**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.
* Create short mental health challenges (e.g., 7-day mindfulness exercises) that users can share and participate in, increasing both engagement and app visibility.
* 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 (mood tracking, mindfulness exercises, crisis support, daily reminders, personalized article recommendations).

- **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.

**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.

**Here is a 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 accessible mental health support through innovative digital 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.