



**Resource 4**  
**Social Impact Campaign**  
**Student Handout**

**CHAMELEON**

Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age

## Resource 4: Learner's handout

**Title of the resource:** Social Impact Campaign

**Introduction to the activity:**

This resource will give you knowledge about what a social impact campaign is. It is an advertising technique that allows you to run a campaign in support of a cause that you share with the public and your customers. You should know that your customers are increasingly aware of causes they wish to help or defend. Giving them the opportunity to do so through the act of purchasing one of your products is doubly beneficial. You donate a portion of the price paid by your customer to a social organisation whose cause you support and you can boost your sales through this approach. You will learn how to use this technique effectively and exploit social networking platforms. Facebook, Twitter, LinkedIn, Instagram, for example, give opportunities to any business of any size to run campaigns to various audiences. Creating campaigns through social media and your marketing website is a quick and direct way to interact with a targeted audience. You can learn how to create campaigns based on your objectives.

**What will you achieve through this self-reflection?**

- To make my products and services known to a wide audience
- Associate my company with a cause shared with my customers, provoke or maintain their commitment
- Carrying out actions in which customers participate outside the act of purchase
- Communicate about the causes or values I advocate to advance them in collaboration with partners
- to form and animate a community of consumers related to my commercial offer and the causes I support.
- Develop my sales;
- Gain visibility
- Improve my company's image and brand
- Attract the support of personalities, institutions and the public (influence);
- Obtain the support of individuals, communities, organisations

**Questions to ask:**

*Insert the first question to guide the self-reflection or self-assessment.*

- Question 1: What is a social impact campaign?
- Question 2: Why choose the advertising approach of supporting a cause?
- Question 3: Why use social media for this type of campaign?
- Question 4: How to design and implement a social impact campaign?
- Question 5: How can I evaluate the effectiveness of my campaign?

### Checklist

1. My acquired skills to carry out, launch and monitor a campaign
2. Define my target audience
3. Choose the most appropriate social media to reach my target audience
4. Define the keywords of my campaign
5. Define the content and media of my campaign
6. Establish my action plan
7. Assess the cost
8. Launch and monitor my campaign
9. Evaluate the results

### Follow-up activities

- Creating a community that shares the link
- Monitor competitors
- Adapting to the evolution of competitors
- Search for new ideas

### Takeaway notes -

#### Next steps:

- Listening to and interacting with the audience
- Create media for exchange and sharing
- Managing dissatisfaction
- Managing proposals



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