(System analysis & Design)

Marketing Channels are an effective tool in passing your company's products and services to your target audience of customers.

 What is the definition of Marketing Channels?

A marketing channel is the people, organizations, and activities that work together to move goods (products and services) from origin to consumption. The primary purpose of a marketing channel is to create a connection between the organization that creates a product or service and potential customers who may want to buy.

A marketing channel is an outlet or platform through which businesses communicate with their target audience. Marketing channels can be online or offline, as well as free and paid platforms. Marketers often share messages and content through Marketing Channels with the goal of delivering product or service offerings to their ideal target audience.

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| --- | --- | --- |
| Examples | Description | Marketing Type |
| Online stores, e-commerce, direct sales, mail-order catalogs | Marketing and selling products directly to consumers without fixed retail locations. | . Direct-to-Consumer (D2C) Marketing |
| Wholesalers, retailers, agents, distributors. | Manufacturing products at the point of origin and selling them to customers through intermediaries. | Marketing Through Intermediaries |
| Selling directly to customers and dealing with wholesalers and retailers simultaneously. | Manufacturers use multiple types of channels to sell products to the end-user. | Dual Marketing |
| Recycling, product recalls, product repairs, packaging recycling. | Products move from the customer back to the manufacturer. | Reverse Marketing |

 The marketing channels that Green Apple's competitors rely on are Facebook, TikTok, and Instagram, and the other competitor, Aklak Healthy, relies on Facebook. In the healthy eating campaign, Facebook, TikTok, and Instagram will be relied upon.

Types of Marketing Content:

|  |  |  |
| --- | --- | --- |
| Content Type | Description | Benefits |
| Blog Content | Detailed articles about services or products, company news | Provides valuable information, builds trust, improves search engine optimization (SEO), increases brand awareness |
| Video Content | Engaging and interactive videos showcasing products or services, or providing useful information. | increases engagement, captures attention, builds strong customer relationships, boosts brand awareness. |
| Social Media Content | Short and engaging posts on social media platforms, influencer marketing. | Increases brand awareness, reaches a wide audience, engages with customers, builds a community around the brand. |
| Email Marketing Content | Promotional and interactive emails to current and potential customers. | Builds strong customer relationships, increases sales, targets a specific audience, easily measures results. |

**Marketing Content Plan:**

**Content Types:**

**Educational Content:**

* + Articles and blog posts containing tips on healthy foods that are beneficial for you, as well as how to choose healthy foods.
  + Everything related to preparing balanced healthy meals.

**Realistic Content:**

Showcasing success stories: people who have been able to improve or treat their health problems by changing their eating habits.

Interviews with restaurant and store owners in Minya who sell healthy foods. That specializes in locally produced products in the Minya Governorate.

**Suggested Posting Times:**

**Peak Times:**

* First thing in the morning (7-9 AM) before work/school.
* In the afternoon (12-2 PM) during lunch break.
* Late afternoon to evening (7-9 PM) after work or school.

Key Performance Indicators (KPIs): are essential for any business because they provide insights into an organization's performance. By implementing KPIs, organizations can track progress and measure success in real-time. KPIs help identify an organization's strengths and weaknesses, allowing for better strategic decision-making. These metrics also help businesses allocate resources efficiently, ensuring that investments are used wisely to drive long-term growth. Using KPIs, businesses can monitor their progress and adjust their strategies accordingly. It is essential to note that KPIs must be well-defined, relevant, and measurable to provide accurate insights into an organization's performance. In conclusion, understanding the power of KPIs is crucial for businesses looking to achieve their goals and succeed in today's competitive market.

KPIs for "Your Health is Your Strength, Live Healthy":

Awareness KPIs:

Reach:

Total reach across all campaign channels (social media, events, etc).

Engagement:

The most popular measures for the success of a political campaign are:

Visits to the campaign’s website or specialized pages.

Behavioral Change KPIs:

Survey Results:

− Changes in the eating habits of the target audience before and post event.

Reduction in sales of unhealthy food products:

Following the decline in the sale of unhealthy food items.

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Initial design of the marketing campaign:

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| Tool | link |
| Mockup tools | <https://placeit.net/adabf6294945dc> |
| Mockup tools | <https://placeit.net/fbf124b672d75c> |
| Mockup tools | <https://placeit.net/c/videos/stages/wellness-instagram-story-video-creator-featuring-healthy-food-tips-6630/editor?stateId=195345c> |
| Mockup tools | <https://placeit.net/c/mockups/stages/book-video-lying-on-a-wooden-table-with-healthy-food-surrounding-it-14176/editor?stateId=195339d8fde5da5> |

Campaign Management Plan & Execution Schedule:

Proposed Campaign Name: "Your Health on Your Plate"

Campaign Main Objectives:

* Promote the importance of following a healthy and balanced diet.
* Enhance healthy eating habits among individuals.
* Share practical information and healthy recipes.
* Change consumer behaviors towards better eating.

Campaign Strategy:

* Awareness Content:
  + Create multimedia content based on videos showcasing the benefits of a healthy diet.
  + Display nutritional information and tips on the website and social media.
  + Collaborate with registered dietitians to enhance the credibility of your message.
* Engagement:
  + Promote contests and challenges that encourage participation and experience sharing.
  + Organize events and workshops on healthy cooking and balanced diets.
  + Use relevant hashtags to increase content accessibility and encourage participation.
* Collaboration & Partnerships:
  + Collaborate with restaurants and retailers to offer healthy options and promotions.
  + Work with health institutions and schools to raise community awareness.
  + Partner with health and nutrition influencers to increase awareness.
* Evaluation & Measurement:
  + Analyze data and track social media engagement.
  + Maintain a record of participants in events and workshops.

Execution Timeline:

* Phase 1 (Month 1): Planning & Preparation
  + Strategy: Define objectives and design the plan.
  + Content creation and promotional design.
* Phase 2 (Months 2 & 3): Launch & Execution
  + Launch the campaign on social media and the website.
  + Create content for awareness and audience engagement.
* Phase 3 (Month 4): Evaluation & Analysis
  + Collect data and analyze results.
  + Prepare a detailed report on campaign performance.
  + Analyze strengths and weaknesses and improve.