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DIGITAL MARKETING STRATEGIES FOR THALASSEMIA AWARENESS

Balaga Raghuram
MBA student ,
school of management ,
NIT Warangal

ABSTRACT
This is a project oriented research paper with the main objective of creating digital marketing strategies for thalassemia awareness campaigns ,This theoretical and conceptual framework explains the digital marketing strategies and methods and presents the necessary digital marketing tools for thalassemia awareness, Along with theoretical suggestion , a prototype website has been developed and the suggested strategies are implemented on the prototype website , so that the visual look of these innovative strategies can be noticed
KEYWORDS: *Digital marketing, thalassemia awareness , prototype website*

INTRODUCTION

With the advancement of new technologies, the internet and its possibilities became more accessible to many people everyday. Many organisations can use the online communications or digital technology . Digital marketing is the best method , easy to use, cost-effective and measurable marketing method. The purpose of this research paper is to develop and implement the strategies for Non profit organizations

OBJECTIVES

The aim of the research paper is to create various digital marketing strategies for thalassemia awareness for non profit organisations. This thesis is project-oriented and the strategies developed are also implemented and shown live. This paper answers the following questions:

1. What is digital marketing and how to plan it?
2. Which digital marketing methods are applicable for thalassemia awareness campaigns?

Which content should the non government organization should share on their digital marketing channels as a part of their strategy

Thalassemia

Thalassemia was first identified in 1925 by Thomas Cooley in patients who belong to Mediterranean origin. Thalassemia is a genetic disorder results in defective production of hemoglobin. In such conditions, thalassemia is characterized by abnormal hemoglobin formation due to mutation in chromosome-16 for alpha thalassemia and mutation in chromosome-11 for beta thalassemia.

Based on the information provided by WHO, 1.67% of the population are heterozygous for alpha thalassemia and beta thalassemia, with the frequency of 2.4 per 1000 babies with thalassemia births. WHO also estimates that 7% of the world population are carriers of disease hemoglobinopathies, and around 300,000-400,000 babies born will get the disease every year, approximately around 43,000 children with have a major beta thalassemia are born annually, mostly in developingcountries.Considering Geographically, thalassemia impact can be distributed as follows: Beta thalassemia is more prevalent in the Mediterranean, Middle East, Central, South, and Southeast Asia, and Southern China while the alpha thalassemia is more prevalent in Southeast Asia, Africa, and India.

SCOPE AND STRUCTURE AND LITERATURE REVIEW

The paper covers the digital marketing strategies for thalassemia awareness . In order to reach the objective, the strategies are theoretically developed and also a prototype is developed to show the exact outcome of the strategy.The theoretical findings are presented in the first part of the paper. The theory also includes literature findings about digital marketing tools and strategies.Digital marketing involves the use of digital media in order to promote products or brands to consumers

Digital marketing goes far beyond the concept of internet marketing, as it consists all interactive digital tools, such as mobiles and interactive television ,Digital marketing is not limited for the internet, the messages can also be promoted through offline, for example through offline applications on digital devices. Digital marketing includes: E-mail marketing and E-books and different games, content marketing, video marketing, mobile marketing. Online marketing or also referred to as "internet" marketing is the subset of digital marketing. Online marketing requires internet connection. Online marketing includes: website design , search engine optimization (both on page and offpage), google ads , search and display advertising . However, the terms digital and online marketing are often used frequently. Digital marketing is termed as e-marketing

Charlesworth has categorized digital marketing methods into different subcategories
- Search engine optimization
- Online advertising
- Email/Permission marketing
- Social media marketing

Search engine optimization

Search engine optimization (SEO) is a practice of making a website attractive for a search engines to display it as a top search result for the visitor . This can be done by presenting the website content in such a way that the search engine assumes the website to be the most relevant result for the search. The relevance rank is mostly based on keywords on the website and also through backlinks. Keywords are terms that users enter in the search box. Having relevant keywords on the website enables the search engine to notice the website and show it in the top search results. Total Number and quality of backlinks increases the trustworthiness of the website for the search engine. To rank more , there are two components that should be optimized: on-page optimization (optimising website to contain the denser and relevant keywords) and off-site optimization (generating backlinks from other trusted sources). The referring sources for backlinks can be websites and

blogs and social media channels, or discussion boards .legitimate referring source is necessary for good result and ranking. Some important guidelines for effective seo implementation for NGO website for thalassemia awareness

1. Using SEO friendly URL structures: The URL should consist words or headings rather than a combination of several numbers or symbols. An example of a good URL for SEO: **www.medicine365.in**

2. Using a SEO plugins increases positive results

3. Adding the website to Google Search Console, also known as google Webmaster Tools.

4. Optimizing blog posts for SEO.

5. Using proper categories and tags. Categories are necessary for broad grouping of topics while tags are the specific keywords which describes the individual posts.

6. Internal linking. For example linking one post in another.

7. Optimizing website speed and performance. It is very important that website loads fast, which depends on number of files on the website. For example, the image files should not be too large

8. Optimizing image titles and tags

9. Keeping the website secure. Blacklisted websites are not shown in search results

Online advertising

The most important digital marketing method is online advertising. Paid online advertising on social media websites and search engine results pages, different portals, blogs and community websites. The three main digital advertising objectives are initiating direct action and lead generation and branding .Charlesworth mentioned that online advertising has 3 major benefits, which are:

1. Targeting – possibility to target a specific group of audience

2. Analytics – possibility to perfectly monitor and measure the results

3. Interactivity – the customer can buy the product or attain the service immediately

The targeting of online advertisements can be done on the basis of contextual (relevant to the content of webpage), behavioral aspects (ads that are relevant to the previous action on the web), and geographic arena (location-based) factors

the common terminology that is used in online advertising is

1. Cost per click (CPC) or pay per click (PPC) – the advertiser pays certain amount when the ad is being clicked by users . The cost of PPC depends on the keywords that are "purchased" for a particular ad

2. Cost per thousand impression (CPM) - is used for google display ads and the cost depends on the website that displays the ad on the homepage

Digital marketing strategical model

Planning is important for any organization. Without a particular plan, the company drifts and it may use the resources in an ineffective manner. Planning reduces the stress by making the things more easy and comfortable, A digital marketing plan should be integrated with the marketing plan. Digital marketing plans tend to be closely linked to the marketing communications plans. The E- marketing plan should fit in with the general marketing plan and business plan of the organization . A plan without resources cannot be implemented in real life. All marketing plans should consider the three key main resources: Men and Money and Minutes. Meaning that the plan should create the balance between required and available resources in the firm. Men, Money and Minutes means how many people and how much money and how much time is allocated.

According to Chaffey and Smith, the following questions should be asked for each and every resource element:

• Men – outsourced or insourced? Who will reply to emails or give the response to social media requests

• Money – what are the costs involved in the process?

• Minutes – how much time is required to complete an action ?

There are many planning models that are used in marketing strategies planning. One of the models is the SOSTAC planning model designed and developed by P.R. Smith in the year 1990. According to the poll created by Smart Insight organization in 2018, the SOSTAC planning model is in the top three most popular marketing models along with the Segmentation and Targeting and Positioning models and the 7Ps of marketing model.

This is a model that can be explained from the point of view of planning and marketing communications and agrees that SOSTAC model exceeds many others as a tool to formulate marketing strategies and plans. However, since the SOSTAC model is designed for multiple purposes, the communications element can be lost in the situation analysis part by focusing solely on the general marketing plan,the importance of identifying the characteristics of the target audience for developing marketing communications plans which is not focused on enough in the SOSTAC planning framework.

Digital marketing strategies design

## SOSTAC model as a reference model :

A digital plan is necessary to support the digital orientation of an organization, and most importantly to align the goals, strategies and tactics. The digital marketing strategies that are developed in this project as based on SOSTAC model. SOSTAC model was developed by Paul Russell Smith in the1990's. The SOSTAC model was developed by PR Smith logical and a systematic model and widely used tool for creating the strategic digital marketing strategies .

It is a planning system for developing and managing various digital marketing strategies, creating various digital marketing campaigns. SOSTAC framework is particularly applicable to the concept of digital marketing, because it helps to evaluate, structure and manage the key strategies and tactics and actions of an organization combined with digital marketing communication techniques.

Strategy 1 : Connection strategy: puzzle solving

creative puzzles on thalassemiaSolving puzzles is a challenging activity for cognitive development , visuospatial cognitive demands consists of perception, constructional praxis, mental rotation and processing speed, flexibility and working memory, reasoning, and episodic memory. In contrast to other cognitive activities, mentioned above, it is a low-cost, intrinsically motivating.
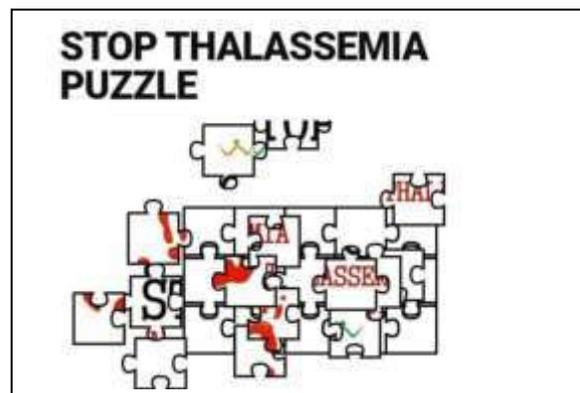
Strategy 2 : Thalassemia awareness through drawing .

In this strategy , the users can draw various symbols to support thalassemia patients , and all the required tools for illustration are provided using illustrations on panel
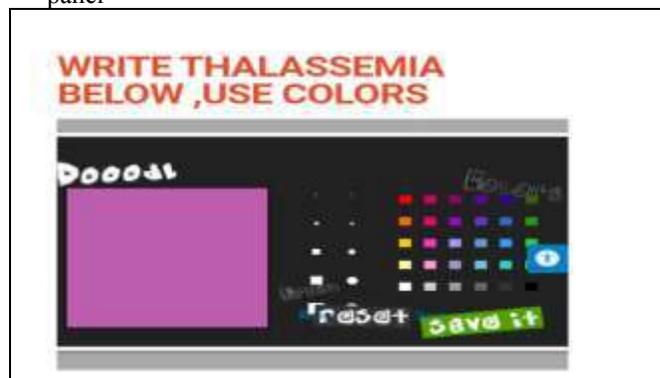
Strategy 3 : Protein intake finder page

Protein Calculator estimates the required daily amount of dietary protein adults require to remain healthy,users must enter the information and the required output is shown on the page

Strategy-4 : Digital posters and infographic posters for thalassemia awareness

Five step process has been adopted In order to create digital infographic posters

Step 1: Outlining the goals of infographic digital poster

Before thinking the concept of design, layout and charts, or aesthetical appearance of the poster, the main aspect that should be considered is goal of the inforgraphic poster
Defining the problem

The infographic digital poster should provide clear idea on the problem and also the intensity of the problem

Step 2: Collecting the required data for the digital poster

Google search engine refining is the best technique for collection of data for infographic digital poster

Step 3: visualization of data for infographic
ICCOE method is used for data visualization of infographic digital poster
• Inform the issue
• Compare the data
• Change the perception
• Organize the numbers
• Explore creative aspects

Strategy 5: Concept of submit your story
• Login system
• Option to Click on "Submit an Article" in the user menu of the front end.
• Title of the article in the text field
• Option to add images and URL links
• Add a readmore tag to the article.
• Option to click on the save button to create the article.

Verification system
• Article is subjected to vertification through a series of steps
• Backend view of the article
• Considering the permissions of the user
• Categorizing the article
• Publishing the article

Users can login to the website and they can submit their stories related to thalassemia and how they fought with it ,

Strategy 6: Concept of question and answers: regional language

There will be a homepage featuring all the questions that are asked ,. And most important aspect is all the questions that are asked through this url is in telugu , because in order to create awareness it is important to develop the content in own native language, various components that are present in this system are
• Home page to display the questions and answers
• Login system to upload and answer questions
• Categorization of questions
• Language module
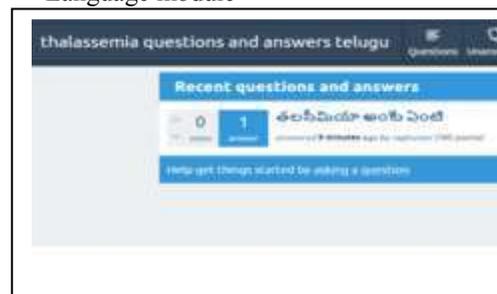
Animated landing page

Steps involved in creating the animated landing page
- Designing the concept
- Message concept design
- Background image
- Designing animation intro

Concept	Features	Impact
GAMES	Puzzles Concept solving puzzles Thalssemia awareness puzzles	User can choose the pu... related to thalssemia a... cognitive learning proc... occurs
DRAWING	Box for drawing with colors	Learning through a... skill of drawing the co... related to thalssemia
AWARENESS DIGITAL; POSTERS	creative content	User will know about t... facts related to thalsse...
question and Answer	Native language , questions	Thalssemia facts can b... through questions and ...
Animated landing page	Attractive background , animation	More interest and enthusiasm can be crea... through animations

Development of prototype

The aim is to design a website that is completely responsive, mobile compatible website for better association because now a days many people are using various mobile devices such as smartphones and tablets. This trend enables people to use the Internet every- where because of many comprehensive mobile networks and free Wi-Fi networks in public places. Hence, it is highly recommendable for non government organisations to keep up on trend and up-grade their new websites to compatible on mobile devices so that their customers will get better experience with their website on mobile devices and also desktops

I had started the work started by defining the necessary requirements of the website and also the perfect platform that can be used to create better and responsive webpages , For that reason,I had designed to develop the website completely user responsive and navigation friendly

PLAN

Planning is the most important thing that should be done before starting to build a website. "Building a website without a perfect plan is similar to constructing a building without construction blueprint" . Without a plan, the website will become a maze to the visitor , things will be in wrong places, and there are too many features that need to be catered, The plan identifies the specific purpose of the website, and identify the structure of the website. After designing the plan , next step is designing the website and the last and final step is to testing the website and ensuring that the appearance of the website is compatible and user friendly

A. Functional requirements for the website

Functional requirements specify that what content should the website should offer . In this project the content concept is to create awareness on thalassemia

B. Non-functional requirements

Non-functional requirements consists of some attributes such as reliability and usability. In this project the non-functional requirement will be the web page should be easy to use and it should be completely mobile and desktop friendly.

C. Bootstrap configuration

"Bootstrap is the worlds most popular open source HTML, CSS, and JS framework for developing attractive and responsive web pages , Bootstrap makes front end web development more faster and easier" ,Bootstrap is designed for everyone and is compatible with every device, there are Millions of websites that are built with Bootstrap, the best example is nasa landing page shown below

D. Web hosting

Web hosting is the service that allows companies or organization or private persons to maintain and share their websites and content via the World Wide Web .The Internet is filled with all kinds of web hosting servie providers. The biggest and most noticeable difference between providers is price and features they offer and also the security aspect must be considered . Usually, when the serive provider price is higher, the features are better than compared to low-cost provider. Sometimes the price of one service of one hosting provider may be much higher than that of another serive by different provider, whereas the features are much worse in some conditions .

Domain name

In simple terminology , A domain name is known as a web address, It is a service which allows web addresses of companies and organization to be in an understandable and recognizable form. Web addresses would be too hard to memorize without a domain name servers, like e.g.

194.485.249.1 is an example of a general web address,but it is very difficult to memorize the web address hence a domain name is utmost necessary ,Domain name of the project prototype website: www.medicine365.in

CONCLUSION AND RECOMMENDATIONS

The implementation of the digital marketing strategies requires very less investment compared to other marketing tools. The success of digital marketing campaign is dependent on human innovation .Digital marketing domain has been completely evolving and transforming . many industry experts have seen many troubles in predicting in which direction digital marketing might develop in future. The outcome of this project is to design the digital marketing strategies for thalassemia awareness campaigns and also the strategies are implemented on the website to visualize the actual result,all the strategies are user friendly and more creative and they can be implemented by small organizations that have low funds

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