Volume 19 Issue 15
Originally issued as E3



Global Journal of Management and Business Research: E Marketing
Volume 19 Issue 3 Version 1.0 Year 2019
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

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Abstract- The concept of marketing communication strategies assumes that there are several variables which will help to influence donors as well as receivers to accomplish the nonprofit organization's goal. Based on the marketing communications and business-to-business marketing literature, the model - integrates aspects of the marketing communication purposes, bidirectional communications, and different communications channels- is experienced to examine marketing communication strategies and organizational performance in terms of nonprofit organizations. The purpose of the paper is to identify and analyze promotional strategies taken by NGO's working in Bangladesh and find out lacking in terms of strategies and by understanding consumer's perception; providing suggestions regarding creating policies in the perspective of attracting both donor and receiver. However, this study uses an exploratory case methodology where both primary and secondary data were used for analyzing the applied and applicable strategies. For Primary data collection, 10 NGOs were chosen which are working in Bangladesh and in-depth interview was taken from high officials.

Keywords: *NGO's, donor, receiver, promotional strategies, digital marketing tools, content.*

GJMBR-E Classification: *JEL Code: M37*



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Promotional Strategies of NGO in Bangladesh: Backward and Forward Linkage

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Abstract- The concept of marketing communication strategies assumes that there are several variables which will help to influence donors as well as receivers to accomplish the nonprofit organization's goal. Based on the marketing communications and business-to-business marketing literature, the model - integrates aspects of the marketing communication purposes, bidirectional communications, and different communications channels- is experienced to examine marketing communication strategies and organizational performance in terms of nonprofit organizations. The purpose of the paper is to identify and analyze promotional strategies taken by NGO's working in Bangladesh and find out lacking in terms of strategies and by understanding consumer's perception; providing suggestions regarding creating policies in the perspective of attracting both donor and receiver. However, this study uses an exploratory case methodology where both primary and secondary data were used for analyzing the applied and applicable strategies. For Primary data collection, 10 NGOs were chosen which are working in Bangladesh and in-depth interview was taken from high officials. In addition, Secondary data were taken from different websites, journals, books, magazines, and dailies. It also helps to understand overall promotional, or communication strategies occupied by nonprofit organizations and indicate the application of marketing techniques used by non-profit organization and organizations are trying to shifting its mindset by realizing its advantages. It also analyzes lacking of non-profit organizations in terms of taking promotional strategies to attract donors and receivers, and finally Managerial implications are discussed as non-profit organizations work parallel with donor market and receiver market so promotion strategies must be taken based on those different markets along with suggestions for further research.

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I. Introduction

In terms of performing marketing activities, there are misconceptions that nonprofit organizations are lacking behind. It is thought that in case of nonprofit organizations less selling competition is noticed. It is also believed that marketing orientation creation is pointless in terms of nonprofit organizations. Whenever any organization is trying to connect with a group of people outside or inside the organization, it can be considered as marketing. Marketing is not confined only advertising and promotion; fact, it ranges from creating services more responsive for clients to positioning products, to creating a logo, to posting banners, to creating websites. Marketing can be considered as everything which contributes for creating organization's image which helps to gain the confidence of beneficiaries, local leaders as well as donors. Effective marketing communication can improve organization's ability to attract funding, serve more beneficiaries and advance a mission which will help to the sustainability of a nonprofit organization.

II. Literature Review

a) NGO and Marketing

An NGO is defined as an independent charitable association of people who are acting together continuously for the accomplishment some mutual needs rather than making money. In a broader sense non-profit organization is considered as identical as the social segment of the economy (Wymer, Knowles and Gomes, 2006). In Bangladesh, NGOs work in order to promote human rights, identification of problems, assisting the poor as well as suffering people, identification of local leadership and utilization for the welfare. They work with the help of formation of cooperative society which ensures good to deprived ones, development of health, acting as the government's association. It also provides awareness creating positive attitudes, annihilation of superstition, providing priority of women to getting local loans so that women empowerment would be ensured and continuous assistance for the self-development related tasks (Gauri and Galef, 2005). By analysis activities of non-profit organizations, it can be said that non-profit organizations play a crucial role in different fields of life.

According to (Kotler and Kotler, 2010) In terms of fulfillment of marketing objectives, communication process plays a critical role in the case of non-profit organization as a mission of nonprofit organizations is to strengthen bonds and initiating interaction between business, public and non-governmental and for the achievement of these goals it's significant to establish marketing communication in a proper manner. (Rayudu, 2010) Explains communication as the act of transferring information from the mind of one person to another. According to (Parker, 2010) communication means the diffusion of a message from a sender to a receiver, so

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that mutual understanding on any subject would be ensured.

(Sueldo, 2016) Opined that for confirming success in the competitive field, communication has a crucial impact in terms of both profit and on profit organization. Communication is considered as terms of the channel of flow information, resources as well as policies. For the attainment of success and establishment of cordial relationship between the organization and its potential, there is no alternative than effective communication.

(Parsons, Maclaran and Tadajewski, 2008) Claimed that the role of nonprofit organizations has changed over the last 20 years. Gradually the role of communication in case of nonprofit organizations has grown by realizing the importance of communication and understanding consumers' mindset. According to, (Parsons, Maclaran and Tadajewski, 2008) marketing communication is influenced by different factors, and it is crucial to understand as well as determine these collaborative factors to ensure the effectiveness of marketing communication.

To raise fund, communication is very important for NGOs. NGOs do not follow any formal communication strategy to communicate with the donor and receiver. Both donor and receiver is the main stakeholder of NGOs, and both of them are need to be communicated (Patterson, Radtke, and Radtke, 2009). Communication is usually used primarily to inform potential customers about the existence of products and associated benefits with the product. If the communication does not take place, then the aim of the NGOs will not be performed. NGOs also use two types of communication strategy.

b) Pull and Push strategy

NGOs uses pull strategy in order to attract the donor. They pull the donor by making different promotional activities like press releases of their activities, annual report of their organization, events, etc. In these events, donors are invited so that they can see the activities of NGOs and get interested in contributing their money for the welfare of the society (Knox and Gruar, 2007). NGOs make the donor realize their responsibility towards the society. As fund raising is very essential for NGOs to give the receiver better services, NGOs need to take better pull strategy for the donor. They have to convince the donor of giving fund for the social causes. As there are so many competitions in everywhere, so NGOs need to make the strategy very carefully. Pull strategy is also used for the receiver to get the services of the NGOs (Kotler and Andreasen, 2006).



Figure 1

Most of the time push strategy is used for the receiver. As the receiver of the NGOs are the most deprived people of the society, so they do not know about their rights. To make them understand their rights, NGOs need to take push strategy. In push strategy, NGOs goes to the receiver and tells them about their product or services that they want to give them. At first, they try to make them understand the importance of the services at free of charge. Later they charge some nominal cost to serve the people better in the future (Drucker, 2010).



Figure 2

III. Methodology

The research is based on a case study methodology that is why a qualitative approach is adopted to understand a holistic view in a single setting by examining in depth phenomenon characteristics within a specific context. Case study analysis has many levels of analysis, many cases and many points of view (Yin 1984). This study uses an exploratory case methodology to understand the communications strategies of different NGOs working in Bangladesh. In this regard, both primary and secondary data were collected for analyzing the applied and applicable strategies. For Primary data collection, 10 NGOs were chosen which are working in Bangladesh. The NGOs were taken which are conducting their throughout the country and have long-lasting reputations being a good NGOs such as - Kormojibi Nari, NHRC, OXFAM, BILS, BHRC, BRAC, Hunger Project, BSAF, ODHIKAR, BSEHR. In-depth interview was taken from marketing executives to understand the current strategies and to find out the gap. Some executives sent their opinion though mail as they were not available. The regional NGOs working for a particular division and district were not considered. Secondary data were collected from different websites, journals, books, magazines, and dailies.

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IV. Result and Discussion

a) *Important Aspects of NGO's must be considered while taking promotional mix decisions*

The Unwillingness of customers to listen - The products and services that non-profit organizations (NPOs) deal with are mostly intangible. And the types of services that nonprofit organizations provide usually have a longer effect. In non-profit organizations, both the donor and the receiver shows very less interest to donate in the organization and to receive services from the organization. This nature of the customers makes it hard for the organization to create and deliver appropriate messages which will convince the customers to receive products or services from the company. For example, BRAC Provides consultation on family planning, but in Bangladesh, there is a culture of not talking about family planning. So it is very rigid for a Smiling Sun Clinic to convince the people of Bangladesh to take family planning services from the clinic. So when the customers are not interested to take the services or even talk about the services, then it became very hard for the company to convince them to take the services. So in the case of NGO's the advertisements to communicate with the people must be made in such a way which will convince them to take those services from the organization.

Customers are not ready- Another obstacle in making advertising decisions for non-profit organizations is that in most of the markets customers are ready for commercial advertisement where they're not organized commercials from non-profit organizations. For example, In Bangladesh, most of the people are not ready for the advertisement that will aware the about women rights. So when Manabadhikar shangtha telecast an advertisement on brutal cases of women torture the people takes time to receive the message in a proper way. So the way of providing such messages is not by talking about them but showing the benefits of those services. In the case of HRNGO's organizations has to create such advertisement that provides information about the benefit of the women empowerment and why they should take that particular services from the organization.

Lack of awareness- Another factor of Promotional decisions in a nonprofit organization is that the target response from the advertisement is highly dependent on how aware the market is about the service. If the market is aware of the service, then it is very likely that they will take the service, but if the market is not aware of the service, then the people show very less interest in taking the service. For example, BSAF has a campaign on giving vitamin A capsule to the children in rural areas. Now if the people are aware of the benefits of Vitamin A capsule as well as the dangers of not taking Vitamin A, then it is very likely that that group of people won't be interested in taking those Vitamin A capsules. And that is why it is very important for nonprofit organizations to make continuous communication with the market and make them aware of the product and services.

Need to be careful about choosing target customer and media- One of the significant decisions in the advertisement is to choose the target customer and selecting media. In non-profit organizations, the nature of service decides what will be the target market and what responses should we accept as well as what media we should choose to communicate to the market. For example, hunger project promotes - Family Planning, maternal, newborn and child health services in rural areas. So it is very evident that the target market of hunger project organization should be rural people. But, in rural areas, it is very important to choose the effective media to provide the message, and that is why hunger project telecast advertisement on radio and television channel that is available on those rural areas. Most of its television advertisement should be telecasted in BTV as in rural areas BTV is very popular. Although organizations use different media to provide the messages to the people, but the most effective media in NPOs is to talk face to face with the customers. For example, it is easy to convince the people to take family planning services by directly talking to them rather giving advertisements on television channels.

Need to be careful in terms of choosing appropriate words- And finally, for the non-profit organization, it is very important to choose the appropriate word for creating the message so that the target market could easily understand that. For example, in the case of tuberculosis treatment, it is necessary to take the medication at the exact time every day but in Bangladesh, we're not very used to do that. So to give more emphasis on taking the medication in the exact time the Oxfam tells their customers you took the pills necessary for tuberculosis treatment in front of the doctor so that they won't forget to take one. Besides that, in the advertisements, they provide the message very clearly that if a patient misses one of those pills, then he had to start over there dose again.

b) *Designing model of response process to attract receiver*

AIDA Model – For effective promotional programs to understand the response process is important. In case of Non-profit organizations, personal selling is used a lot to influence audiences, and AIDA model is used to take personal selling more effective as this model deals with awareness, interest, desire and action stages so I would like to suggest NGO's to use AIDA model for communicating to the audience.

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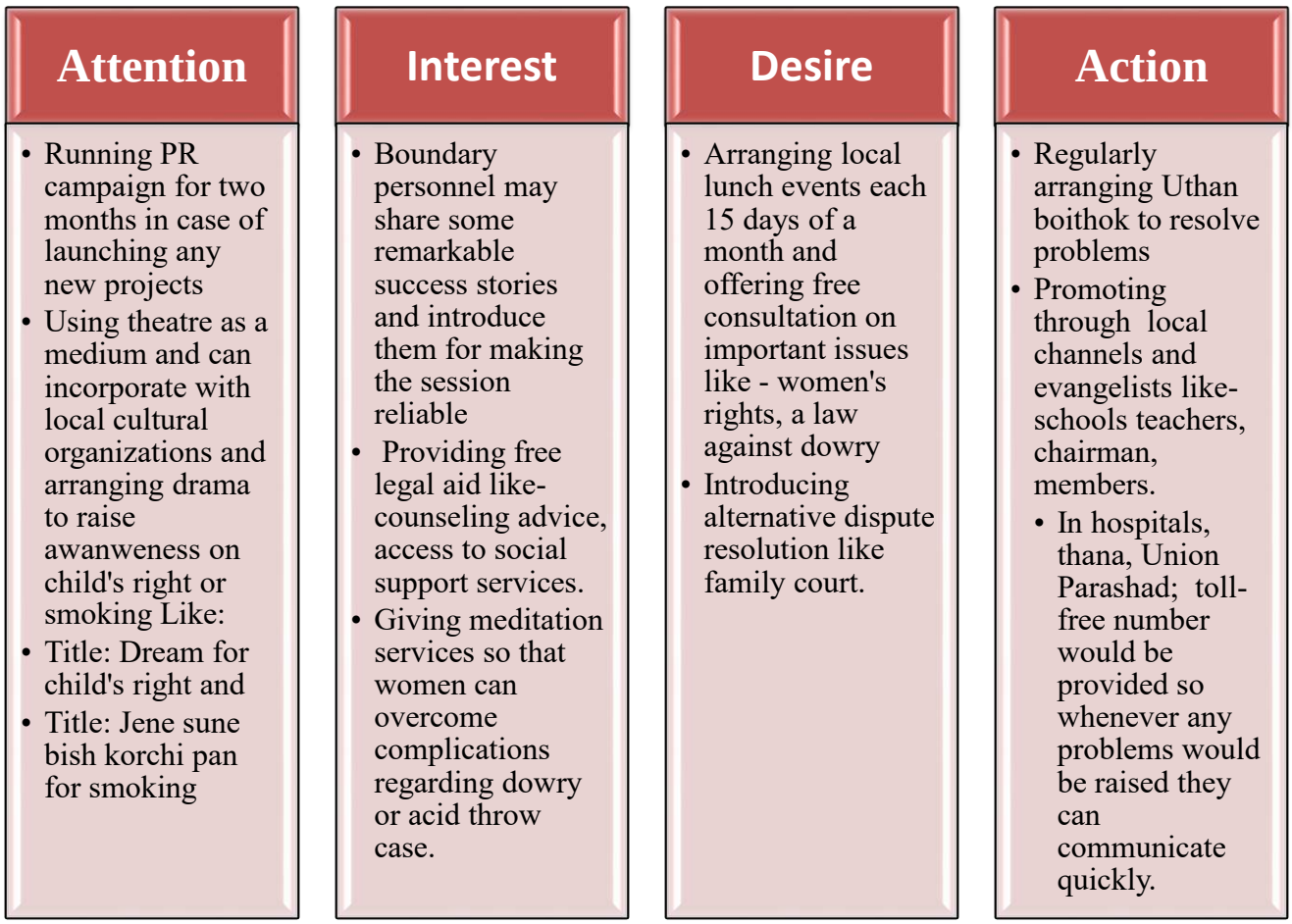

Figure 3: Using AIDA Model for promotional activities (Author Compilation)

c) Designing digital marketing tools to attract donors

Website- Website is one of the crucial touch points to both donors and receivers. To attract global donors, international languages must be acquired. Website must clearly define the organization's objectives and policies. Inclusion of currently running projects provides greater visibility. To serve local receivers, website should be in simplified structure, and use videos and images to demonstrate instead of large paragraphs of text.

YouTube – YouTube provides nonprofit organizations the capacity to take improvement of branding and promotional prospects typically providing to larger profitable operations that leverage the YouTube platform in terms of video distribution. YouTube can also provide to add Call-to-action overlay on organizations videos to drive campaigns.

Blog- Blog will help to grab target audience's attention with the help of variable contents in the form of- event promotions, news updates on recent stories, volunteer stories, insights of NGO's mechanism and more (Clow and Baack, 2004). In blogs, receiver's success stories can attract others so that they inspire others by sharing the life changing-stories.

Email- For non-profit organizations email is considered as a competent and efficient tool to perform one-to-one communication with donors. At first, email can be sent to potential donors to convert them into donors, then to existing donors to encourage them for further donation and finally thanking them for their generosity.

Social Media- Social media is one of the best forms of interactive marketing channels. It's free of cost, has global reach and allows user-generated content (Clow and Baack, 2004). Donors can interact with the non-profit organization, get-real time updates on the running projects, and share the cause with their acquaintances. Receivers can obtain valuable information, guideline, and support via social media. With the help of social media sites, it would be easier to run digital campaign directing traffic to download landing page for company's premium content, and this will help to create a led strategy for the growth of the lead database.

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V. Conclusion and Further Managerial Implications

The non-profit organization uses promotional activities for their core three tasks like- Firstly, Fundraising; as it is the most crucial task of a non-profit organization. Without appropriate promotional activities fundraising is not possible. The Donor who gives money for the organization is called fund that is used for the betterment of the receiver or people. To raise the fund, NGOs need to communicate with the people who are willing to donate their money for the wellbeing of society. It is not an easy task as the donor needs to know that their money is not going in the wrong hands. So it is required to use promotional activities to draw the attention of donors. Secondly, Advocacy is one type of task that NGOs dosed for their client. By advocacy, they tell them about their rights and tell them how they can get them. Such as BSAF gives advocacy to the children about the children rights and give their rights. That is why promotional activities are important to understand demand and need and render support based on that. Thirdly, Programs, to make the program the NGOs need to communicate properly, and for communication, promotional activities are required. To make any program, they need the receiver or the people for whom they are organizing the program. If the people are not communicated properly, then the aim of the program will not be fulfilled. So in fulfilling the aim of the program, they need to communicate with the people about their program and make them understand the aim of the program also.

From the above discussion, it can be said that there is an impact of promotional activities of Human Rights Ngo's in Bangladesh as without promotional activities both client and donor may not be attracted to receive services and provide fund. But NGO's are not doing well in case of promotions several lacking are noticed but by maintaining recommendations provided by me will help them to sort problems to some extent.

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