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CONTEMPORARY TRENDS IN SOCIAL MARKETING CAMPAIGNS

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INTRODUCTION

Responsible marketing is becoming an increasingly important priority for many businesses today. Responsible marketing, often known as social marketing, has significant implications for any business's long-term viability. Notably, social marketing in 2024 is characterized by various developing themes aiming at boosting interaction, using technology, and fulfilling changing customer expectations. Meanwhile, responsible marketing is a unique marketing discipline that emphasizes the use of a systematic planning process to implement marketing principles and techniques. This is with a particular emphasis on priority audience segments in order to influence behavior, change and provide a positive impact on society and individuals. Accordingly, analogous to the objectives of commercial sector marketers, whose aim is to sell products and services, social marketers seek to effectively induce behavioral change (Lee & Kotler, 2020).

In general, the responsible marketing effort is aimed at modifying the behavior of the target audience, promoting societal benefit, and motivating action. In particular, it prioritizes the major impact on the well-being of the customer or consumer, the community, society, the general public, and the global environment.

CONTEMPORARY TRENDS IN MARKETING CAMPAIGNS

A social marketing campaign's application demonstrates how the methods used have changed over time. In 2024, the programs are no longer exclusively available through conventional methods, necessitating face-to-face engagement with the target audience. Instead, due to the rapid advancement of technology, they can be implemented through more interactive platforms. The message can be conveyed worldwide and has a significant impact on many of the intended audiences. In addition, social media marketing has allowed firms to communicate with specific target groups in a timely and effective manner. As such, this is a vital development for enterprises (Ghafar, 2024).

Moreover, Appel et al. (2020) stated that considering the promising potential audience that spends many hours a day on social media across many platforms, it is not unexpected that marketers have embraced social media as a marketing tool. Correspondingly, an extensive corpus of research on social media marketing and related topics, such as online word of mouth (WOM) and online networks, has been developed, and social media has also been embraced

academically.

Utilizing social media platforms can substantially increase the visibility of the campaign and may be implemented at minimal expense. Recently, marketers have been able to leverage various free social media platforms such as Instagram, Facebook, TikTok, WhatsApp, and others to convey messages and broadcast pertinent campaign material. At the same time, numerous organizations have recently utilized these platforms to enhance connection with prospective clients and to foster positive relations with the general public. Consequently, utilizing social media platforms can improve community involvement in Corporate Social Responsibility (CSR) projects. For instance, the 'Love in A Box' campaign, in collaboration with the Sarawak Organization of Parents and Children with Special Needs (PIBAKAT), utilized social media platforms to garner further support for this charitable initiative (Henrietta, 2019).

Using live applications to communicate directly with the target audience is one of the many benefits of social media use. The comments and feedback options on the social networking site enable us to participate by providing immediate feedback. Artificial intelligence-powered tools are optimizing influencer marketing by assessing authenticity and reach, while automation enables customer service to address enquiries at scale with efficiency. Moreover, regularly posting on social media enhances the effectiveness of information dissemination for long-term campaigns compared to doing singular events or programs.

CONCLUSION

These trends illustrate the evolution of social marketing in response to the changing behavior of consumers and technological advancements. To cultivate consumer trust and loyalty, responsible marketing fosters a balance between profitability and accountability. Furthermore, the utilization of the most recent technology can effectively expand the benefits of social marketing campaigns that consider societal and environmental impacts, thereby contributing to the well-being of local and global communities.

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