

Research paper on the enactus lets can hunger challenge

[Business](#), [Marketing](#)



The “ Enactus” is a global not for profit association which partners with the leadership in the business world as well as in higher education in order to marshal students in universities to become agents of change in their respective communities. This is useful in equipping the university students with desirable skills and also training them to become responsible leaders of high caliber. The member students of Enactus team up to form a variety of teams in their individual university campuses. These teams are then accorded with the responsibility of developing community outreach projects which would be beneficial to the society by improving the living standards of the people as well as a better quality of life.

It is also important for the team to take a review of the past marketing campaigns used and apply the best practices learnt from the previous campaigns so as to develop successful campaigns for this project.

Conversely, the marketing concept to be used in creating awareness would be integrated digital marketing campaigns (Dietrich & Geoff, 46). There are a variety of channels that offer integrated digital campaigns. However, it would be essential for the team to undertake an in depth research of the various channels so as to study the nature of their audience and what they would expect so that the team conveys the right content which would call for attention from the audience. It has been proven that integrated digital marketing campaigns would be efficient in reaching out to a widespread audience in the local level as well as in the broader national level which therefore translates to a big target audience.

In creating the integrated digital campaign, the team would be required to create customized contents in various digital platforms which include; a

website, blog spot, emails, social channels and paid media ads. It would also be helpful if the team reaches out to some of the top influencers or celebrities in the country so as to motivate them to take action and also be part of the change that the team desires to implement (Kitchen, 12). The achieved level of awareness would be put into action by increasing the level of pledges made by audience, share of digital conversations and voice. By doing this, the campaign would be able to inspire more people to be involved and give their pledges towards the project. The bottom line of this is to promote a bigger audience that would be reached on a regular basis so as to provide food for hunger relief. The pledges made by the audience would either be in monetary value or as non perishable food which would be utilized to feed those in need.

Works Cited

Dietrich, Gini, and Geoff, Livingston. Marketing in the Round: How to Develop an Integrated Marketing Campaign in Digital Era. Indianapolis, Ind: Que Pub, 2013. Print.

Kitchen, Philip. Integrated Marketing Communications. London: Henry Stewart Talks, 2012. Internet resource.

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