

Marketing And Communication Strategy For Yaps (A Social Business Company)

Situation analysis

YAPS has been established under UNICEF auspices with the participation Social Center Don Bosco and a group of companies, such as, Vodafone, INSIG, Coca-Cola, Bardha Group, ADA Group, Rogner, KPMG, Western Union, who are YAPS Foundation members. They have taken the initiative in a new project of supporting the abandoned youngsters in Albania, whom emerged from the marginalised strata of the society, they involved COMPORT Shpk in October 2005, in order to make a marketing and a communication strategy by analysing the market factors in order to easily launch in the existing market these new services offered by YAPS company. Our company has been focused on the position of the services at the market, at the premise that “due to the competitive prices and its flexibility offered, the YAPS services package has an optimal choice to nare the public attention widely, firstly at Tirana-Durres area.COMPORT aimed completing its market research by implementing qualitative research methods. These methods included In-depth Interviews and data analysis which were applied for the study of the market in the services like Delivery, Cleaning and Monitoring. For the Fix It Service, which was another service offered by YAPS, since aiming the public at large in the area of Tirana and Durres, COMPORT carried out a survey of 450 questionnaires, by analyzing the result, and collecting some data from INSTAT and the National Fiscal Dept. in order of confronting the main findings and defining best ways to market this service for the future. Our research involved Competitor’s interview, Potential Client’s interviews, Fiscal reports/analysis, etc. For these services our work was focused especially on the institutions (public and private ones, both national and international).

This process has the strategic approach aiming to fulfil the client’s requirements, through:

1. Increasing the YAPS visibility at the market (promoting the image and the services;
2. Growing the flexibility of YAPS offer;
3. Strengthening and developing the inernal capacities particularly related to the service marketing;

Strategy and implementation

In order continue this process COMPORT sh.p.k. has made an analysis of the service market in the country. COMPORT sh.p.k. was for the development of YAPS integrated marketing in all its own services; aiming the strengthening of the brand building.

Objectives of the marketing strategy

- a) To launch YAPS image through building a communication strategy.

- b) To evaluate the potential growth in the servicing level in accordance with the current capacity.
- c) To evaluate the potential and current market niche in which YAPS has established its own recent services.
- d) To investigate the ways of expanding the market foundation improving the offer flexibility.
- e) To investigate the ways of increasing customs through an efficient interrelation of the services.
- f) To support the wider inclusion of the current customs in new services.
- g) To closely cooperate in establishing partnerships with different agencies and institutions, aiming to expand and improve the services.
- h) To introduce and expand the business service supported by the existing infrastructure.
- i) To start the efficient use of the traditional and technological tools for the YAPS marketing.
- j) To figure out the advertising ways and main elements to make it happen.
- k) To support the establishment of the marketing capacities within the YAPS structure in order to achieve the long-term improvement of this process.

The intervention modality in the advertising market was much more linked with brand establishment rather than with the sale of service, excluding the FIX IT service in which mass media involvement was motivated. COMPORT sh.p.k. considered that the intensive brand establishment could largely grow the YAPS market niche, if the company succeeded in guaranteeing the quality.

THE COMUNICATION STRATEGY

Furthermore this process consisted in several elements such as:

Public Message Conveying: The message on different YAPS services was potentially addressed towards two main public audiences to institutions and companies; and to the public in general. The message addressed to both public audiences holds the lofty YAPS social mission, and the highly valuable services transmitting a number of virtues to the market (employment of the abandoned children, care for the client's health). Starting from the second - the service value at the market - YAPS was perceived as any other company. On the other hand, the social vision of this undertaking was part of YAPS market advantages, that faced the competition and at the same time a distinctive feature for the positive brand acceptance by the public. Regarding the institutions, the YAPS message was distributed by an alternating process between Advocacy/Lobbing and an efficient Networking, where the primary role went to One-to-One Marketing. For this reason YAPS message was organised as a dedicated dossier/file, where the support by important representatives of Government institutions, UNICEF and other international organisations, part of YAPS customs list, were focused. The main message of the documents addressed to the institutions highlighted the fact that YAPS goes beyond the care for the client, indirectly stressing out its social mission in front of its institutional audience.

Target consumer demographics: Within the determined geographical area, the potential clients were searched principally at the downtown zones of the cities where generally one can find the headquarters of the big companies. A considerable number of productive enterprises were reached in the industrial zones of each targeted city, too. Concerning to the communication with businesses, YAPS was more interested to put at the top of its priorities the new companies - eager to implement a contemporary marketing model - and the consolidated companies, mainly were chosen those in upturn. The age-group that was aimed to be “informed” about YAPS consisted the 35-55 years old people, because they were the middle – age deciding whether to buy the services at the market. There was a difference at the dedicated information that was distributed through direct marketing, which better highlighted the social features of YAPS to the more aged group within the targeted age-group, and it emphasised the fact of YAPS competitiveness with the younger group of this age-group.

Direct Marketing: Having in its staff a group of specialized couriers, COMPORT Shpk decided that YAPS could start delivering promotional materials at the delivery –list of its clients through the sponsor’s techniques. This satisfied, firstly, the need of communicating with the institutions, as the first target of YAPS, but also with the public in general, too. This group of couriers delivered a certain volume of leaflets with all YAPS services included, especially during September and October. Moreover the centre of the first leaflet’s page was dedicated to the herald of the company name, placing the services inside the leaflet.

TV Promotion: In cooperation with televisions that broadcasted popular entertainment programs, such as Top Channel or Vision+, YAPS organized a special service where people were going to be asked whether they knew anything about UNICEF and its activity. In turn, YAPS offered one of its services free of charge, for those who answer correctly. In this case YAPS took the opportunity to explain in TV its services, particularly those of repair and cleaning. Moreover, YAPS exploited this opportunity to explain the humanitarian aspect of the undertaking, without assuming any paternalist position towards the supported social strata. In order to complete its social image YAPS offered up to 15 per cent discounts rate on the repair services for pensioners. Another economical and really efficient way in producing brand for certain services, particularly for the mailing one, consisted at offering the YAPS services to a television for a limited period (2 months) with a substantial discount (up to 50 per cent) in exchange of its presentation at a show attended by a nationwide audience, as i.e. “Këngët e Stinës” or “Ethet”. YAPS might asked that one of its postman was appointed to handle to the show conductor the envelope from the Jury. Usually, in such shows the telephony is offered by Vodafone, therefore this approach was realised in cooperation with this company. This launched nationally the image of YAPS as a mailing service, and gave a significance to its presence at the show. Obviously, the show conductor was provided with a text having YAPS telephone number and its main services.

Events: Interesting events were organized with school children who, after being asked for UNICEF, its mission, etc, were awarded with a free service coupon in exchange for a correct answer. Afterwards, these children not only delivered/took along the YAPS leaflets at their homes, but conveyed the news that the first repair of electro domestic items, as air conditioners or washing machines the family was granted free as their child provided a wise answer. The child was very proud, not to mention his family, realizing actively an extensive information cycle within the family. Similarly, a cycle of local events were realized regarding the mailing service. Such as the “Marathon YAPS”, in cooperation with the Albanian Olympic Committee. In this marathon participated young people of all age-groups that run to deliver in finish a Letter, where was briefly given the humanitarian mission of YAPS and the invitation to help the children. This activity was organized in cooperation jointly with UNICEF and WHO in the framework of the cooperation to promote an active sport life for the children and juvenility, striving for a healthy and clean social environment. Also, following its promotional campaign, YAPS measured its results, through the organization of a literary competition “Best Essay”, where were invited the students of high schools of Tirana and Dures to present an essay on “Children in Need”. The winner student was awarded with USD 300, a mobile telephone or other gifts provided by YAPS sponsors/partners. The events were accompanied with adequate media campaigns, that sustained an active image previously built through the promotional campaign, producing positive emotions to all potential clients that were contacted by YAPS in continuation.

Public Relations:Due to its mission and its affinity with UN bodies, YAPS had the opportunity to develop an intensive public Relations process related particularly with: (a)Issues management – dealing with the treatment of the target group it assists;(b)Social Responsibility Campaigns (c)B2B Communication. These fields presented to YAPS an important opportunity in expanding its area of communication with the potential clientele, where were included authorities of the public administration, big businesses and particularly Albanian companies. Beyond these directions, YAPS had to develop a qualified PR as regards the Care for the Client, by introducing the elements of the CRM (Customer Relations Management), through the registration of the data of each client.

Advertising: Brand building requested a decisive publicity intervention, which consisted at two main formats: (a) Custom design advertising with print collaterals, and (b) Multimedia advertising with radio advertising, TV advertising and viral marketing. The Viral Marketing consisted in an important tool that interlinked PR and company’s marketing in an intensive e-mail communication based on the database of both actual and potential clients. This was an animated e-mail (flash macromedia), audio/video (Mpeg), supporting so the visibility of the Internet YAPS page. The viral marketing served also to cut down the communication costs at the cycle B2C in keeping in high levels the Care towards the Client.

Results

The Marketing and Communication Strategy that was provided by Comport Shpk for the YAPS company was immediately approved by its board.

YAPS is unique in the variety of professional services it offers under one roof; it is unique in its creative and flexible style of management that enables it to customize its solutions to accommodate the specific needs and requirements of every one of its customers.

In-depth interviews aimed to measure two main indicators: firstly, chances YAPS enjoys to expand its activity with potential clients, and secondly the measurements of the perceptions on the activity of YAPS until now.

Starting from the second one, in general YAPS have marked a trembling image in market, having both the satisfied and disappointed clients. Mostly, the perceptions convey the message that actually the company doesn't have a sustained image, and that the company story cannot be used at the marketing cycle as its Strength.