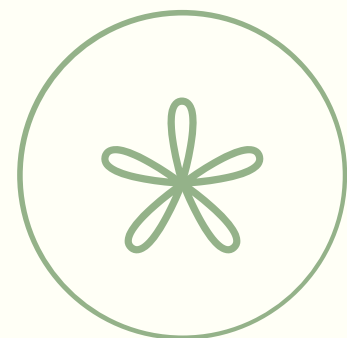
Setting a goal.



Analysis and selection of the target group.



Planning the campaign



Planning the communication process.



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What are the most important elements of the Social Campaign?



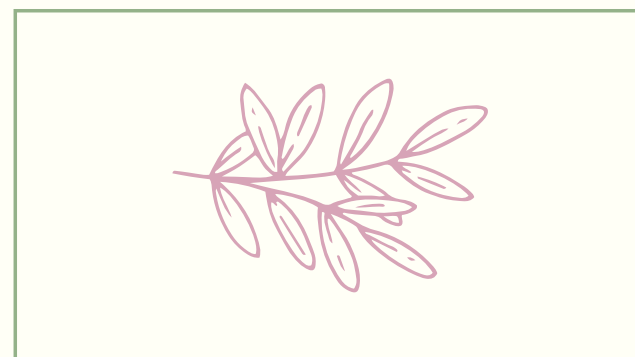
## CLEARLY DEFINED CAMPAIGN GOAL

Social marketing has an awareness and educational mission, therefore a carefully adjusted goal of action will help to reach as many people as possible.



Plan your campaigns.  
What is your campaign goal?

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Change your habits



Social Problems



Climatic Change



other



## TARGET GROUP ANALYSIS

The main goal of Social Campaigns is to reach as many people as possible, therefore when selecting recipients, we must remember about the methods of communicating with them.

We can reach younger people using the online method and older people using the traditional method.

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# Target group analysis



Great Nature Fashion

AGE , GENDER



Great  
Nature  
Fashion

PLACE TO LIVE



SOCIAL ENVIRONMENT



## PLANNING THE CAMPAIGN

Before starting the campaign, we should monitor the problem and changes that are taking place in society.

Find a goal, choose activities and target audience.

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# Subject Campaign

How can your campaign change attitudes or habits?



## PROBLEM

Subject of our Campaign



## THREATS

What are the risks with no change?



## SOLUTION

What solution we have.?



## PLANNING THE COMMUNICATION PROCESS

A planned campaign, selected target group - all these activities are part of the communication plan. So the message should be understandable to everyone, discussing the problem and memorable. Also, dose the reach channels gradually to broaden the range of the action.

Let us analyze  
the social  
campaigns







## GROUP

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Online life as anonymous.  
The target group is young people using social media and the Internet



## PROBLEM

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The problem raised in the campaign is the harm that online comments can do and what if the same problems are transferred to the real world



## SOLUTION

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What actions have been taken to reduce or eliminate the problem.



# WE HAVE CAMPAIGNS AND WHAT'S NEXT?

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How can we promote and what  
tools will we use?

# Social Marketing Tools



SOCIAL MEDIA



Workshop , Eventy

WEBSITE



Post

Youtube , Vimeo



ADVERTISING CAMPAIGNS



# Social Media

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One of the most popular forms of digital communication, quickly reaching a large part of the society. One of the most popular social media are Facebook, Twitter and Instagram.



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# Social Media

Activities in social media can be used in various ways, the most important thing is to act simultaneously on many levels.



POSTS



BE ACTIVE ON THE GROUP



FANPAGE

# Post on Facebook and Twitter

There is no perfect recipe for the content of posts, but remember that:  
Our Sight focuses primarily on graphics  
Only then does he pay attention to the reactions or comments left.

Engaging recipients in questions, polls, Voting or advice.

Image posts - add a post that inspires you

Adapt the content to the occasions, e.g. holidays, holidays.

- Promote others on your Social media - they will start promoting you.

# Participation in groups

1. **Precise target.** Groups are characterized by bringing people together around a given topic. This makes it easy for you to access the largely engaged community of your target audience.
2. **Elite recipients.** Groups, unlike a website, allow you to select people who will be able to view your content. If the "selection" is strict enough, you can build a really worthwhile community.  
**Higher ranges.** Facebook focuses on groups. If people engage with the group at least a little, they will often see posts from it on their wall, and for some they will even get a notification.

# Fanpage

Running a fanpage gives you many more possibilities than a standard Facebook account. Here you can, among other things: analyze your company's website statistics, create ads, schedule entries and add a call-to-action button (often referred to as a CTA)

**facebook**

# Tik Tok



# Website

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The website makes a lot easier, because on it you can present the concept of your organization, outline your activities, show the history of the campaign, add all patrons and boast about your social commitment.



# Website success

Forwarding to social media

Blog

Comertial

Campaign Google

Positioning





# The positioning of the page

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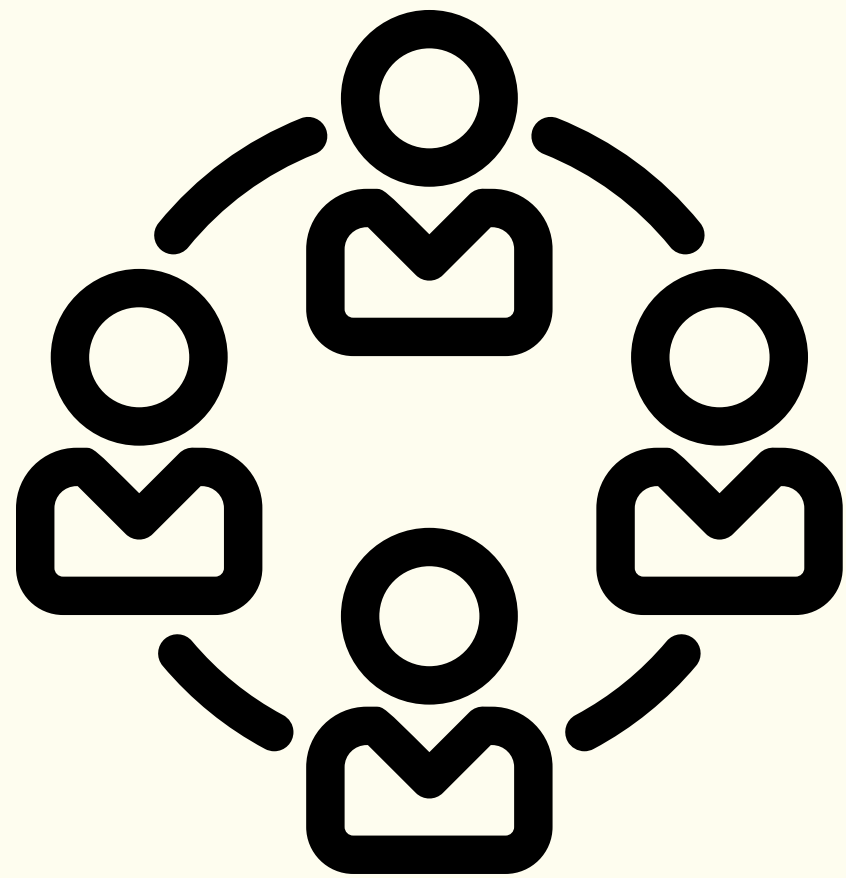
A function that allows our website to be displayed in the search engine at the beginning, so that the person who searches can see your website.

# Campaigns Google

Google Adwords is those yellow ads on the side of Google search results. You set your daily budget here, and Google charges a fee for the clicks on our site from that budget.

If the advertisement is well-arranged and relevant, we can expect several dozen to several hundred visits to the website daily. Of course, with more expensive words this is expensive, but fortunately there are methods that allow you to find very cheap keywords.

# Comertial



The campaign on Facebook allows you to reach specific target groups - you can set it according to age, gender, interests or refer to friends of your friends or people whose friends already like your fan page. A method similar to Adwords - you also pay from tens of cents for clicks and you can also make an effective campaign here for little money. But be careful! In this case, we direct the client to our fan page, and not to the appropriate company website. However, if you know how to interest him, he will eventually find his way to the company's website.

# Blog



If you are able to regularly provide valuable and free knowledge to your website viewers, you can count on significant benefits - not only in the form of large visits to the website, but also in the form of trust in your brand. It works on the principle of building the image of an expert - by sharing your knowledge, you show that you know what you are doing and that it is worth trusting you. Additional traffic can also be obtained by writing articles for other blogs - those that already have a lot of visits.

# Youtube , Vimeo

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The visual form of the campaign is one of the best reaching the audience, therefore platforms such as YouTube and Vimeo are easy to use and are a very good method to add videos with descriptions and redirects. Here, too, you can establish cooperation with yputubers and infuensers who will report and promote your campaigns.



# Workshop, Eventy

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The form of the so-called "Face to Face" is a popular method recognized by people who do not use social media.

You can organize an event, invite guests, conduct workshops and then invite recipients to a discussion, thanks to which word of mouth marketing will quickly increase its audience





## Popular method - Letters

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Many Older People still make full use of the Letter Method, so take care of materials or an invitation to an event and send it by popular letter.

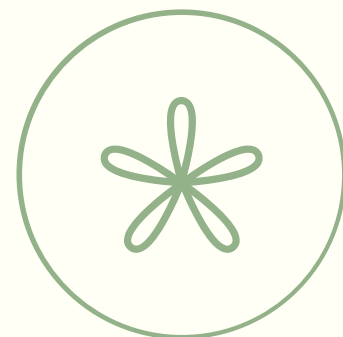
# Comertial campagnes



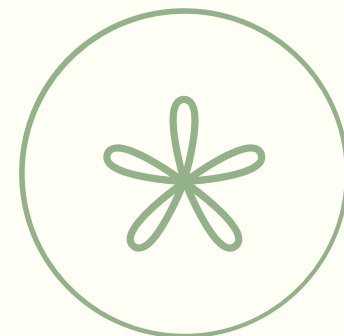
TV



Comertial



Radio



Posters , Bilbordy

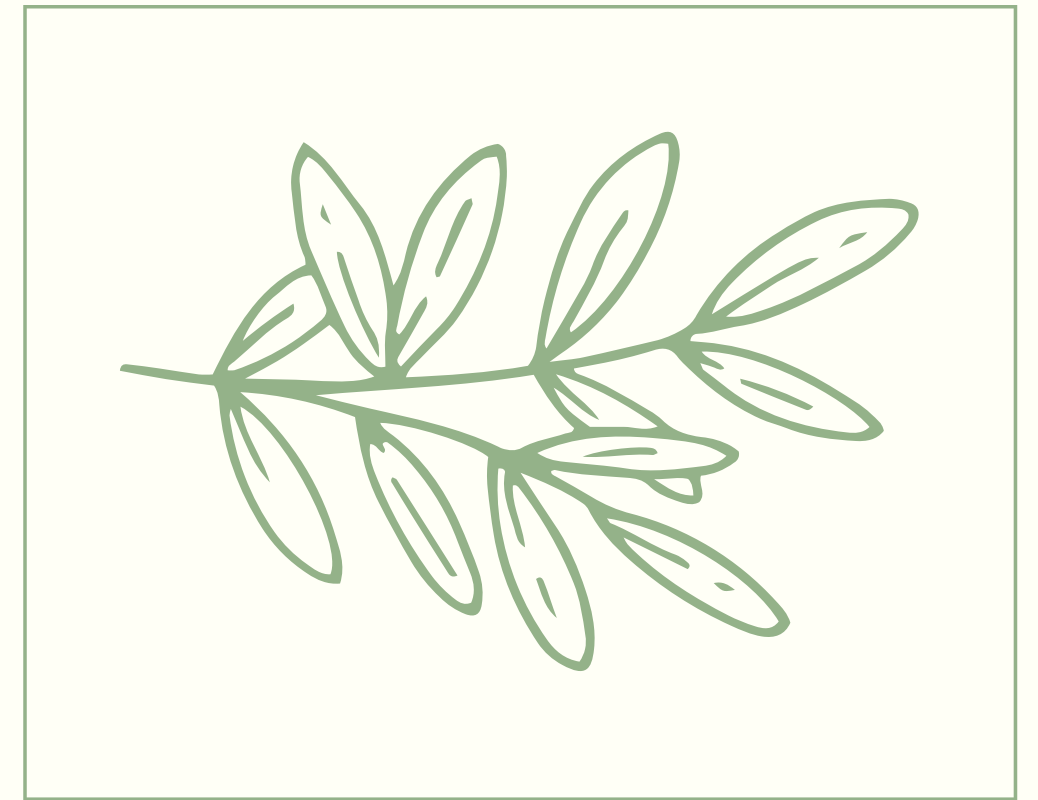




# Posters , Bilbords

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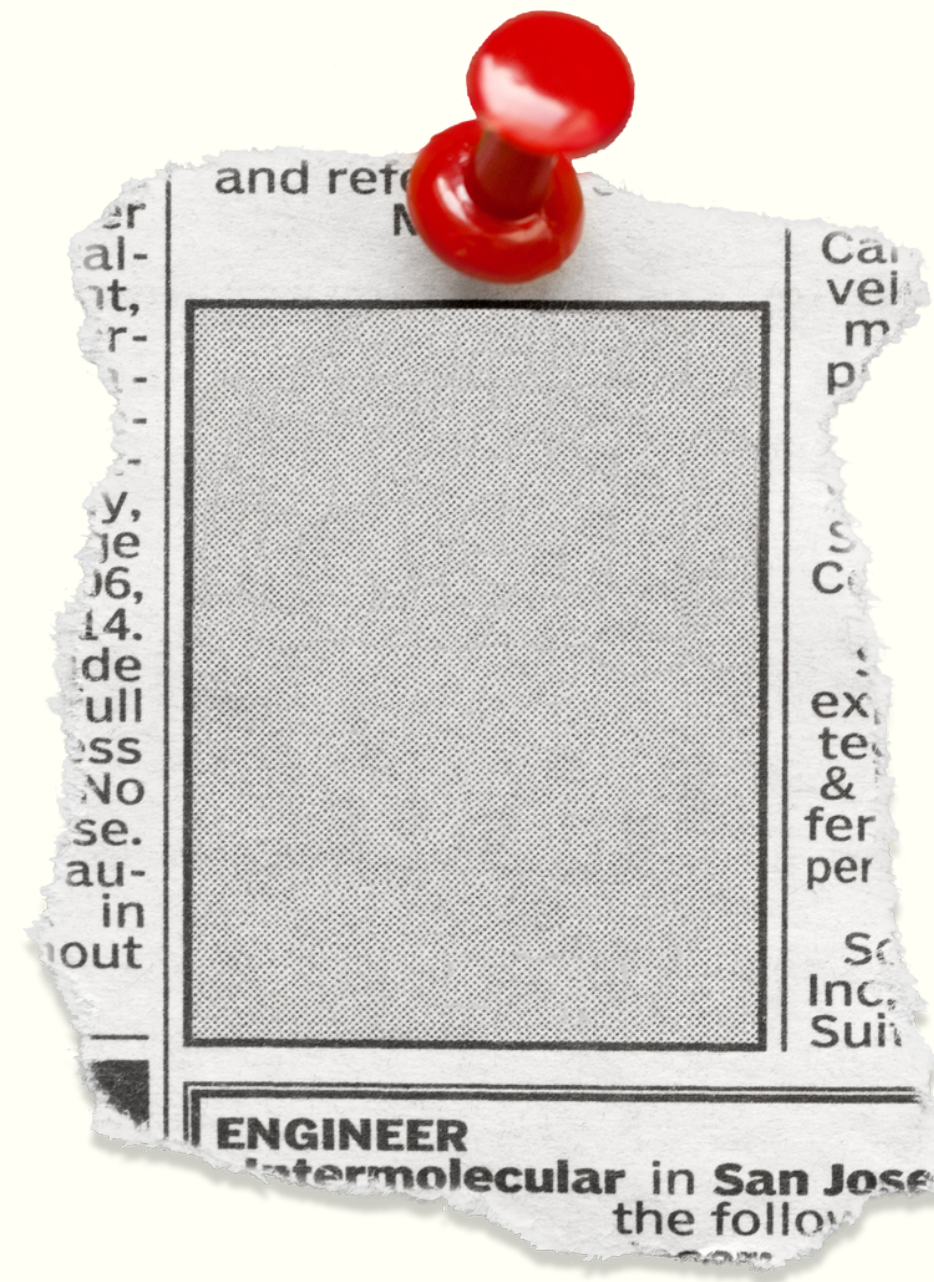
A popular method of promotion is high-surface printing in the form of a poster or billboard. Draws attention and informs recipients from a given area.



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# Comertial on the website

Every time we open websites or newspapers, there are advertisements thanks to which we can promote our campaigns.





## Comertial

During breaks, there are advertisements that direct us to participate in the event.

# TV

## Mornign Programm

You can promote your campaigns through interviews, e.g. in breakfast programs

## Product placement

Undertaking cooperation promotion by placing your logo in programs gives a wider range of recipients



# Tik Tok



# Radio broadcasts



Comertial

The broadcast as an advertisement of your initiative



Interview

Advertising plus the audience's interest in mathematics through an interview.