



Importance of Branding in social Marketing

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Abstract

One of the "best options" today for a product to connect with potential buyers is social networking. Websites for local social networking provide a means of social interaction. By connecting with consumers on a deeper level, these new mediums gain their trust. Since the beginning of the season, community web marketing has been the new standard for many manufacturers. More than ever before, marketers are thinking about a wide range of social media opportunities and starting to implement new social projects. Online community marketing has advanced, as have the businesses that use it. If a competition is making waves with its services and products, one cannot afford to be completely absent from social media platforms.

With the aid of successful social marketing brands, the essay focuses on the function and significance of branding in social marketing. The difficulties of successfully branding social products like campaigns for safe driving, quitting smoking, or health are explored. The five C's of social marketing brand are change-orientation, competitiveness, compatibility, caring, and cultural adequacy, just like the four P's necessary for marketing any service. The challenge of social marketing is to increase the occasions and instances in which it is selected as the "preferred brand" for individual/societal transformation rather than to compete with community mobilization and structural changes. Three key factors are crucial for the successful branding of social marketing: devoted and substantial private sector involvement, the development of academic programs, and the recognition of social marketing as a legitimate academic discipline.

Key Words: Branding, Social Marketing, Community Mobilization, 4 Ps of Marketing.

Introduction

It is widely acknowledged that marketing is an effective strategy for raising awareness of and piquing interest in the products and services offered by an organization in the twenty-first century. Both descriptive and prescriptive explanations of generic marketing are provided by Andreasen and Kotler. Prescriptive is something that members of a society should do in order to attain particular goals, whereas descriptive is merely an activity that members of society engage in. They also emphasize the fact that the ultimate goal of generic marketing is to change consumer behavior, which is what social marketing and, by extension, all marketing initiatives aim to do. When Philip Kotler and Gerald Zaltman emphasized that the same techniques employed in generic marketing were being used to market or sell ideas, attitudes, and behaviors, social marketing became a field of study in the 1970s.

Regarding the goals of the marketer and his or her organization, social marketing differs from other types of advertising. In social marketing, the marketer aims to change social attitudes and behaviors for the benefit of the target market and society as a whole, not for personal financial gain. In addition to focusing on investors, social marketing aims to make the world a better place for everyone. The biggest benefit that social marketing has over commercial or private marketing is that it is widely supported by the public and is openly acknowledged by them.

Social marketing has addressed many issues like –

Objectives of the Study

1. To study the social marketing mix.
2. To know the value and significance of various brands in branding.
3. To know the issues and challenges in social marketing.

Social Marketing Mix

The consumer is the main emphasis of social marketing, just like it is in commercial marketing. The marketer must be more aware of consumer demands than just try to persuade them to purchase already being produced goods. By concentrating on the marketing mix, the planning process for marketing is carried out while keeping customer wants in mind. Nedra Weinreich notes in her article on social marketing that in addition to the traditional "Four Ps" of marketing (Product, Price, Place, and Promotion), social marketing also calls for a more targeted marketing mix and a few other Ps.

Product – The end result of social marketing frequently consists of a combination of two or more of the following: tangible goods, intangible concepts, such as the preservation of the environment and animals, and services and

practices. In this circumstance, marketers make an effort to comprehend and discover consumers' views of a predicament or condition and, depending on those perceptions, take appropriate action.

Price – In social marketing, the term "price" refers to what a customer must do to receive the good or service. It might cost money, the consumer might have to give up intangibles, or they might have to take a chance on judgment or embarrassment. The cost is typically minimal or free of charge most of the time. To keep the exchange respectful, social marketers frequently impose a little fee. Only if the advantages outweigh the costs, or if the perceived behavioral change would improve the consumer's lifestyle or quality of life, would the product be adopted in the consumer's eyes.

Place – is the chain of distribution, which for a tangible good would include storage, wholesale, retail, and a point of sale. It would also include locations where the product is given away or supplied for a low cost. An intangible product is more practice-focused and has either mobile distribution points, like a medical centre, or mass media for disseminating knowledge or instruction.

Promotion – takes front stage in social marketing since communication is one of its essential components. Promotion is frequently mistaken for social marketing's entirety, however this is untrue. Public relations (PR), advertising, cold calling, media lobbying, and other forms of communication are all used in promotion. Two of the primary forms of communication utilized in social marketing are using the mass media and public service announcements.

Public – includes a variety of audiences for whom the program is intended and involves both external and internal teams. The target audience, policymakers, people who are either directly or indirectly related to the target audience, and gatekeepers make up the external public. People participating directly or indirectly in the approval or implementation of the social marketing program are included in the internal public.

Policy – Changing one's mindset and the surroundings is necessary for social marketing techniques to be sustained and successful over time, especially when it comes to behavioral changes where the target audience needs help and a supportive atmosphere. A change in policy is frequently needed for an encouraging atmosphere. For instance, if a campaign is to be successful, the government must become involved and make some policy changes about social issues like smoking. To that extent, the Indian government has made it a policy to forbid pan-bidi stores from operating in train stations where they sell cigarettes or other tobacco-related items. Smokers now find it more challenging to light up in public areas and at work because the majority of these areas are now strictly no-smoking areas.

Partnership – Social concerns require complex planning and implementation processes, making it challenging for a single institution or organization to manage. It always entails collaborating with one or more organizations or entities for planning, implementing, and target audience acceptability. The major organization that launches the activity must find other organizations or groups—government, business, nonprofit, or self-help organizations—with comparable interests and figure out how to collaborate. Media partnerships could also be created for marketing efforts.

Purse Strings – Similar to traditional product promotion, social marketing campaigns require substantial funding. In the case of commercial marketing, the company accomplishes the same by making a profit on the sales of the products. If a campaign is to reach its target audience through social marketing, it must have a steady stream of funding even though there is no profit-making strategy involved. Organizations or groups carry out social marketing functions with the aid of finances provided by the government, foundations, donations made by businesses or individuals, as pricing for profit is not the goal. Therefore, marketing in this context also entails effectively interacting with various groups to establish the necessity for funding and the advantages for society as a whole.

Branding for Social Marketing

Branding a company's product or service and then marketing the brand is a successful marketing approach for any business. Every year, organizations from around the world spend millions on branding initiatives. A brand is conceptually described as a term, name, sign, symbol, design, person, or a combination of these. A product's branding not only sets it out from its rivals but also gives the impression that it will solve customers' problems. A successful brand is one that effectively communicates its message, establishes the company's credibility, makes an emotional connection with its audience or potential target market, inspires purchase intent, and places a strong emphasis on cultivating and maintaining brand loyalty.

Understanding the needs, aspirations, and demands of the target market's customers and incorporating them into the brand are necessary for its success. At each point of touch with customers or the market, this should be reaffirmed through effective communication techniques. Building a strong brand puts the company ahead of its rivals, especially in the present market environment when the competition between brands is getting more intense by the day. Additionally, it is crucial for an organization to carefully investigate, comprehend, define, and create a brand since a strong and effective brand endures forever in the hearts and minds of consumers (market).

Not enough change-making is done. In social marketing, focus frequently needs to be put on maintaining a positive behavior. This means that the message must be compelling, crystal clear, and repeated in order for listeners to retain

it. This is accomplished by developing a powerful communication message and a powerful branding strategy. Even when done with a different goal in mind, social marketing still has to build a strong brand (for the reasons mentioned above) in order to succeed. The campaign should also concentrate on the secondary target audience, or those who have an immediate impact on the target audience, in addition to the primary target population. The actions and support of the secondary audience are crucial for both influencing and putting into practice the change as well as for keeping it going.

Understanding the attitudes of the community in which the cause must be addressed and organizing a step-by-step, orderly campaign for successful results are two critical components of branding in social marketing campaigns. Recognizing the constantly evolving patterns would also provide the campaign the advantage it needs to succeed.

CRY – In order to better care for underprivileged children and meet their fundamental rights to food, shelter, health care, and education, Child Relief and You was established in 1979. This project is a government-public-private cooperation in which donations; sales of greeting cards, calendars, address books, and stationery are used to solicit public support. Additionally, they have developed a novel program to adopt children and fund their education. Currently, CRY supports a number of partnerships addressing issues with foster care, differently abled children, street children, child labor, disaster assistance, and vocational training. Its branding and marketing initiatives centre on educating the target population about the initiatives for change aimed at disadvantaged children and the necessity or significance of their sponsorship. The creation of greeting cards and other promotional materials by CRY not only helped with cash rising, but also in establishing the CRY brand.

Help Age India – Better care for the aged is a societal issue that is being addressed by the organization Help Age India. The 1978-founded organization, which operates under the slogan "Fighting Isolation, Poverty and Neglect," raises funds to protect the rights of the elderly in India and to alleviate their suffering through a variety of actions. The most effective campaign for Help Age India is raising money through partnerships with educational institutions like schools and universities. Students are urged to raise money for the elderly. This is efficient in two ways: first, it raises money to support the implementation of various programs, and second, it raises awareness of the issue among young people.

Lifebouy's 'Swasthya Chetna' Hindustan Unilever Limited (established when it was known as Hindustan Lever Limited) launched the social marketing campaign "Swasthya Chetna" for Lifebouy. A five-year health and hygiene education program was involved. In order to inform 200 million people in urban and rural areas about the importance of adopting and observing hygiene, it was started in 2002 across eight states in India. It also emphasised raising public understanding of germs, their effects on health, and how following good hygiene and health habits might help prevent sickness. The program included a "Glo-germ demonstration," which highlights the value of hygiene by illuminating hidden germs. The implementation of the same on the target audience entailed numerous

activities, including interactive games, awareness campaigns for mothers, children, and the relevant target groups. This awareness program reached 50767 villages and nearly 12 crore people with a behavioral change focus.

VERB™ The American Centers for Disease Control and Prevention (CDC) has a successful program for youth called VERB. The VERB campaign, with the slogan "It's what you do," aimed to increase and maintain physical activity among twins in the age range of 9 to 13 years. The majority of the children in this category are fat now as a result of their eating habits, sedentary lifestyles, and the single-kid syndrome. To reach their preteen target group, the VERB campaign included paid advertising and marketing methods as well as a number of partnering initiatives. The secondary audience, which included parents, teachers, youth leaders, health professionals, coaches, pediatricians, and others, was also the focus of the campaign. Focusing on lifestyle behavioral changes, such as increasing physical exercise, is challenging, and maintaining the same is harder. The program was introduced in June 2002 after a pre-launch survey to identify the target market. The campaign underwent periodic timely evaluation in order to assess the response. Innovative and utilizing all forms of communication, the campaign. Today, VERB is a highly successful brand that is associated with exercise. As the audience is aware of branding, it also emphasizes its importance. The creative approaches used to interpret the message are outstanding. Instead of advertisements showcasing or discussing the value of physical activity. Below are listed many VERB branding and promotion campaigns.

The stories mentioned above demonstrate the value and significance of brands and branding. According to William Arruda, a brand must be competent, believable, clear, captivating, constant, confident, linked, committed, and contemporary in order to succeed. He goes on to describe each C in detail as it relates to branding. The branding strategy should concentrate on a few more Cs, as mentioned by Weinreich, in a manner similar to the additional Ps introduced to the social marketing mix. Change-oriented, competitive, caring, compatible, and culturally appropriate are a few of these.

Change-Oriented – The brand that is developed should encourage and support the program's goal of changing behavior. The subject at hand must be the main focus of the name and logo, and it must be well expressed. For the reasons mentioned above, it is easy to see why the female Child Campaign, which aimed to save, adopt, and educate a female child, was successful.

Competitive – Even social marketing operates in a very cutthroat field. Even social marketers struggle because they are competing for the same audience funds to support initiatives and causes. It can be very challenging to differentiate one's program from other social marketing initiatives and to emphasize the significance or relevance of one's efforts. The particular brand must be viewed as genuine and have a higher success rate for its implementation, focus, and implementation as compared to other initiatives in the same category. Depending on the project, a

company may compete with well-known brands (corporation names like McDonald's, Infosys, Coke, etc.) that may have stronger branding and promotion techniques, vast coffers, or the ability to raise money more effectively.

Caring- is to create an emotional connection between the brand and the intended audience. By comprehending the attitudes and needs of the audience and concentrating on those through various communication channels, this connects with them once more. This can also be accomplished through engaging the target market on numerous levels and influencing their perception of your brand as the most pertinent. One such project is the CRY brand that was mentioned. CRY is the first social marketing company associated with kids that comes to mind today.

Compatible – The effort or cause being supported by the brand should be suitable with it. The brand must concentrate on the traits of the issue or endeavor, the target market, and the brand's operational environment in order to be compatible.

Culturally Appropriate – Some brands easily transcend cultural barriers because the significance is usually the same. Since CRY's childcare initiatives and relevance are still relevant, it can be used as an example once more. But AIDS and other sex-related diseases require a different approach. Talking about sex or anything closely related to it is frowned upon in India, thus any initiatives in this area must be handled delicately. The color of the logo (AIDS does this well), shape, brand name utilized, and, to some extent, even the brand ambassador, all affect how the issue is presented to the target audience. The campaign would receive the proper response after being tested with a limited target demographic.

Issues and challenges

Social marketing, like all other forms of marketing, cannot be expected to fix every single social issue or problem that exists today. Social marketing is most effective when it promotes and alters socially advantageous behavior. Obtaining funding for the cause-related program is the main obstacle. Many organizations lack the resources necessary to effectively implement the program, or they are unwilling to devote them. Many more organizations would prefer to use the money to increase capacity or employees than to use it to launch a social marketing initiative.

There is a lot of competition, which is a difficult obstacle to overcome. Vikki Spruill mentions in The Chronicle of Philanthropy that branding has a detrimental impact on social marketing, which is interesting to observe. He goes on to say that branding really becomes a barrier to philanthropic organizations' ability to collaborate and build a base of supporters made up of volunteers, funders, and activists. It encourages unhealthy competition among charitable organizations in an effort to raise knowledge of and publicity for them. It frequently also promotes

disclosing crucial information to stand out and get an advantage over rivals, which leaves the audience or contributors perplexed about the impact their support has.

Despite the opposition to branding in social marketing, it is crucial to remember that branding results in a successful response in terms of implementing programs and generating awareness, interest, and funding.

Conclusion

Any organization can benefit from the power of social media. It can raise your profile, strengthen bonds, establish two-way connection with clients, offer a platform for feedback, and raise the organization's profile and reputation. Social media platforms have grown in importance for businesses for these reasons. There are a few important considerations as organizations "focus on effectively leveraging social media platforms" (Chaturvedi, n.d., para. 1). Best practices must be incorporated into an organization's overall social media communication plan before it can be put into action. The organization can efficiently and successfully use this guidance to assist them get the most out of their social media project.

Reminding our sponsors of the value of utilizing social marketing to create "approach" scenarios should be one of the main contributions social marketers make to our efforts. This suggests that in order to facilitate desirable behavior and streamline actions, we should employ the heuristics offered by the 4 Ps.

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