



ENHANCEMENT OF ICT SKILLS IN SOCIAL MARKETING: AN OVERVIEW

Dr. K. Chandrasekar*

M. Balamurugan**

Abstract: *This article has been written to bring the role of ICT Skills in Social Marketing: An Overview. The ICT (Information and Communication Technology) Skills has helping to the societal desirable and undesirable change. The Social Marketing with ICT Skills is a wonderful component. It plays predominant role in the society and supporting to the people's behavioral change. Here the researcher has described the review based details about the Social Marketing and ICT Skills. The Social Marketing is creating health & safety awareness, protecting and guiding the people in such manner. Nowadays every human being is using the ICT Skills; hence the Marketers are tries to advertise products/services through ICT Skills like Mobile Phone, Voice & Video Chatting, E-mail, Internet etc. Thus the paper concludes the ICT Skills how to help and create the awareness to the society through Social Marketing.*

Key Words: *ICT Skills, Internet, E-mail, Social Marketing, Health and safety Awareness.*

*Assistant Professor, Alagappa Institute of management, Alagappa University, Karaikudi, Tamil Nadu

**Ph. D. Scholar cum UGC-MRP Project Fellow, Alagappa Institute of management, Alagappa University, Karaikudi, Tamil Nadu



INTRODUCTION:

From the beginning, the communication is very essential to everyone. In the ancient period the country kings had been used to pass the communication through birds, secret agents, sounds etc. It is growing the step by step of every stage. Now days we have been using the electronic devices, printing media, WOM (Word of Mouth) social media like face book, twitter, YouTube etc. The point here is how the people are getting the information through ICT Skills and is giving the social marketing information through the internet like health related awareness, safer sexual products selling, sanitary products and awareness, anti-violence etc. Social media is a primary tool of social marketing. However, there continues to be some debate as to the power of mass media, and not just among social marketers, public health professionals and other social change professionals. The ICT Skills are enlarged the market size as global level and even unreachable remote rural areas and so on.

The term social marketing has been introduced by **Kotler & Zaltman** in 1971. In this regarding the word social marketing are covered more social welfare campaign practices. The effectiveness of the ICT, either alone or as a contributing element in social marketing campaigns has been confirmed in a number of different areas across the globe, particularly for AIDS\HIV interventions, tobacco control, road safety and sun protection, injury prevention, racism, domestic violence, recycling, de-stigmatisation of mental illness and crime prevention. Many areas, where the ICT Skills have failed, it is not so much that the ICT skills are ineffective, the objectives unrealistic or the evaluation inappropriate. Where the campaigns have been based on sound social and cognitive models, where community activities are included and where all the principles of social marketing are integrated, the results have been positive.

WORD OF MOUTH AND VIRAL MARKETING

According to **Rob Donovan & Nadine Henley 2010**, in the commercial field, word of mouth advertising generally refers to public provide the favourable or unfavourable reports on a particular product to others, and dissemination models have always considered such interpersonal exchanges an important component of how readily an innovation is adopted. While marketers sometimes tried to speed up this process along by sampling promotions and developing advertisement materials that generated discussion, the advent of the internet and social network media has provided a whole new dimension to the concept.



Feedback on products is now all over the net, with comments on such things as new release movies being sent instantly around in the first couple of days after release. The three major areas are:

- the speed with which information spread by word of mouth can now reach millions of people all around the globe via the internet;
- companies now make advertisements specifically to be spread via word of mouth (YouTube or email, buzz campaigns or viral marketing);
- 'Stealth marketing' (not disclosing one's identity as a marketer in a communication), 'shilling' (paying someone to endorse a product without disclosing that fact) and 'infiltration' (using a fake identity in an online discussion) (**Mucha 2005**) appear to be increasing as marketers become far more aware of how important it is and how quickly spreads.

Alcohol marketers are known to pay people to ask for a particular brand in a bar as well as buy for others, and tobacco companies paid college students to offer cigarettes around at parties, bars and other gatherings. Tweets have been discovered on Twitter containing paid plugs for companies including Apple, Skype, Flip, StubHub and Box. Facebook supposedly allows only brand sites that are actually sponsored by the company and are clearly disclosed as such. There have been a number of attempts to use viral marketing for socially desirable causes, with the 'Nicomarket' component of the European HELP tobacco control campaign being a good but apparently short lived example. The Nicomarket viral campaign was aimed at 18-24 age groups featured a series of eight videos specifically developed for the internet. The videos were also posted on key external sites with high youth visitation, such as MTV, Daily Motion, YouTube and Metacafe. In the first year the Nicomarket website registered more than 291,000 visits, with 13 percent of viewers forwarding the link on to others. The videos posted on external sites were also viewed 3.5 million times within the first two months (**Hastings et al, 2008**).

WEBSITES AND INTERACTIVE TECHNOLOGY

The arrival of the internet has led to enormous advances in rising people's access to information, and, for certain marketers, has provided a sales channel without which they could not have been reached markets other than their small geographical catchable areas. The internet providers are not only an opportunity to provide desirable social messages, but



also an avenue for the dissemination of racist, violent and unhealthy messages. For social marketers, the web provides a relatively efficient and inexpensive forum for the development and dissemination of social marketing projects and materials. There is a wealth of information from around the globe under all of these items, including news reports, updates and evaluations.

Many health organizations (often sponsored by pharmaceuticals companies) have developed interactive websites where visitors can, for example, answer a questionnaire regarding their dietary habits and receive an immediate 'diagnosis' and 'prognosis' re dietary changes. Anti-tobacco campaigners are developing similar methods that classify smokers according to their stage of change, and then present messages 'tailored' to the smoker's stage of change and other characteristics.

The influx of internet is leading massive technology to access the information at anytime and the web technology is providing some important social welfare and health promotional activities to the society. The web search engine has also trying to access the information at the earliest time; hence the people easily get the details about the social marketing. Internet cost is inexpensive, social marketing message can be easily disseminated to one place to another in a minute. The social marketers are also getting the information for social marketing projects and materials. The website www.comminit.com is providing the links to view the seven themes: democracy/government, early childhood development, HIV/AIDS, ICT for development, media development, natural resource management and polio. Thousands of people are having the internet facility and website or mail id to bring the information about the social marketing and other information. Nowadays the marketers wish to sale the products or services through the web-technology, because they spend the expenses is very less, earn the profit and target the consumer is very high.

MOBILES

Mobile phone technology is emerging as a useful technology as its ability to access and interact with the internet expands. Mobile phone ownership is growing rapidly. According to a report from the European Information Technology Observatory (EITO), it is estimated that almost two-thirds of the world's population will be using mobile phones by the end of 2009. EITO predicts that the number of mobile phone users in India is projected to increase by 32 percent this year to 457 million, by 14 percent to 172 million in Brazil and by 12 percent to



684 million in China (**Weir 2009**). Commercial marketers are certainly aware of the potential for mobile applications, including reaching people in store during their shopping (**Lin and Mooney 2009**). Mobile phone technology is overwhelming to the direct selling industry, the marketers sell the health products and services by the mobile technology and the internet is also helping to the people as well as marketers (**M.Balamurugan & C.Vethirajan 2013**). The UN Foundation, in conjunction with Vodafone foundation, released a comprehensive report on the opportunities for mobile technology in public health (MHealth) in developing countries (**Vital Wave consulting report 2009**). Besides the education and awareness initiatives, they see five further areas of application: remote data collection, remote monitoring, communication and training for health care workers, disease and epidemic outbreak tracking and treatment support.

SOCIAL MEDIA NETWORK

The media is playing a crucial role in social marketing for directly sell the goods and services to the society and every company nowadays wants to do the business through online because the media is working comfortably and successfully in social marketing. Social media can be defined as electronic tools, technologies and applications that facilitate interactive communication and exchange, with the distinct feature that the user can easily alternate between author and audience (**Karjaluo 2003**). Social media is now common place for social marketers to have a presence in the social media. For example, CDC (Centre for Disease Control and Prevention) in the United States has a presence on Twitter, Facebook, Myspace, Dailystrength; (CDC's) YouTube Channel, (CDC's) Flickr site, (CDCCon) iTunes and (CDC's) Second Life Island. (Besides offering online videos, Podcasts, RSS feeds and widgets on the website) The CDC has been used all these media in their comprehensive education and awareness campaign about swine flu (Novel H1N1 flu), deadly disease that swept the globe in 2009 (www.cdc.gov/socialmedia, accessed 16 August 2009).

Regardless of these 'new media', social marketers should not be tempted to devote excess resources simply to follow what they see as exciting new trends. As **Postma (1999)** remind us, people are still people, and change at a far slower rate than technology.

CONCLUSION

The effective application of these media methods in social marketing requires close co operation between media experts, marketing experts, content professionals, behavioural



scientists and normal information and communication technology (ICT) users with expertise in communication theory and attitude and behaviour change. Finally, all above noted people are using the ICT skills based on their usage level in every field, including the social marketing awareness; usage and information are also passed by them. This paper concludes the effectively and enthusiastically the enhancement prosperous of the ICT skills usage in social marketing.

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