

Social Marketing Campaign

The social marketing plan for the Group 6 project team will focus on two different audiences. The first will be the target population which is the low-income Hispanic community in Dalton, Georgia. The second audience will be the local community support agencies and professionals who may be able to further support the project. The literature review for the project found that the low-income Hispanic population generally has limited access to computers and internet based media. Of those that do have access; only a minimal amount frequent social media advertising sites such as Facebook and Twitter. As a result, printed media has been determined as the primary pathway to reaching this group. Internet media will be used in the form of a Facebook page which will be utilized as a secondary avenue for the Hispanic audience and as a primary avenue for the community support stakeholders. This Facebook page will assist the project team in promoting the program by communicating general information about the event and updates as they are needed. It will also advance the connection with other social service agencies and professionals who can contribute to the project. These service agencies and professionals can considerably enhance the effectiveness of the project by providing a more comprehensive understanding of the community served and the services available to them.

The primary advertising media for the target population will be posters and flyers. Posters will be displayed in the windows of merchants and social service agencies while flyers will be distributed at gatherings commonly attended by the target population. Those gatherings could include local Hispanic churches, soccer games, and music events. In addition to the location, dates, and times of the event; posters and flyers will detail the purpose of the organization, what the program offers to participants, and contact information. There is hesitation to include extensive information due to the rationale that the shorter the message, the more individuals will read them and not see them as burdensome. Collection buckets at local gas stations for

donations will also have short concise information about the organization. After completing the first series of workshops, the project team plans to notify the local newspaper regarding a short story about the program to further the future marketing strategy.

Although this strategy suggests that only a minimal amount of social marketing avenues have been considered; a number participants for the first set of classes have already been anticipated. These potential participants are individuals already receiving services offered by Cilia, which is the organization the project team has partnered with to implement this program. The project team believes that the turnout for these classes will be at maximum capacity based off word-of-mouth and the marketing strategies described herein.