

20th AfWA International Congress and Exhibition 2020

“Breaking new grounds to accelerate access to water and sanitation for all in Africa ”

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INTRODUCTION

TOPIC: SOCIAL MARKETING FOR SANITATION

SUB THEME: ENHANCING SANITATION SERVICE DELIVERY

TITLE



“SOCIAL MEDIA MARKETING METHODS”

KEY STATISTICS 2019

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



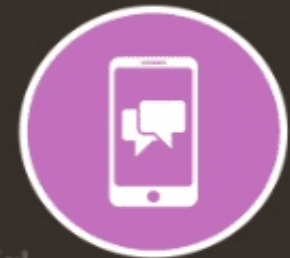
3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%

DEFINITION

Social Media Marketing

Is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

DEFINITION...Continued

This involves;

- Publishing great content on your social media profiles,
- Listening to and engaging your followers,
- Analyzing your results,
- And running social media advertisements.

DEFINITION...Continued

- At its core, marketing is about an exchange of value between the marketer and consumer.
- If the marketer can promote a product or service to make the consumer perceive sufficient value, the consumer is more likely to purchase it.
- Social marketing uses the same powerful idea in a different way—it promotes socially beneficial causes and behaviors for the benefit of the audience.



DEFINITION...Continued

For many countries around the world, traditional marketing has been a reality for so long and governments, utilities and people do not see the urgent need to adopt social marketing.

In Uganda, the use of Radios, television, Newspapers is so high that most people regard it as normal and are therefore not greatly motivated to do anything about it.

The major social media platforms



METHODOLOGY

THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY

CONTENT MARKETING

Content marketing uses creative and original content for the purpose of generating brand awareness, traffic growth, lead generation and targeting customers.

3

EMAIL MARKETING

Many businesses use email marketing as a way of communicating with their audiences. Email is often used to promote content, showcase discounts and events, and direct people towards a website.

4

SEARCH ENGINE OPTIMIZATION (SEO)

SEO is the process of optimizing your website to 'rank' higher in search engine results pages to drive traffic to your website.

2



SEO



SOCIAL MEDIA MARKETING

Social media is a great way to promote your brand and your content to increase brand awareness, drive traffic, and generate leads for your business.

5

PAY-PER-CLICK (PPC)

Pay-per-click is a way to drive traffic to your website by paying a publisher every time your ad is clicked. One

6

AN ENGAGING WEBSITE

For maximum impact, a website should be responsive, up-to-date, and represent your company well.

1

METHODOLOGY

My research is tailored on these two;

- Organic Social Media Marketing
- Paid Social Media Advertising (Inorganic)

METHODOLOGY 1

Organic Social Media Marketing

Refers to the number of people who come across your post without boosted distribution.

This involves the following;

- Creating Websites/blogs with information on sanitation based practices.
- Search Engine Optimization (SEO).

METHODOLOGY 1 Continued...

Search Engine Optimization (SEO) includes;

- Create quality content that answers searchers' questions
- Clean up your site's code and increase page speed
- Streamline your site's design and navigation to improve user experience (UX)
- Earn backlinks from reputable sites
- Keywords

METHODOLOGY 2

Paid Social Media Advertising (Inorganic)

Refers to content (Adverts) that businesses have voluntarily boosted the reach of by using one-time or ongoing payments.

- ❑ PAY-PER-CLICK (PPC)
- ❑ E- MAIL MARKETING

RECOMMENDATION AND CONCLUSION

If adopted, this paper will expand on the process of Enhancing Sanitation Service Delivery through Social Marketing for Sanitation in a structured and sustainable manner, highlighting issues and challenges that need to be taken into consideration using practical examples.



20th AfWA CONGRESS

— YOU ARE WELCOME —