

Ministry of Education and Science of Ukraine
Sumy State University
Oleg Balatskyi Academic and Research Institute
of Finance, Economics and Management

SOCIO-ECONOMIC CHALLENGES

Proceedings
of the International Scientific and Practical Conference

(Sumy, November 3–4, 2020)



Sumy
Sumy State University
2020

SOME ELEMENTS OF MARKETING ACTIVITIES IN BLOOD SERVICE COMPANIES: CONTENT STRATEGY OF THE SITE

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Content strategy is a component of PR activities. It directly affects the formation of a company's positive image in the consumer's eyes. Successful content allows company to form the company's image as an expert in its field, to increase the target audience's trust, loyalty to the company, increase sales.

Before developing a content plan, it is necessary to determine the format, type, topics, frequency of publications and communication channels.

One of the main indicators of blood service companies, which shows the effectiveness of the marketing activities is the number of donations per thousand population. In the Sumy Regional Blood Service Centre (SRBSC) it is 60.75 [1] and in the Blood Service German - 62.15 [1], they are almost twice as much as recommended by the WHO. It shows the high efficiency of marketing activities of these companies.

Therefore it was analyzed the content posted on the websites of SRBSC [2] and the German blood service [3], and the print media about SRBSC [4].

The following content formats are used in blood service companies [2; 3; 5]: videos, articles, comments, screenshots, stories, images and photos, advertising materials (press-wall), programs, reviews, interviews, posts and tweets, news, quotes, banners, lists, links, advertising layouts, newspapers, magazines, electronic publications, announcements and invitations, questionnaires, contests, quizzes, lotteries, maps, stories, presentations, panoramic photos, video tours, photos of sculptures, paintings, coins (with a pelican), thematic films (with celebrities or bloggers who donate blood), mobile applications in the service of blood, podcasts, webinars, gif-animations, cases, coupons and certificates, maps, biographies of people (who have made a great contribution to the development of the institution), instructions (for example, about traveling abroad for donors, high hemoglobin and blood donation, low hemoglobin and blood donation), infographics, etc.

The following types of content are used in blood service companies 2; 3; 5]: involvement (photos from the donor hall), entertaining (quizzes, contests, flash mob), custom (reposts with photos near the press-wall, photos during donations), introductory (benefits from donation, articles about honorary donors and company's employees), educational (how to prepare for donation), advertising (promotional materials), congratulations (for the holiday, important events), news (about events, achievements), guest (reviews, comments), viral and stimulant content, («Mut-Spende» campaign), expert (transfusiologist advice), problematic (quarantine donation, bruising: donor advice), etc.

It is important to note all topics for content. It was analyzed the topics of publications in the print [4] and online mass-media about SRBSC [2] from 2016 to May 2020. It was determined the topics that help to form the positive image for blood service (Table 1).

Table 1 - Topics of publications on the site of the Sumy regional centre of the blood service during 2016 – May 2020 [2; 4]

Topics	Number of publications
Cooperation with the organizations of the city, which give blood by collectives: lawyers, doctors, journalists, rescuers, military, representatives of the local government, workers of the regional plants, educational institutions	18
Actions at the blood centre, held together with public organizations and medical institutions: Association of Young Donors, Department of Culture and Tourism of Sumy City Council, Sumy Regional Clinical Hospital, Avdiivka City Hospital; drawing contests, poetry, flash mob, etc.	15
Company's experience and achievements (high performance in the industry, experienced employees, investment in the centre, certification, opening of branches in district centres), exchange of experience with colleagues	14
Interaction with the Red Cross to provide a blood bank	7
Explanation about donation: who can be a donor, how the blood donation process takes place, description of centre's activities	5
Examples of help to those who urgently need blood (participants of anti-terrorist operation, sick children, enterprise's employee of the city)	5
Call to donate blood (especially during quarantine)	5
Benefits for the donor, the benefits of donation	4
Articles about honorary donors	4
Meet the donors and the people they helped	4
Problems of the institution, conflicts of the institution with the public	4
Articles about centre's employees and their great contribution to the work of the institution	3
Excursions to the institution (students, newspaper staff, partners)	2

Also can be published content on such topics [3; 5; 6]: samples of branded

products (logo, advertising models, branded cars, samples of staff clothing), books, articles, video presentations of employees in scientific journals, the history of centre's creation and development, the story of each employee, corporate culture, social responsibility, donor reviews and recommendations (video reviews, photos with the doctor, photos of handwritten reviews), innovations and unique usefulness, how is achieved donor's safety, past mistakes and blunders and how they were eliminated, certificates of specialists, answers to frequently asked questions, creativity of employees, educational work, myths and their dissipation, how centre looks from the outside (monuments, murals, etc.), a healthy lifestyle and disease prevention, experts who share experience, etc.

The frequency of publications can be as follows: daily - short simple posts (quotes, tips, lists, checklists), weekly - useful publications (reviews, interviews, lessons, articles), monthly - long useful materials (webinar, white papers, etc.), once or twice in year - a major project or event (master class, seminar, celebration, etc.).

Communication channels for content publishing can be used: website, own pages in social networks (Facebook, Instagram, Tik-Tok), groups and partner pages, YouTube channel, Google services, blogs, etc.

As the loyalty of the audience and the level of trust to centre is not calculated by specific figures, the effectiveness of such activities can be assessed using indirect indicators: involvement of people in social networks (activity level, growth of comments), questions asked by donors, number of repeat visits, increase the time spent on the site.

Thus, it is very important to have well-prepared content strategy for all enterprises [7-26]. Especially it is important for blood service company: well-prepared content strategy allows blood service company to gradually form the necessary positive image of the centre and promotes the idea of donation among the population.

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