

Social marketing planning process

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SOCIAL MARKETING PLANNING PROCESS Good morning, ladies and gentlemen. Thank you for coming. I'm delighted to be with you today. Let me start by introducing myself.

My name is Thu Huong. Now I'm in the marketing department. This morning I'd like to talk to you about social marketing planning process. I will divide my presentation into four parts. Firstly, where are we? Secondly, where do we want to go? Thirdly, how will we get there? Finally, how will we stay on Course? My presentation will last about 7 minutes.

If you have any question, please do not interrupt me, but I should also say there will be an opportunity to discuss issues at greater length after my talk. So first of all, I'll talk about where are we? To answer this question, we have to determine program focus, and identify campaign purpose. The most important thing is conducting an analysis of strengths, weaknesses, opportunities, and threats. SWOT. That analysis helps planners to compare internal organizational strengths and weaknesses with external opportunities and threats.

That's all I would like to talk about where are we? And now let's move on to the second part: where do you want to go? At first, select target audience The group of people toward whom the firm directs its marketing efforts and merchandise Need to pay attention to growing market segments. The second, set objectives and goals Moreover, analyze target audiences and the competition That brings us to the third part: how will we get there?

Design the market offering products by making decisions about customer service, package design, brand names, trademarks, patents, warranties, the

life cycle of a product, positioning the product in the marketplace, and new-product development. Moreover managing costs of behavior change Good pricing strategy creates value for customers, and builds and strengthens their relationship with a firm and its products. In addition, distribution: Make the product available Ensure that consumers find their products in the proper quantities at the right times and places.

What's more, Create the messages and choose media to have the best communication way. Now we come to the fourth part: how will we stay on Course? Develop a plan for evaluation and monitoring And then establish budgets and find funding sources Finally, complete an implementation plan I'd like to sum up.

At this stage, I would like to run over the main parts: where are we, where do you want to go, how will we get there, how will we stay on Course? In conclusion, I would like to say that we have to do more things to get social marketing planning process. Thank you very much for your attention