**Marketing Strategy – Task A6**

**Group Information:**

* **Group Name: MY Software**
* **Group Number: 9**
* **Team Members and Roles:**
  1. **Jeremy – Project Lead / Art & Design**
  2. **Cameron – Development Lead**
  3. **Tony – Art & Design / Documentation (Meeting Minutes)**
  4. **Haytham – Developer**
  5. **Zaham – Marketing**
  6. **Walid (Me) – Marketing**

**1. Introduction**

MY Software is a technology-driven company specializing in accessible, NHS-compliant digital solutions. We focus on developing user-friendly applications that enhance healthcare accessibility, engagement, and digital transformation. Our expertise lies in creating gamified and interactive digital health solutions that align with NHS accessibility standards while promoting user engagement and self-care.

This marketing strategy outlines a zero-budget approach to position MY Software as a trusted provider of digital health solutions. It details branding, outreach strategies, corporate identity, and website development to establish MY Software’s presence in the digital health industry, ensuring strong engagement with stakeholders, clients, and users.

**Growing Need for Mental Health Support**

Mental health issues have increased significantly, especially **post-pandemic**, with many individuals experiencing heightened anxiety, stress, and depression. Studies show that more people are seeking mental health support, making this app highly relevant. Addressing these growing concerns provides a strong **context for the app’s development**, reinforcing its necessity.

**2. Marketing Goals**

The primary objectives of this campaign are:

* Establish MY Software as a leader in developing accessible, NHS-compliant digital solutions.
* Increase brand awareness through strategic digital marketing and partnerships.
* Attract potential clients (health organizations, startups, and businesses) by showcasing expertise in software development and accessibility.
* Demonstrate MY Software’s value in creating innovative solutions that enhance mental health support.
* Develop credibility and trust by aligning with NHS standards and best practices in digital health technology.

**3. Target Audience**

**Primary Audience**

* **Residents of Gateshead aged 16+** who require mental health support.
* **Individuals experiencing stress, anxiety, or mental health difficulties.**
* **Young adults, students, and working professionals** looking for accessible and practical mental health resources.
* **Users with an average reading age of 8-10 years,** requiring **clear, simplified, and visually supported content.**
* **Individuals with accessibility needs,** including those who are **hard of hearing, visually impaired, or non-native English speakers.**
* **Users who prefer alternative content formats, such as audio options, translation features, and visual summaries** for easier comprehension.

**Key Audience Needs**

* Simple and engaging mental health support tools.
* Trusted NHS-backed information.
* Easy-to-use app with a user-friendly interface.
* Confidentiality and privacy in mental health management.
* Personalized content recommendations based on user preferences to enhance engagement and effectiveness.

**4. Zero-Budget Marketing Plan**

Since this campaign operates with a zero-budget approach, success will be measured through organic reach and engagement. We will track social media insights, community participation, and user interactions to gauge the effectiveness of our strategies. Key performance indicators (KPIs) include social media growth, website traffic, app downloads, and referral participation. Additionally, leveraging NHS partnerships and community support will ensure widespread adoption without direct financial investment.

Since the campaign has no budget allocation, the strategy relies on cost-effective digital marketing techniques:

**4.1 Social Media Marketing**

* **Platforms:** Facebook, Instagram, TikTok.

**Key Explanation:**

*No money should be spent (£0 across all platforms). This means all engagement comes from organic reach, not paid advertising.*

The chart compares Target Interaction and Expected Interactions for Facebook, Instagram, and TikTok.

**Why Facebook's Interaction is Lower?**

Facebook has lower engagement because users prefer **short-form, visual content** on Instagram and TikTok, which offer **higher organic reach** through Reels, Stories, and TikToks. These platforms push viral content beyond followers, while Facebook's algorithm is more restrictive, limiting exposure mainly to followers and groups. Additionally, Facebook is more **text and news-oriented**, making it less engaging for interactive or viral content.

**Key Takeaways:**

Instagram had the highest targeted interactions (40%) because it has a large, engaged audience.

TikTok performed well (40% targeted, 20% expected), showing strong potential for viral reach.

Facebook lagged (20% target, 10% expected) because its organic engagement is naturally lower than Instagram and TikTok.

**Conclusion:**

Since we are not spending money, focusing on Instagram and TikTok is a smarter choice, as they naturally drive higher engagement with organic content. Facebook still has value, but it may not be the best platform for maximizing organic interactions.

***Overall, we expect an interaction rate of 50% from the targeted interaction across all platforms.***

* **Content Plan:**

Health-tech insights & NHS collaborations to position MY Software as an industry leader.

Updates on projects & partnerships to reinforce brand credibility.

Client testimonials & success stories for trust-building.  
Interactive posts (Q&A, polls, discussions) to boost engagement.

* **Hashtag Strategy:**

🔹 #MYSoftware 🔹 #HealthTechInnovation 🔹 #NHSPartnership 🔹 #AccessibleDigitalHealth

* **Engagement Tactics:**

✔️ Collaborate with NHS professionals & health-tech influencers for broader reach.  
✔️ Leverage LinkedIn for networking & client engagement.  
✔️ Publish thought-leadership content to establish MY Software as a digital health authority**.**

***This strategy ensures organic growth through strategic engagement, avoiding the need for paid promotions.***

* 1. **Community Engagement & NHS Partnerships**

MY Software is committed to building partnerships with health organizations, universities, and industry leaders to establish itself as a trusted provider of accessible and NHS-compliant digital health solutions. Our engagement strategy includes:

* Partnering with NHS and public health organizations to align with industry standards.
* Engaging with universities & research institutions to drive digital health innovation.
* Developing an educational resource hub on NHS compliance and accessibility.
* We integrate translation tools, assistive technologies, and intuitive designs to maximize accessibility
* Partnering with institutions like the University of Sunderland to explore digital health innovations and student-driven research contributions.

**4.3 SEO & Content Marketing**

**MY Software will use SEO and content marketing to establish itself as a trusted provider of digital health solutions and attract potential clients. Our strategy includes:**

**• Website Blog:**

* Weekly articles on digital health trends, software accessibility, and industry innovations.
* Guest posts from technology experts and NHS digital transformation professionals to enhance credibility.
* Case studies and success stories showcasing how MY Software develops NHS-compliant solutions.
* A dedicated resource hub providing NHS-compliant digital accessibility guidelines and best practices.

**• SEO Optimization:**

* Focus on keywords like ‘accessible digital health solutions’ and ‘NHS-compliant software development’.
* Maintain a mobile-friendly, fast-loading website to improve search rankings.
* Incorporate SEO best practices, including alt text for images, screen reader support, and multilingual content options.

**4.4 Referral & Word-of-Mouth Marketing**

MY Software leverages **gamification, strategic partnerships, and industry networking** to grow its brand presence. Our strategy includes:

* Networking with NHS professionals & health-tech influencers to build brand credibility.
* Showcasing MY Software’s expertise in digital engagement & gamification to attract potential clients.
* Encouraging referrals & testimonials from businesses, universities, and industry partners.

**6. Expected Impact & KPIs**

To measure the success of this marketing, we will track:

* **Company website traffic & engagement –** Number of visitors, session duration, and interaction with blog content.
* **Social media growth –** Followers, post interactions (likes, shares, comments), and brand mentions.
* **Client testimonials & success stories –** Tracking real-world impact through customer feedback and case studies.
* **Community & industry involvement –** Participation in health-tech forums, NHS partnerships, and digital health initiatives.

**7. Website Ideas & Design Prototypes**

**7.1 Website Structure**

The MY Software website will serve as a **digital hub showcasing the company’s expertise in NHS-compliant digital solutions and health-tech innovation.** The website will include:

* **Homepage:** Introduction to MY Software’s mission, expertise in digital health solutions, and innovative approach to NHS-compliant technology.
* **Solutions Page:** Overview of **MY Software’s key projects and expertise in digital health & accessibility.**
* **Industry Blog:** Articles on **health-tech trends, NHS compliance, and software innovation.**
* **Partnerships & Collaborations:** Highlighting **academic, NHS, and industry connections.**
* **Contact Page:** A way for potential clients, researchers, and NHS partners to **connect with MY Software.**

**7.2 Design Prototypes**

**-Platform Choice:** The website will be developed using WordPress, Webflow, or a custom-built CMS, ensuring easy content management, SEO optimization, and mobile responsiveness.

- **Color Palette:** The design follows **NHS-approved colors**—**Blue (#005EB8), Purple (#330072), and Teal (#00A499)**—ensuring consistency with NHS branding while maintaining trust and credibility.

- **Typography:** Uses **clear, legible fonts** that accommodate users with **lower reading abilities and visual impairments**, improving accessibility.

- **Navigation:** A **simple, minimalistic layout** optimized for **screen readers and assistive technologies** to ensure inclusivity.

- **Call-to-Action (CTA) Buttons:** Strategically placed buttons that encourage **app downloads, daily check-ins, and access to mental health support** in an intuitive format.

- **Mobile Optimization:** A fully **responsive design** ensuring **smooth functionality on smartphones and tablets**, where most users are likely to interact with the platform.

**8. Corporate Identity Artefacts**

**8.1 Company Logo**

The final **MY SOFTWARE** logo features a pixelated **"M"** symbol, representing innovation and technology while aligning with our interactive app design. The **NHS-inspired blue background** reinforces trust, while the pixelated text connects to our **gamified mental well-being approach**, including the **Tamagotchi-style pet care game**. Designed for versatility, the logo ensures clarity across **web, mobile, and print materials**

.A white and green logo

AI-generated content may be incorrect.

**8.2 Mission Statement**

“Empowering individuals with **inclusive, accessible, and evidence-based mental health support**, ensuring alignment with NHS resources and digital well-being solutions.”

**Slogan:**  
"Your Mental Health, Your Journey."

**8.3 Brand Values**

* **Accessibility:** Simple, inclusive, and easy to navigate for all users.
* **Innovation:** Developing cutting-edge, accessible technology for public and private sector clients.
* **Trust:** NHS-backed credibility.
* **Engagement:** Creating solutions that promote **user interaction and long-term impact**.