**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**

The NHS Mental Health App is designed to complement NHS mental health services by providing accessible self-help tools for residents of Gateshead aged 16 and above. It serves as a **supportive resource**, offering features that promote mental well-being while ensuring users are directed to professional NHS-approved resources when needed. This app is not a substitute for professional mental health care but rather a tool to assist individuals in managing their daily well-being.

This marketing strategy outlines a **zero-budget approach** to effectively promote the app, ensuring it reaches those who need it most. The document details promotional methods, target audience considerations, and implementation strategies to drive widespread adoption while maintaining **accessibility, inclusivity, and compliance with NHS branding standards.**

**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:

* **Increase awareness** of the NHS Mental Health App.
* **Encourage app downloads and active user engagement**.
* **Promote mental health education and self-care practices**.
* **Build trust and credibility** through NHS affiliation and user testimonials.
* **Enhance user retention** by offering **personalized content and notifications** based on user preferences and app interactions.

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

**4.1 Social Media Marketing**

* **Platforms:** Facebook, Instagram, TikTok, and Twitter.
* **Content Plan:**
  + Daily mental health tips and app feature highlights.
  + User testimonials and success stories.
  + Interactive posts such as polls, Q&A sessions, and mental health challenges.
  + Personalized article recommendations based on user interests.
  + Daily engagement reminders encouraging users to check in and participate.
* **Hashtag Strategy:**
  + #MindWell
  + #MentalHealthSupport
  + #WellnessApp
  + #SelfCareEveryDay
* **Engagement Tactics:**
  + Partner with NHS-affiliated pages and local influencers.
  + Encourage users to share their experiences with the app.
  + Use gamification elements to boost participation, such as reward-based challenges for reading articles or engaging with self-care tools.

**4.2 Community Engagement & NHS Partnerships**

* Collaborate with universities, student unions, and community groups to promote app adoption.
* Organize free mental health webinars featuring NHS professionals.
* Partner with local mental health influencers who can share personal experiences to destigmatize mental health and promote app usage.
* Work with NHS organizations to integrate the app as part of community outreach initiatives.
* Develop an educational resource library linking to NHS-approved mental health articles and materials to provide users with trusted information.
* Offer translation options and accessibility tools to ensure the app is usable by non-native English speakers and people with disabilities.

**4.3 SEO & Content Marketing**

* **Website Blog:**
  + Weekly articles on mental health awareness and self-care.
  + Guest posts from professionals to boost credibility.
  + Personalized article recommendations based on user interactions and preferences.
  + Educational library linking to NHS-approved mental health resources for trusted information.
* **SEO Optimization:**
  + Focus on keywords like **‘mental health support app’** and **‘stress relief tools’.**
  + Mobile-friendly, fast-loading website to improve rankings.
  + Incorporate accessibility features such as alt text, screen reader support, and multilingual content.

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

* Implement an in-app referral system where users get access to bonus resources when they invite friends.
* Encourage user-generated content, such as testimonials and video stories.
* The app features a **Tamagotchi-style virtual pet game** designed to encourage self-care and stress management. Users engage in interactive activities to maintain their pet’s well-being, reinforcing positive mental health habits in a fun and engaging way.
* Promote community-driven engagement where users support and encourage each other.
* Integrate gamification features, rewarding users with badges, progress tracking, or redeemable perks for completing self-care activities.
* Encourage NHS professionals and influencers to participate in community discussions and share expert insights to further promote the app.

**6. Expected Impact & KPIs**

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

* **Number of app downloads**.
* **Social media engagement (likes, shares, comments)**.
* **User-generated content (testimonials, feedback)**.
* **Website traffic and blog interactions**.
* **Community participation in NHS webinars and mental health events**.

**7. Website Ideas & Design Prototypes**

**7.1 Website Structure**

- **Homepage:** Introduction to the app, key features, and how it complements NHS mental health services.

- **Features Page:** Detailed explanation of app functionalities, including mood tracking, mindfulness exercises, crisis support, daily reminders, personalized article recommendations, and an interactive Tamagotchi-style virtual pet game for stress relief.

- **Educational Library:** A section linking to NHS-approved mental health resources, ensuring users access trusted information.

- **Blog Section:** Mental health resources, self-care articles, and expert guest posts from mental health professionals.

- **Accessibility Features Page:** Information on translation options, audio alternatives, and visual summaries for inclusivity.

- **Contact Page:** Easy access to NHS support services, helplines, and crisis resources for immediate assistance. The app ensures complete privacy, and no user data is shared with external parties.

**7.2 Design Prototypes**

- **Color Palette:** NHS-approved colors (Blue #005EB8, Purple #330072, and Teal #00A499) to align with branding and maintain user trust.

- **Typography:** Simple and easy-to-read fonts to cater to users with lower reading abilities and visual impairments.

- **Navigation:** Clear, minimalistic, and fully accessible design to accommodate screen readers and assistive technologies.

- **Call-to-Action (CTA) Buttons:** Encouraging users to download the app, check in daily, or **access mental health support in an easy-to-follow format.**

- **Mobile Optimization:** Ensuring that all features are mobile-responsive for users who primarily access content via smartphones.

**8. Corporate Identity Artefacts**

**8.1 Company Logo**

* The company logo reflects the core values of the NHS Mental Health App with a focus on connectivity, simplicity, and technology. It integrates **calming blue tones** to convey trust and serenity, paired with a modern circuit-inspired design that symbolizes the integration of technology and mental health support.

The final logo will adhere to NHS branding guidelines, incorporating approved colors and design elements that reflect the app's mission of accessibility and mental well-being.

**Here is a temporary logo template of our project :**

A logo with text and circles

AI-generated content may be incorrect. A logo with black text

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.”*

**8.3 Brand Values**

* **Accessibility:** Simple, inclusive, and easy to navigate for all users.
* **Trust:** NHS-backed credibility.
* **Engagement:** Interactive features that encourage active self-care.