

Liliya Khomenko,

PhD student, Department of Marketing,

Sumy State University

SOCIAL MARKETING COMMUNICATIONS FOR BLOOD DONORS RETENTION

Blood service is one of the strategically important healthcare sectors that saves hundreds of thousands of lives annually in the world. Creating a solid foundation for safe blood donation requires a long-term approach, using an effective marketing program to recruit and retain existing volunteer donors [1, c.82].

As a result of the analysis of the marketing activity of blood services in countries with high HDI, it is revealed that the majority of marketing efforts in the activities of blood service establishments are aimed at retention existing donors [2].

Considering this, it is especially relevant to study the positive foreign experience in the development of free voluntary regular blood donation.

Purpose. The purpose of the paper is to analyze the marketing tools application in the blood services of countries with high HDI to develop an effective donor retention strategy for small and medium-sized enterprises in the blood service of Ukraine.

Objectives of the study:

1. To analyze marketing activity of blood service in 9 countries with high HDI.
2. Identify marketing communications tools which the world's blood services use to retain donors.
3. Identify communication tools for developing a loyalty program for small and medium-sized enterprises in the blood service of Ukraine.

The main results of the study. It was analyzed the marketing activities of blood services in 9 countries with a high HDI and was identified the marketing communication tools which they use to achieve their goals (table 1) [1;2;3;4;5;6;7].

Table 1 - Marketing tools for donor retention in some countries with high HDI

Marketing tools	UK	Germany	USA	Japan	Italy	Spain	Sweden	Australia
Communication through the site	+	+	+	+	+	+	+	+
Direct marketing (phone / sms /e-mail / mail)		+	+	+	+		+	+
Social networks	+	+	+	+	+		+	
Printed products (leaflets, brochures, booklets)	+	+	+	+	+	+		
Questionnaire, donor feedback	+	+	+				+	+
Annual / monthly events	+	+		+	+		+	
Personal donor card	+	+	+	+				+
Small gifts	+	+	+				+	+
Certificates / badges /	+	+	+	+				
Discounts on goods and services		+	+		+	+		
Gratitude	+						+	+
Souvenir products		+	+		+			
Mobile app		+						
Hotline		+						
the Donor Magazine	+							

Direct marketing is the most used marketing tools by the developed countries' blood services: communication through the site and / or mobile applications, social networks, communication due telephone, SMS, mail and email. Blood centers use it in order to invite donors to donate blood, recall donations, work with objections, send thank-you notes, and report on the using of their blood.

For example, a Blutspende-App smartphone app was released in Germany a few years ago. It contains all the information for donors and tells them when they need to donate again. With it they can enroll in a blood donation center, talk in a forum with like-minded people and ask a doctor a question. In addition, blood services remind by mail of the donating blood possibility again [2, c.29].

Also it is used printed products: leaflets, brochures, booklets. They mainly contain additional information for the donor: how to prepare to donation, donor nutrition rules, etc. In Japan, for example, it is distributing brochures to persons, who

cannot be a donor. They contain tips on nutrition for people with reduced hemoglobin levels. In the UK, it is issued a signature leaflets after 10, 25, 50, 75, 100, 150, 250, 500, 750 and 1000 donations. The UK's National Blood Service publishes the Donor Magazine twice a year and is distributed free in shopping malls, offices and other places of mass gathering [2;5].

After each donation, most blood centers give donors small gifts (stickers and key chains with a blood group, badges, beer opener, coins for a vending machine with lemonade), certificates or tickets (10 euro certificate to a large store, movie or pool ticket, voucher for free car parking, alternative drawings for TVs and expensive cars) or discounts on goods and services (benefits from insurance companies for treatment related to the use of blood or medicines for which the donor does not have to pay, free hand massage or a haircut for your pets etc.).

Some blood services give to donor some souvenirs, such as a t-shirt, a backpack or a watch, etc.

Most blood centers issue a donor card, conduct questionnaires and receive feedback. Working with donors in the UK necessarily involves feedback: paper questionnaires, questionnaires on the Blood Portal online portal. Donors' feedback on the work of the blood service is also posted on stands in the donor room [2;5].

Also, there are annual or monthly regular donor events such as Donor Day, Best Month Donor, Best Month Volunteer...Some services organize joint visits to theaters, concerts, hiking trips, grilling parties, and more. In Japan, a donation ceremony is held each year for the donation with the Prince and Princess [6;7].

Thus, the blood service needs to use a combination of various marketing tools to retain exist blood donors. For primary donors, in order to encourage re-donation, it is advisable to issue a donor ID, a donor phone sticker «I am a donor» and a leaflet with information about donation benefits and basic guidelines for donor behavior. After the second blood donation, it is advisable to give a keychain with a blood group and a ticket to the cinema or theater. For 5, 10, 25 and 50 donations, the in-box thank-you notes and sponsor certificates. It is advisable to use the site, social networks, and the mobile app for a reminder. Feedback we can receive through calls and

questionnaires via email. The fact of the blood using should be reported via SMS or message on Viber / Telegram / WhatsApp. It is advisable to perform donor activity once a month: drawing contests, poems contests or songs contests about donating. Also we can choose the best donor and volunteer. For donors who donated blood more than 25 times we can organize picnics, hiking trips and more.

Conclusion. Donor retention is a complex and long-term process that requires the involvement of a range of marketing tools. But it can provides a significant social impact, which is much higher than marketing expenses.

References

1. Історія служби крові : монографія / В. В. Любчак, В. П. Любчак, А. С. Тимченко, Л. М. Хоменко. – Суми : Сумський державний університет, 2020. – 312 с.
2. Опыт зарубежных стран в вопросах донорства крови: Информационно-методическое пособие. – М., 2016, 212 с.
3. Як заохочують донорів здавати кров у різних країнах. URL: <https://www.radiosvoboda.org/a/29289513.html>
4. The official website of Australian Red Cross Lifeblood. URL: <https://mytransfusion.com.au/about-us>, <https://www.donateblood.com.au>, <https://transfusion.com.au/>
5. The official website of Organisation of the UK Blood Services URL: <https://www.transfusionguidelines.org/red-book/chapter-1-introduction/1-2-organisation-of-the-uk-blood-services>
6. The official website of European blood alliance. URL: <https://europeanbloodalliance.eu/membership/>
7. The official website of the American Red Cross. URL: <https://www.redcrossblood.org/donate-blood/how-to-donate/how-blood-donations-help/blood-needs-blood-supply.html>

Tetiana Plokhuta,

PhD in Pedagogical Science, Foreign Languages Department,
Sumy State University

Для цитування: Khomenko L.M. Social marketing communications for blood donors retention // *Соціо-гуманітарні аспекти розвитку сучасного суспільства: Матеріали восьмої Всеукраїнської наукової конференції студентів, аспірантів, викладачів та співробітників (Суми, 16–17 квітня 2020 р.)* / уклад. М. М. Набок; коректура англ. текст. Н. В. Мальованої. – Суми : Сумський державний університет, 2020. – С. 312-315

For citation: Khomenko L.M. (2020). Social marketing communications for blood donors retention. Proceedings from: *Socio-humanitarian aspects of the development of modern society: Materials eighth All-Ukrainian scientific conference of students, graduate students, teachers and employees (Sumy, April 16-17, 2020)* / way. MM Nabok; proof eng. tex. NV Painted. Sumy: Sumy State University, P. 312-315