ROLE OF SUCCESSFUL BRANDING IN SOCIAL MARKETING

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ABSTRACT:

The function and significance of branding in social marketing are the primary topics covered in this article, and successful social marketing brands are used to illustrate those topics. The obstacles that must be overcome in order for a social product's branding, such as a campaign promoting healthy living, quitting smoking, or safe driving, to be successful are discussed. In addition to being change-oriented, competitive, compatible, caring, and culturally appropriate, a social marketing brand also needs to have the four Ps (promotion, positioning, pricing, and placement) in place.

The challenge of social marketing is to complement rather than compete with community mobilisation and structural changes, as well as to increase the number of times that it is chosen as the "preferred brand" for individual and societal change, and to increase the number of occasions on which it is chosen as the "preferred brand." The establishment of academic programs, the legitimization of social marketing as a scholarly field of study, and the commitment of a substantial amount of private sector involvement are the three primary factors that are necessary for the successful branding of social marketing.

KEYWORDS: 4 Ps, Branding, Marketing, Social Marketing

INTRODUCTION

Marketing in the 21st century is widely recognised as an efficient method of increasing customers' awareness of an organisation's offerings and piqueing their interest in making a purchase of those offerings. Both Andreasen and Kotler offer a descriptive and a prescriptive approach to the explanation of generic marketing. The difference between being descriptive, which simply refers to the actions that members of a society take, and being prescriptive is that the latter refers to the actions that members of a society ought to take in order to achieve particular outcomes. They go on to emphasise the point that the ultimate goal of social marketing, as well as the goal of any marketing activity, is to influence behaviour. This is

also the point that they make regarding the ultimate objective of generic marketing, which is to influence behaviour. In the 1970s, social marketing emerged as a field of study thanks to the work of Philip Kotler and Gerald Zaltman, who observed that traditional marketing techniques were being applied to the promotion of abstract concepts like "ideas," "attitudes,'' and "behaviors."

In comparison to other types of marketing, social marketing is distinguished by the goals that are pursued by the marketer and the organisation that he or she works for. The goal of social marketing is for the marketer to exert influence over social behaviors, not for the purpose of making monetary gains, but rather for the benefit of the target audience and society as a whole. The goal of social marketing is not limited to attracting financial backers; rather, it is to make the world a better place for everyone, not just investors. The fact that social marketing is openly accepted and even endorsed by people in general, as well as garnering a lot of public support, is the primary benefit that social marketing possesses in comparison to commercial or private marketing.

The practise of social marketing has helped address a variety of problems, including –

Mix of Social Marketing Social marketing, like commercial marketing, focuses primarily on the end user or customer. It is not enough for the marketer to merely persuade customers to purchase the products that are being manufactured; they must also understand the requirements of the customer. Concentrating on the marketing mix allows for the planning process of marketing to be done while keeping the needs of consumers in mind. In her article on social marketing, NedraWeinreich mentions that social marketing requires a more focused marketing mix in addition to the traditional "Four Ps" of marketing, which are Product, Price, Place, and Promotion. She also mentions that social marketing also includes a few more Ps in addition to the traditional "Four Ps."

Product – The majority of the time, the product of social marketing is not a tangible offering; rather, it is a combination of two or more of the following: tangible product, services, practices, and non-tangible ideas such as protecting the environment, wildlife, and other things. In this predicament, marketers make an effort to comprehend and determine how customers feel about a predicament or conundrum, and then, based on this information, they take appropriate action.

Price In the context of social marketing, "price" refers to the actions that a customer needs to take in order to acquire the product or service in question. This may be a monetary cost, or it may require the customer to forego intangible benefits, or it may involve the customer taking the risk of being judged or embarrassed. The cost is typically quite reasonable, and in the vast majority of cases, it is completely free. In order to maintain a sense of dignity throughout the transaction, social marketers frequently implement a nominal fee. From the perspective of the consumer, the product will only be purchased if the perceived behavioural change will result in an improvement in the consumer's lifestyle or quality of life, or if the perceived benefits of the product outweigh its perceived costs.

Place refers to the distribution system, which, in the case of a physical good, would consist of warehousing, wholesale, retail, and the actual point of sale. In the context of social marketing, this would also include locations where the product is given away or distributed at no cost or for a very low cost. An intangible product is one that is more focused on practises and that either has mobile places of distribution, such as a medical center, or mass media for the purpose of providing information or training.

Because communication is one of the most important aspects of social marketing, promotion has become one of the primary focuses of this type of marketing. It is a common misconception that promotion encompasses the entirety of social marketing; however, this is not the case. Utilizing public relations (PR), advertising, personal selling, advocacy in the media, and a variety of other channels of communication are all components of promotion. Two of the most important forms of communication that are utilised in social marketing are PSAs (public service announcements) and making use of the vehicles provided by the mass media.

The term "public" refers to a variety of different audiences to which the programme is directed, as well as teams from both outside and inside the organisation that are involved in the programme. The external public consists of the gatekeepers, the target audience, policymakers, and other audiences that are either directly or indirectly related to the target audience. People who are directly or indirectly involved with the approval or implementation of the social marketing programme are considered members of the "internal public."

Policy: Sustaining Social Marketing strategies and making them successful in the long run requires a change in way of thinking as well as environmental change. This is especially true

in the case of behavioural changes, which require the target audience to be supported and should have an environment that is conducive to the change. Policy shifts are frequently necessary in order to create an atmosphere that is encouraging. For instance, in order for the campaign to be successful, the government needs to get involved in addressing social problems like smoking and make some adjustments to the policies that they have in place. To that end, the government of India has decided to implement a policy that will prohibit the operation of pan-bidi shops in Indian railway stations. These shops sell cigarettes and other tobacco products. Smokers are finding it increasingly difficult to light up in public places and also at workplaces because the majority of these locations have adopted stringent no-smoking policies in recent years.

The planning and execution of social issues is not simple and requires many levels of implementation; as a result, it is difficult for a single entity or organisation to manage these responsibilities without the assistance of a partnership. It always requires working in partnership with one or more organisations or entities for the purposes of planning implementation and gaining acceptance from the target audience. The primary organization, which is the one that initiates the activity, is tasked with locating other organisations or groups – government or private, non-governmental organisations or self-help groups – that have goals that are comparable to its own and determining ways in which they can collaborate. It is also possible to form partnerships with various media outlets in order to advance promotional efforts.

When it comes to finances, social marketing campaigns require massive investments, just like traditional product marketing does. In the case of business-to-business marketing, the organisation accomplishes the same goal by realising a profit from the sale of the offerings. Social marketing does not involve any strategy for making a profit, and the campaign must have a steady flow of funds in order for it to be successful in reaching the audience it is intended for. Since the goal is not to generate revenue through pricing decisions, the social marketing function is carried out by organisations or groups with the assistance of funds provided by the government, foundations, or donations made by businesses or individuals. Therefore, marketing in this context also involves effectively communicating with these groups in order to establish the necessity of financial support and the benefits to society as a whole.

SOCIAL MEDIA BRANDING STRATEGY

To guarantee that a brand is making the most of social media, it is necessary to implement a number of different social media marketing strategies. The first step is to select the appropriate social media networks that are the best fit for the brand. It is in a company's best interest to switch to other social media sites where they have a better chance of gaining traction if the company discovers that it is not getting any traction on certain social media sites. The next tactic is to ensure that you do not ignore visual branding. Because customers are more likely to respond to visuals, it is essential to ensure that all of your social media profiles have a uniform appearance and do not lead to confusion. Creating a distinct and recognisable brand voice is the third tactic that businesses should implement in their operations. In order to accomplish this, businesses should make their social media posts authentic by reflecting the culture and values of their organisations. When developing their brand, businesses should place a strong emphasis on a number of important strategies, including maintaining topical consistency and posting frequently. The proliferation of social media has directly contributed to the growth of the influencer market. Connecting with these influencers should be a priority for businesses as they build their brands. When connecting with influential people, businesses should make sure those people are genuine, active, engaging, knowledgeable about the subject at hand, and effective leaders. Other methods for building brands include making efficient use of profile space, actively promoting profiles, and above all else, being engaging with customers.

BRANDING FOR SOCIAL MARKETING

Branding an organisation's product or service and then marketing that brand to customers is an effective marketing strategy that can be used by any company. Every year, companies with a global presence invest millions of dollars in branding campaigns. A brand can be thought of as an individual word, name, sign, symbol, or design; it can also be thought of as a combination of these elements. Not only does branding distinguish a product from those of its competitors, but it also gives the impression that the product solves a problem faced by customers. A successful brand is one that effectively communicates the intended message, verifies the legitimacy of the business, forms an emotional connection with customers or potential segments of the target market, inspires purchasing behavior, and places a primary emphasis on preserving and expanding the level of customer loyalty towards the brand.

To ensure the success of a brand, its creator must first gain an understanding of the requirements, preferences, and expectations of the target audience and then incorporate those aspects into the brand. This should be emphasised by utilising high-quality communication strategies at each and every point of contact with customers and the market. Developing a powerful brand is beneficial to an organisation's ability to stay ahead of its rivals, and this is especially true in the current market environment, in which the competition between brands is becoming more fierce on a daily basis. Because a successful and powerful brand continues to live on in the heart and mind of customers (market) forever, it is essential for a company to conduct in-depth research on, comprehend, define, and construct a brand.

Bringing about change is not done frequently enough. In social marketing, it is often necessary to place an emphasis on maintaining a behaviour that is considered to be desirable. This indicates that the message needs to be forceful, crystal clear, and repetitive, and it should stay in the memory of the audience for a significant amount of time. This is accomplished by developing a powerful communication message along with an equally powerful branding strategy. Even if it is done with a different objective in mind, social marketing still needs to create a powerful brand in order to accomplish what it set out to do (for the reasons discussed above). Additionally, the campaign must not only focus on the audience for which it was designed but also should focus on the secondary audience, which consists of individuals who have an effect on the audience for which it was designed's immediate environment. The actions and support of secondary audience members play a significant role not only in influencing and implementing the change but also in contributing to the change's ability to be maintained over time.

Understanding the attitudes of the society that needs to be addressed through the cause is one of the most important aspects of branding in a social marketing campaign. The other is implementing a step-by-step, orderly campaign in order to achieve the desired results. Recognizing the ever-shifting trends would also provide the necessary competitive advantage for the successful completion of the campaign.

CRY, also known as Child Relief and You, is an organisation that was established in 1979 with the goal of improving the quality of care offered to disadvantaged children and addressing their fundamental rights to food, shelter, health care, and education. This endeavour is a collaboration between the government and the private sector, and it seeks to

garner public support by soliciting donations and selling items such as greeting cards, calendars, address books, and stationery. They have also developed a novel initiative in which participants can adopt a child and contribute to his or her education. CRY is currently supporting a variety of partnerships related to issues concerning foster care, disaster relief, street children, foster care for children with special needs, vocational training, and child labour. Its branding and promotional campaigns centre on raising awareness among their target audience about efforts to improve the lives of children from disadvantaged backgrounds and the significance or relevance of the money being raised for those efforts. Not only did the greeting cards and other promotional material developed by CRY contribute to the organisation's ability to raise funds, but they also contributed to the development of the CRY brand.

Help Age India is an organisation whose primary mission is to address the social problem of providing superior care for the elderly in India. The mission of the organization, which was established in 1978 and uses the slogan "Fighting Isolation, Poverty, and Neglect," is to raise funds in order to protect the rights of senior citizens in India and also to provide them with relief through the use of a variety of different types of interventions. The most successful campaign that HelpAge India has run so far involves the organisation forming partnerships with educational institutions like schools and colleges in order to raise money. Students are strongly encouraged to participate in fund-raising efforts for senior citizens. This accomplishes two important goals at once: first, it raises money that can be put towards the operation of a variety of programmes; second, it educates young people about the importance of the issue being addressed.

The "SwasthyaChetna" programme for Lifebouy is a social marketing initiative that is run by Hindustan Unilever Limited. (initiated when it was Hindustan Lever Limited). This was a health and hygiene education programme that lasted for five years. It began in 2002 and spread across eight states in India with the goal of educating approximately 200 million people in rural and urban areas about the significance of adopting and observing hygiene practises. It also focused on raising awareness about germs and their effects on health, as well as the ways in which one can avoid diseases by adopting and observing good health and hygiene practises. The programme included a "Glo-germ demonstration," which reveals germs that cannot be seen and emphasises the significance of maintaining proper hygiene. There were a lot of different things that needed to be done in order to implement the same

thing on the target audience, such as interactive games and awareness programmes for mothers, children, and the various target groups. This awareness campaign reached 50767 villages and approximately 12 crore people, with the primary focus being on changing the target audience's behavioural patterns.

The Centers for Disease Control and Prevention (CDC) in the United States of America have been very successful with their VERB programme for young people. The VERB campaign, which had the slogan "It's what you do," targeted children and adolescents between the ages of 9 and 13 with the goal of encouraging greater levels of physical activity among this demographic. Because of their sedentary lifestyles, poor eating habits, and the effects of single-kid syndrome, the majority of the children in this demographic are overweight or obese. In order to connect with their intended demographic of preteens and teenagers, VERB utilised both paid advertising and marketing strategies as well as a variety of partnership initiatives. The secondary audience, which included parents, teachers, youth leaders, health professionals, coaches, pediatricians, and others, was also a primary focus of the campaign. The emphasis on making changes to one's lifestyle behaviors, such as increasing one's level of physical activity, can be challenging, and maintaining those changes can be even more challenging. Prior to the launch of the initiative in June 2002, a survey was carried out in order to gain a better understanding of the intended audience. An ongoing evaluation of the campaign was carried out at regular intervals in order to conduct a response analysis. The campaign was forward-thinking, and it utilised all available channels of communication. Today, VERB is a well-known brand that is associated with various forms of physical activity and enjoys enormous success. In addition to this, it emphasises the significance of branding as the target audience recognises the same. The creative approaches that were taken in order to decipher the message were excellent. Rather than advertisements showing or talking about the importance of physical activity, these approaches were taken. The following is a list of the various branding and promotion campaigns run by VERB.

The significance and pertinence of brand and branding are demonstrated by the cases presented above. According to what William Arruda has said, in order for a brand to be successful, it must be capable, credible, clear, compelling, consistent, constant, confident, connected, committed, and up to date. He continues his explanation by going into further detail about each component necessary for branding. As Weinreich pointed out, branding efforts should also concentrate on some additional Cs in addition to the additional Ps that

have been added to the social marketing mix. These characteristics include the ability to adapt to change, to be competitive, to care, to be compatible, and to be culturally appropriate.

Oriented Towards Change – The brand that is developed should support and enhance the behavioural change that is initiated by the programme. Both the name and the logo should be focused on the issue at hand and should be able to effectively express that issue. One might recall that the Girl Child Campaign, which centred on rescuing, adopting, and educating girl children, was successful for the straightforward reasons that were outlined earlier in this article.

Even social marketing is a cutthroat industry because of how much competition there is in it. Even social marketers have a difficult time of it because they are competing with the audience for the same purse of money that is being used to fund the initiatives and causes.

One example of such a venture is the CRY brand that was discussed earlier. CRY is the first name that comes to mind today when one thinks of social marketing brands that are connected with children.

Compatible - The initiative or cause that is being promoted ought to be compatible with the image of the brand that is being promoted. In order for a brand to be compatible, it needs to place emphasis on the characteristics of the issue or initiative, the audience it is aimed at, and the functional environment in which it operates.

Appropriate to Culture - Some brands have no trouble overcoming cultural issues because the relevance of the issue is probably the same in both cultures. Again, CRY can serve as a model for other organisations to follow because its initiatives and relevance in the field of childcare have not changed. However, a problem such as AIDS and other sexually transmitted diseases requires a different approach to its resolution. Because it is socially unacceptable to broach the subject of sexuality or anything remotely related to it in India, any efforts to promote sexual health or education must be approached with extreme tact. The colour of the logo (in the case of AIDS, this is done effectively), the shape of the logo, the brand name that is used, or even, to some extent, even who the brand ambassador is can have an effect on how the issue is framed and depicted to target audiences. The feedback needed to improve the campaign could be obtained by testing it with a subset of the target audience.

ISSUES AND CHALLENGES

Social marketing, like any other form of advertising, won't be able to fix every societal problem or issue. The most successful forms of social marketing aim to encourage and facilitate the adoption of socially desirable behaviours. The most difficult part of this programme is fundraising. Many businesses lack the willingness or capacity to devote the necessary resources to a successful programme rollout. When given the choice between expanding their capacity or hiring new employees, most organisations would rather expand their capacity.

There is a lot of competition, which is also difficult to overcome. Branding can have a negative impact on social marketing, as pointed out by Vikki Spruill in The Chronicle of Philanthropy. He goes on to say that branding actually works against charitable organizations, making it harder for them to work together and build a support system of activists, donors, and volunteers. It fuels unhealthy rivalry between nonprofits in an effort to raise profile and awareness. It often promotes sharing key information for the sake of getting noticed and getting a leg up on the competition, without making it clear to the audience or the donors how their support will make a difference. Although there is some validity to the arguments against branding as a form of social marketing, it is also true that successful responses are achieved through branding in the areas of programme implementation, awareness building, and the acquisition of interest and funding.

ROLE OF BRANDING IN SOCIAL MARKETING PROGRAMS

While product and service branding have received the most attention, it is becoming clear that the same branding principles can be applied to other things besides merchandise. However, there are a number of obstacles that must be overcome when applying branding strategies to social marketing initiatives and public health concerns. Exchange is integral to social marketing, as it is to any type of marketing. People are encouraged to act in ways that are good for them and for society as a whole. However, the rewards they reap from these actions may be abstract and hard to pin down, especially when compared to the more immediate rewards they might reap from engaging in risky or harmful actions.

In social marketing programs, branding may play a crucial role by allowing people to more effectively convey and signal to themselves and others that they are engaging in desirable behaviors, thereby increasing their chances of receiving immediate benefits and positive reinforcement. If people feel "credited" or acknowledged for refraining from unfavourable

behaviours or taking up favourable ones, they may experience immediate gratification. This could happen, for instance, if they display visible symbols or describe themselves with a categorised label that, in either case, contained specific meaning with respect to a public health issue.

In other words, people could reap the benefits of self-expression and social approval and recognition more quickly through the process of "branding" personally and/or socially desirable behaviours. Every interaction with another human being can be viewed as a "transaction," in which the person receives some form of reinforcement for their appropriate behaviour. Branding would serve in this way to reinforce the positive effects of socially desirable behaviour by making them more apparent and accessible to individuals over time.

In conclusion, branding may serve a purpose in social marketing initiatives by enabling a "exchange" that would not otherwise occur. In particular, people may become cognizant of positive effects on their own lives or on society at large that they might have ignored or minimised otherwise. Following this, two crucial branding topics—what aspect(s) of a public health issue should be branded and how these types of brands should be created—are discussed in order to put forth some more specific branding guidelines with respect to social marketing.

CONCLUSION AND FUTURE RESEARCH DIRECTIONS

This paper has presented a number of suggestions for how social marketing can make use of branding viewpoints and principles to better address public health issues. Social marketers may already be familiar with many of the ideas and methods that were discussed here, as they may have been incorporated into previous social marketing campaigns. However, there is a chance that in the past some of the specific guidelines that were put forth and which characterise product marketing programmes were overlooked or ignored. So, it's possible that social marketing initiatives haven't always been as comprehensive as those for well-known products. In accordance with the aforementioned principles, a well-branded social marketing programme would make use of a wide variety of branding elements, marketing communication strategies, and methods for establishing brand associations.

However, there are bound to be a plethora of untapped research possibilities in both the branding and social marketing spaces. The most general, yet crucial, question is whether or

not branding can be effectively applied to public health issues and social marketing programmes. Some of the aforementioned principles seem applicable to any social marketing campaign, such as using multiple brand elements. In order for other principles, like the development of sub-brands, to be effective, it is necessary to have behaviours and benefits that can be made more noticeable through branding.

The central question is what circumstances lead to a shift in an individual's perceptions of a behaviour after it has been labelled. What I mean to ask is whether or not people's preconceived notions of a behaviour change after it has been given a specific label. The process by which branding can induce desirable behaviours and discourage undesirable ones must therefore be understood first if social marketing is to benefit from branding. It was argued that branding could aid in addressing the public health problem by doing two things: 1) helping individuals understand the nature of the behaviours they should strive to adopt, and 2) helping them communicate and signal to themselves and others that they are doing so. When it comes to the first function—identification and clarification—related studies might focus on salience factors and how information framing, editing, labeling, etc., can affect behaviour. Related research may look at the symbolic function of brands in general and how consumers react to discrepancies between their actual and ideal self-images in relation to the second function (communication and signalling). In what ways do brands, in particular, help consumers achieve these societal goals, and how might this effect change depending on the nature of the branded good or service being marketed?

More specific questions about the applicability of branding principles to social marketing and how they might differ from applicability in other areas are also high on the list of future research priorities. These questions focus on how best to plan and execute branding and marketing initiatives to improve public health. To begin, what criteria should be used when deciding upon brand elements and developing sub-brands and brand hierarchies? For instance, visual symbols may play a crucial role in more nuanced forms of communication. When it comes to building public health brands, what parts of the marketing strategy work best? In particular, how can social marketing programmes go beyond traditional forms of advertising to build a positive public perception of a brand? Research in social marketing will need to take a more holistic approach, requiring the development of novel conceptual models and empirical tests, in order to answer these questions.

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