



ROLE OF DIGITALIZATION IN PROMOTING SOCIAL MARKETING: SOME REFLECTIONS

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Abstract:

Social marketing utilizes commercial marketing strategies to improve the wellness of people by changing human behaviour for better living. The objective of the paper is to explore the role of digitalization for promoting social marketing. The paper is based on descriptive study, adopted historic research design and the researcher collected data through secondary method. The results shows that selling social marketing products by using digitalization as a tool helps to reach individuals of all ages across remote communities.

Introduction

Social Marketing has the essential objective of accomplishing "social wellness". Social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole. Commercial business advertising points are principally monetary; however, they can have positive social impacts too. Promoting the social marketing products such as contraceptives, anti-smoking like nicotex, anti-drug, promoting exercise and healthy eating, safe driving and so on through digital social media helps to grab the attention of the general public especially youths.

Background:

The WHO defines health promotion as: "the process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions (NSMC, 2016)." With regards to general well-being, social

marketing would advance general well-being, bring awareness and induce changes in human behaviour. Social marketing is marketing designed to create social change, not to directly benefit a brand. Using traditional marketing techniques raises awareness of a given problem or cause and aims to convince an audience to change their behaviours (Huhn, 2019). Social marketing is a methodology used to develop strategies aimed at bringing expected changes in public behaviour for the advantage of combining individuals, groups, communities and society's wellness. Merging the strategies from digital commercial marketing to promote social marketing became a demonstrated device for impacting the behaviour of targeted consumers in a cost-effective and manageable way. In this background, the present study has been taken.

Statement of the Problem:

A descriptive study is to understand the digitalization as a tool for promoting social marketing.

Objectives of the Study:

Explore the role of digitalization for promoting social marketing.

Review of literature

Digital Marketing is growing at a rate of 25-30% in India annually. And, as per statistics, India has reached 500 million users of the internet at the end of 2018. The high-speed digitization, digital portals, social media channels, etc lead to a growth of digital marketing in a trend par imagination (Kamble, 2019). "Instead of selling a product, social marketing "sells" a behaviour or lifestyle that benefits society, to create the desired change. This benefit to the public good is always the primary focus. And instead of showing how a product is better than competing products, social marketing "competes" against undesirable thoughts, behaviours, or actions" (Huhn, 2019). Social media allow you to communicate on a personal basis with individual customers and groups (Business Queensland , 2016). According to Marketing Sherpa, 95% of digital adults ages 18 to 34 are likely to follow a brand on social media. However, when users follow brands and engage with their social media profiles, it is because they find the content and information in these social media campaigns valuable (Smith, 2019).

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Research Methodology:

The present is a descriptive study based on a historic research design. The researcher collected secondary data through various secondary sources such as journals, books, previous studies, and websites.

Operational definitions

Social Marketing: The definition applied in the study was by Philip Kotler, Nancy Lee, and Michael Rothschild (2006) “Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviours that benefit society (public health, safety, the environment, and communities) as well as the target audience.”

Digital Marketing: The definition applied in the study was given by Kotler and Armstrong (2009), Digital marketing is a form of direct marketing that links consumers with sellers electronically using interactive technologies like emails, websites, digital forums and newsgroups, interactive television, mobile communications and so on (KB Manage).

Social Products: In this paper, Social Products mean goods and services that are provided by the state or private for the benefit of the population and society. For *social marketing*, the "*product*" is a certain behavior you are trying to change.

Social media hub: A social media hub or a social hub is a digital tool that collects content from various social networks and displays it all together (Miles, 2017).

Social Marketing

Social marketing was "born" as a discipline in the 1970s when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviours. Kotler and Andreasen define social marketing as "differing from other areas of marketing only concerning the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviours not to benefit the marketer, but to benefit the target audience and

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the general society." This technique has been used extensively in international health programs, especially for contraceptives and oral rehydration therapy (Weinreich).

The 4 Ps of Social Marketing

The four essential elements for any marketing campaign, These “Ps” are product, price, place, and promotion, and they’re also known as the “marketing mix.” It need to define these factors before you design your social marketing campaign.

Product: “The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products (e.g., condoms), to services (e.g., medical exams), practices (e.g., breastfeeding, ORT or eating a heart-healthy diet) and finally, more intangible ideas (e.g., environmental protection). To have a viable product, people must first perceive that they have a genuine problem and that the product offering is a good solution for that problem” (Weinreich).

Price: Minimize the “price” that your audience believes they have to “pay” for the desired social action to take place. This price isn’t all monetary. It’s also about minimizing the difficulty, time, and psychological/emotional costs that people will incur. So, when you’re designing a social marketing campaign, one needs to think about the obstacles that hinder your audience from performing the behaviour (Huhn, 2019)

Place: "Place" describes the way that the product reaches the consumer. The questions need to answer such as how can you reach the target audience; do you need to recruit peers of your audience as “ambassadors,” to make the campaign more accessible to your audience? (Huhn, 2019). Are you going to limit the availability of your products only to digital or both digital and offline? Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery (Weinreich).

The place is where and when the target market will perform the desired behaviour, acquire any related tangible objects, and receive any associated services. Options include: 1. Physical locations 2. Phone/Mobile devices 3. Mail

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4. Fax 5. Internet 6. Mobile Unit 7. Where people shop 8. Where people hang out 9. Home Delivery. (Kotler, 2011)

Promotion: Finally, the last "P" is promotion. This one ties all 4 "Ps" together. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product (Weinreich). Under promotion one need to finalize the channels and outlets will assist you with best to reach target audience and draw their attention to the social marketing campaign (Huhn, 2019).

Promotions are persuasive communications designed and delivered to inspire your target audience to action. Major social marketing communication channels include: 1. Digital selling 2. Advertising 3. Public Relations 4. Special Events 5. Printed Materials 6. Special Promotional Items 7. Displays 8. Personal Selling 9. Social Media 10. Popular/Entertainment Media. (Kotler, 2011)

At the same time, BUDGET Identifies price tags for strategies and activities with cost-related implications. 1. Product-related costs 2. Price-related costs 3. Place-related costs 4. Promotion-related costs 5. Evaluation-related costs. (Kotler, 2011)

Digital Marketing

Digital marketing is a set of tools and methodologies used for promoting products and services through the internet. Digital marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Digital marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM). (techopedia) Digital marketing can deliver benefits such as growth in potential, reduced expenses, elegant communications, better control, improved customer service, and competitive advantage. The broad digital marketing spectrum varies according to business requirements. Effective digital marketing programs leverage consumer data and customer relationship management systems. Digital marketing connects

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organizations with qualified potential customers and takes business development to a much higher level than traditional marketing. Digital marketing combines the internet's creative and technical tools, including design, development, sales and advertising, while focusing on the following primary business models: E-commerce, Lead-based websites, Affiliate marketing and Local search. (techopedia) Digital marketing has several advantages, including: (techopedia) Low costs: Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads. Flexibility and convenience: Consumers may research and purchase products and services at their leisure. Analytics: Efficient statistical results are facilitated without extra costs. Multiple options: Advertising tools include pay-per-click advertising, email marketing and local search integration. Demographic targeting: Consumers can be demographically targeted much more effectively in a digital rather than an offline process.

Social Product Marketing

“The Awareness-to-Revenue Customer Lifecycle includes a set of psychological transitions where customers become aware of, evaluate, like, advocate, and purchase a specific product or brand. A wise marketing team can track the number of individuals who transition through each phase and know how to implement programs that help increase the number of people who transition from one phase to the next”. (Hinz, 2010) “Social media experts hope to leverage Facebook and other networks to increase awareness, but that only focus on awareness and disregard the other phases. By melding traditional marketing and social media into a single strategy called "Social Product Marketing," Social Marketing allows a company to use social collaboration to build communities of interest focused on their product or service and to build marketing programs to transition community members through the purchase lifecycle. The key is to build a social media hub focused on their product”. (Hinz, 2010)

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Results

Social marketing aims at the social goodness of people and society. Selling social marketing products by using digitalization as a tool helps to reach individuals of all ages as well as remote communities in the countryside. Social marketing is commonly used for causes like (Huhn, 2019). Health and safety, including Contraceptives, Anti-smoking, Anti-drug, Promoting exercise and healthy eating, safe driving, Railroad station safety environmental causes, including Anti-deforestation, Anti-littering, Endangered species awareness. Social activism includes illuminating struggles that people of color, people with disabilities, etc. face, then inspiring people to fight against mechanisms that create inequality, and anti-bullying. Non-profit organizations and philanthropies run the majority of social marketing campaigns. Government organizations, and emergency services (police, fire, ambulance) run them as well. But social marketing isn't feasible in case you're profit-oriented. Commercial brands and huge companies will sometimes run social marketing campaigns for causes they are passionate about or through corporate social responsibility activities (Huhn, 2019). The well-executed social marketing captures attention, and spreads awareness about a social issue, through creativity and emotion. Most importantly, it presents a compelling, simple way to make the world better, and makes this beneficial behaviour more desirable than any “competing” behaviour. Through these elements, social marketing can successfully “sell” a beneficial behaviour through digital or offline (Huhn, 2019).

Conclusion

Social marketing is predominately planned to promote social change more than selling just a product; it sells a behaviour change or lifestyle that benefits society. Well-executed social marketing uses creativity and evokes emotions to motivate action, through visuals and catchy slogans (Huhn, 2019). For those who are interested in promoting social products through digital, one must keep in mind the “4 Ps” product, price, place, and promotion of social marketing campaign. The promotion of social products through digital helps to reach the remote area of the country. The discoveries exhibited in this study presume that

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even though digital-based marketing is more powerful than a traditional promotional channel, but it can't be executed without involving different types of traditional promoting channels.

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