**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 provide accessible mental health support to residents of Gateshead aged 16 and above. The goal of this marketing strategy is to promote the app effectively using a **zero-budget approach**, ensuring it reaches those who need it most. This document outlines the promotional methods, target audience, and implementation strategies to achieve widespread adoption.

**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 and simplified content.**

**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**.

**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.
* **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.

**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**.

**4.3 SEO & Content Marketing**

* **Website Blog:**
  + Weekly articles on mental health awareness and self-care.
  + Guest posts from professionals to boost credibility.
* **SEO Optimization:**
  + Focus on keywords like ‘mental health support app’ and ‘stress relief tools’.
  + Mobile-friendly, fast-loading website to improve rankings.

**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.

**5. Implementation Timeline**

|  |  |  |
| --- | --- | --- |
| Phase | Activity | Timeframe |
| Phase 1 | Launch social media pages & website | Week 1 |
| Phase 2 | Publish first blog posts & start SEO optimization | Week 2 |
| Phase 3 | Engage with NHS & community partnerships | Week 3 |
| Phase 4 | Begin referral marketing & user engagement campaigns | Week 4 |
| Phase 5 | Evaluate engagement & improve marketing efforts | Week 5+ |

**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 & core features.
* **Features Page:** Detailed explanation of app functionalities (mood tracking, mindfulness exercises, crisis support).
* **Blog Section:** Mental health resources and self-care articles.
* **Contact Page:** Easy access to NHS resources & crisis helplines.

**7.2 Design Prototypes**

* **Color Palette:** Calming shades of blue & green for a trustworthy and peaceful feel.
* **Typography:** Simple and easy-to-read fonts to cater to users with lower reading abilities.
* **Navigation:** Clear, minimalistic, and mobile-optimized design.
* **Call-to-Action (CTA) Buttons:** Encouraging users to download the app or access mental health support.

**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.