Zero-Budget Marketing Strategy: The 'Can Kid' Social Responsibility Project

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ABSTRACT

95% of the global warming is due to human activity (Nuccitelli, 2013) where Paris Agreement is signed by more than 170 parties and carbon dioxide emission needs to be reduced by 40 to 70% by 2050 and eliminated by 2100 (World Economic Forum, 2017). Instead of the tendency to stop global warming, carbon dioxide emission hit record high in 2016 (BBC, 2017). Therefore, importance of initiatives to start recycling becomes crucial to make reuse of products which will decrease the carbon dioxide emission accordingly.

Starting up a new social enterprise project with zero-budget can seem difficult. As a result of global competition, the tendency for aggressive marketing is expanding, which has resulted in companies increasing their marketing budgets. There is also a common belief that, as the marketing budget increases, the success of the project will increase proportionally. In addition, consumers are now faced with approximately 3,000 marketing messages per day on average (Reed 2011), which makes it even more difficult to grab their attention.

This paper is a case study that describes the Zero-Budget Marketing Strategy that was used for creating the 'Can Kid' concept. It covers the theoretical framework of Zero-Budget Marketing (Social Enterprise, Cultural adaptation, Integrated Marketing Communications, Public Relations and Social Media) as well as the 36-month practical application period and the related outcomes of the project. The 'Can Kid' project achieved country-wide penetration by using an effective marketing and PR strategy. Selection of the appropriate marketing channels and effective use of the Zero-Budget Marketing Strategy increased awareness of the project and confidence in the brand. Social media played a crucial and leading role for both kick-starting the project and ensuring its sustainability. Since its launch in 2014, the well-crafted and trusted brand image has resulted in a number of sponsorship agreements, which has enabled a project infrastructure that is capable of operating in 5 districts, 28 municipalities and 200 villages.

Keywords: Can Kid Social Responsibility Project, Zero Budget Marketing, Social Entrepreneurship, Social Innovation, Social Media

Introduction

Businesses spend high amounts on their marketing budgets in order to attract consumers' attention, as they bombarded with approximately 3,000 marketing messages per day on average (Reed, 2011). There are more than 1,850 registered Non-Governmental Organizations (NGO) in North Cyprus and it could be said that there is one NGO for every 90 citizens. This shows that there is a low tendency for collaboration as most of the NGOs have similar aims (Diyalog, 2015). In spite of the high number, NGOs have not been institutionalised and therefore they have either limited or zero budgets. The Cyprus Green Action Group (CGAG) is an NGO that is socially active in all aspects of environmental issues. CGAG was established in 1988 with the aim of enabling people to live peacefully without harming the environment (YBH, 2015). As there is a low tendency for collaboration in North Cyprus, it was difficult to start a social responsibility project on recycling while there was not any existing legislation that covers the subject. Furthermore, due to the high saturation of NGOs, it would have been difficult to attract the attention of society without any meaningful budget. For that reason, Integrated Marketing Communications (IMC) was used in the Can Kid Project, which is an economical and effective method to increase brand awareness (Torp, 2009; Pickton and Broderick, 2012).

Literature Review

This section presents a literature review about the concepts that have been used in the Can Kid project in order to give the reader a better understanding about the topics involved.

Public Relations

Public Relations (PR) is "the planned and sustained effort to establish and maintain good will and mutual understanding between an organisation and its publics" (Chartered Institute of Public Relations, 2015). PR is a cost-effective way of carrying messages to stakeholders, which has a high impact on public awareness (Kotler and Armstrong, 2014). Furthermore, PR is an effective way of engaging word of mouth (WOM), which is one of the most powerful mediums of communication (Blythe, 2003). As Cyprus has a high context society, where people have closer relationships with their families, friends and colleagues (Hall and Hall, 1990), creating WOM is particularly effective. PR involves media relations (press release, interviews) and also events (Fill, 2011). Furthermore, unpaid-for TV coverage (attending TV programmes for example) is also an effective form of PR (Blythe, 2003).

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is another aspect of PR. Kent and Taylor (2016) mentioned that CSR has different meanings based on the industry and ideological perspective. Corporate Social Responsibility (CSR) is another aspect of PR. Kent and Taylor (2016) mentioned that CSR has different meanings based on the industry and ideological perspective. "CSR is understood to be the way firms integrate social, environmental and economic concerns

into their values, culture, decision making, strategy and operation" (Hohnen and Potts, 2007, p 4). CSR is perceived to be an important factor for companies through which organizations can differentiate themselves (Erkut, 2017; Erkut and Kaya, 2017). In this respect, the Can Kid project is a social responsibility project that aims to generate sponsorship from other companies that will contribute to their own CSR activities.

Sponsorship

Sponsorship is also important for effective PR. Businesses can be sponsors either by providing financial support or through in-kind products for an event (Cornwell *et al.*, 2005). By providing financial backing, companies benefit from recognition as their name/logo can be prominently displayed at the event/project that they become sponsors for (Tribou, 2004). This type of sponsorship aims for image improvement (Olson, 2010). On the other hand, in-kind product/service is provided by sponsors through events (Cornwell *et al.*, 2005). In this study, the form of sponsorship that the project received was "financial'.

Social Media

Social media is one of the effective communication tools of recent era (Kaya and Sağsan, 2016). Social media has become an important part of daily life as 74% of online adults use them in some form (Pew Research Center, 2015) and 52% of them use at least two social media sites (Duggan *et al.*, 2015). Social media is an effective way to create electronic WOM (Choi and Scott, 2012) and it is also highly used within students (Kaya and Bicen, 2016). In this research, content related within social media can be grouped as:

- Social networks: where users share their lifestyle and experiences (Facebook, Instagram, YouTube, Google+, Ask FM) (Kaplan and Haenlein, 2010; Fill, 2011).
- Microblogging sites: where users update short statuses in order to share/discuss an idea or comment on a specific issue (Twitter) (Jansen *et al.*, 2009; Gao *et al.*, 2012).
- Location-based mobile services: where users check in at their real-world locations in an online environment (Swarm previously Foursquare) (Dhar and Varshney, 2011).

Integrated Marketing Communications

IMC can be defined as "the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent and compelling message about the organisation and its products" (Kotler and Armstrong, 2014, p781). Usage of the IMC concept increased during the 1990s (Holm, 2006). IMC has advantages such as creating synergy (reducing duplication and reinforcement of messages) as well as coherence (logical connection), consistency (harmony), continuity (consistency over time) and complementary communications (Smith, 1999; Torp, 2009; Pickton and Broderick, 2012). As duplication of the messages is reduced, IMC is also a cost effective method (Blythe, 2003). In order to benefit from the

advantages of IMC, it is used on a strategic level. Furthermore, it has been highlighted that "IMC has become a strategic issue and should, therefore, be treated in accordance with the nature of strategy and strategic decisions" (Holm, 2006, p 24).

Social Entrepreneurship

Social Entrepreneurship is also a trending aspect in the field of marketing. 'Social entrepreneurship involves the recognition, evaluation, and exploitation of opportunities that result in social value' (Certo and Miller, 2008, p. 267). Social Entrepreneurship does not only have the aim of profit making (Peredo and McLean, 2006), rather it aims to have a greater impact on society. Therefore, it would be an effective strategy to use social entrepreneurship principles for NGOs, which also have similar aims.

Zero-Budget Marketing Strategy

A Zero-Budget Marketing Strategy fundamentally means marketing with no money. Zero-Budget Marketing can be also called the "below-the-line method", which is used to create brand association whenever resources are limited. In this method, the brand name needs to be closely related with the functions that are provided (Fill, 2011). IMC, PR and social media need to be used together to increase effectiveness.

Methodology

The Can Kid Social Responsibility Project and the marketing concepts it uses are explained by this study. The Can Kid project was selected as the case study for analysis for two primary reasons. Firstly, first-hand personal information will be provided as the author is a member of the project team. Secondly, the Can Kid project is unique in North Cyprus as it is a social responsibility project for recycling which was started with zero-budget. The planning and application of the marketing theories are explained in the following section, which is followed by discussion and a conclusion. The Zero-Budget Marketing Strategy Model can be seen in the figure below:
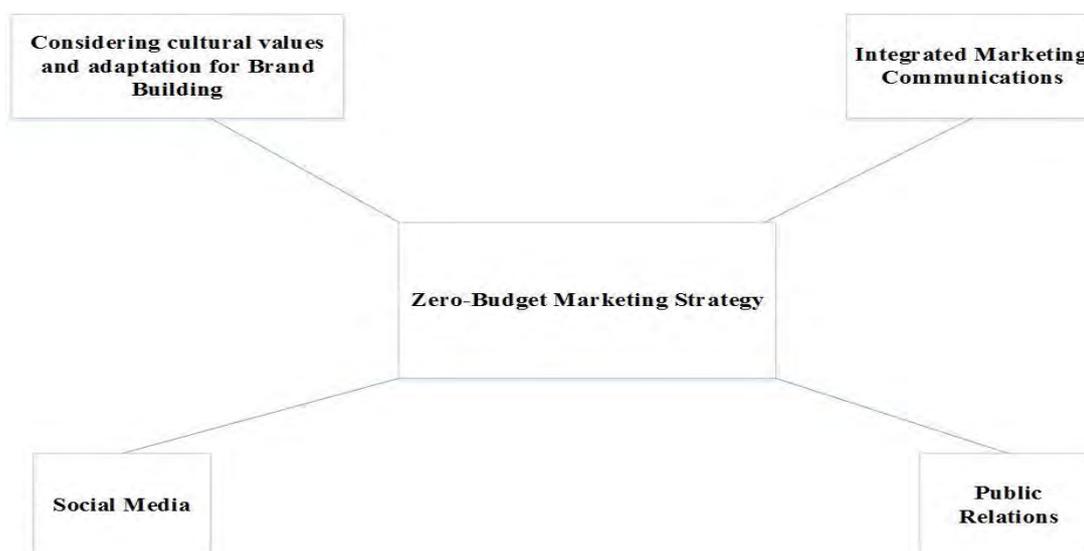
Figure 1: Zero-Budget Marketing Strategy Model

There has been minimal research examining the limited or zero-budget marketing. In spite of the aggressive marketing methods, a new method was used in this research based on the model created above and it could be said that the project is unique as it is the first recycling project in North Cyprus that was started with zero-budget. Therefore, based on these facts, the following research question was designed.

Research Question. How will the Zero-Budget Marketing Strategy be effective for the Can Kid Project?

The case of the Can Kid Project

As explained above, the Can Kid Project is a social responsibility project implemented by CGAG. Brand building was one of the most important parts of the project as the project team had zero-budget to work with. In order to develop brand association, a below-the-line method was used. This is the method used when "resources are restricted and advertising is not an option, the brand name needs to be closely related to the function and user experience" (Fill, 2011, p 144).For that reason, the brand name was selected carefully so that it incorporated the aims of the project. The first part of the project included recycling of aluminium cans; consequently 'Can' became the first part of the project name. As the revenue from the project will be donated to hospital children's wards, the project name included the complementary part 'Kid', which formed the final project name 'Can Kid'.

Labelling is another important aspect of the below-the-line method (Fill, 2011). Collection points have been designated as 'Can Houses', with the meaning that every child should live in a safe house. Can Houses have been numbered according to the region they belong, where the labels include a QR code that can allow instant access to a Facebook page and contact number to enable instant communication for people if they want more information. The project has three concepts for the potential contributors that are 'Can Kid Volunteer', 'Can Kid Collector' and 'Can House Owner'. The three concepts are derived from the project name in order to enhance the brand awareness. A 'Can Kid Volunteer' participates in the project activities, a 'Can Kid Collector' facilitates the flow of cans to the 'Can Houses' and a 'Can House Owner' sponsors a 'Can House' for the project. The concepts were created in order to generate a sense of belonging and to stimulate a connection between the project and the participants (Fill, 2011).As mentioned above, the three concepts were derived from the project name to have coherence and consistency. In addition to labelling, transfer of the image needs to be achieved as well (Fill, 2011). For that reason, every single step of the process was combined so that the brand logo includes aluminium cans, a recycling sign and a stethoscope as displayed in the figure below.

Figure2: Can Kid Logo

Aluminium cans and a recycling sign were combined to reflect there cycling aspect of the project while the stethoscope was used to bring to mind that the revenue of the project will be donated to hospitals. The brand logo has been used prominently on the project leaflets, t-shirts and stickers and the design of this project material was carefully planned in order to enhance the brand identity (Kotler and Armstrong, 2014). The project leaf let includes the brand logo, project aim, concepts (participation methods), statistics and figures about recycling, the contact details as well as a QR code for the Facebook page in order to instantly communicate project information online (Burke*et al.*, 2013).

All the information on the leaflets was written in both the main language (Turkish) and English. Information was provided in English in order to reach the English speaking population, which is one of the target segments as described below. The team made an official visit to the Yenidüzen newspaper where the newspaper management agreed to distribute the leaflets with their Sunday edition. In addition, the newspaper published the brand logo for 10 days in December when the newspapers sales are highest as consumers are looking for discounts, events and activities for New Year. The project team aimed to access the whole population in order to increase environmental awareness, mobilise the society to recycle and to increase the project revenue as much as possible with the intention of donating more to the local hospitals. Nevertheless, there are various stakeholders within the scope of the project. The first major stakeholders are the governmental institutions including the Ministry of Health, the Ministry of Environment and Natural Resources as well as the local municipalities. These institutions are stakeholders in the processes of coordination, collection and storage of the collected cans. Local businesses and corporations are the other stakeholders of the project. This segment is targeted to be 'Can House Owners' to cause and trigger their CSR. Restaurants and hotels are another segment that could become 'Can Kid Collectors' as they experience bulk usage of aluminium cans. NGOs as well as high school and university students are the segment targeted to become both 'Can Kid Volunteers' and 'Can Kid Collectors'. In addition, the English speaking population in North Cyprus is also one of the targeted segments to become 'Can Kid Collectors'.

As the project team had zero-budget, cooperation with the local municipalities was crucial, as it would enable the collection and storage of the collected cans. For that reason, official visits were made starting with the Speaker of the Parliament, the Interior Minister and the President of

the Kıbrıs Türk Belediyeler Birliği (Union of the Municipalities), in order to ensure the sustainability of the project. All institutions declared their cooperation with the project team and information from the visits was shared on social network pages as well through press coverage, which improved the brand reputation (TAK, 2014a; Kıbrıs Postası, 2014a; Kıbrıs Postası, 2015a). As mentioned above, the Can Kid project includes a variety of stakeholders. For that reason, profile-positioning strategies were used where "a profile-positioning strategy focuses an organisation's communications upon the development of stakeholder relationships, corporate image and reputation" (Fill, 2011, p 103). A waterfall expansion strategy (step-by-step expansion method) was used for the spread of the project (Doole and Lowe, 2008). The project was started in Nicosia (capital city) as it is the city where government institutions and the main brand stores that operate in North Cyprus are located. Five Can Houses were located in places which have adequate parking space and the announcement of the first 'Can House' was made via the project's social networking accounts.

Public Relations

"Public relations is concerned with establishing and maintaining relationships with various stakeholders and with enhancing the reputation of the organisation" (Fill, 2011, p 19). PR is an important technique to form brand value in the below-the-line method (Fill, 2011). Press releases, project launches, interviews and TV/Radio coverage were used as PR activities for the Can Kid project.

Press Releases

Press releases about the project launch were sent to press agencies a week before the project launch to ensure that there was sufficient media coverage in both digital and print media (Kıbrıs Postası, 2014b; TAK, 2014c). Likewise, press releases were also sent before the second and third stages of the project when it was launched in Famagusta and Kyrenia (second and third largest cities in North Cyprus) (Kıbrıs Postası 2015d; TAK 2015a).

Project Launches

Project launches were important to increase WOM. The first project launch took place on 28th November 2014, and the Health Minister, the Environment and Natural Resources Minister, representatives from Nicosia municipality representative and other stakeholders of the project were invited. The project launch took place at the location of the first 'Can House' in order to increase brand awareness (Kıbrıs Postası, 2014c; TAK, 2014b). Project launches were regularly made whenever a new city/institution (university) was added to the collection network. In addition, project launches for other NGOs also took place to increase the brand awareness and the number of sponsors. The names of the sponsors were announced in the project launches and certificates of appreciation were awarded in order to encourage other individuals/firms to become a 'Can House Owner'. Overall, 28 project launches occurred over a 36-month period, which increased brand awareness due to the press coverage and WOM (Kıbrıs Postası, 2014c;

EMU, 2015; Kıbrıs Postası, 2015b, Kıbrıs Postası, 2015e; Kıbrıs Postası, 2015f; Kıbrıs Postası, 2015h). The Can Kid team also participated in variety of activities that were organised by other NGOs, during which the team members wore project t-shirts and distributed leaflets in order to increase brand visibility.

Interviews

Digital marketing was crucial for increasing the brand awareness of the project. For that reason, the project team was interviewed by Kıbrıs Postası (one of the most visited online newspapers in North Cyprus), which reached 1,030 people through Facebook with a further 114 online recommendations (Kıbrıs Postası, 2015g). Interviews also took place with an event website and monthly local newspapers (Lefkoşalı and Girneli Gazetesi). Interviews with the local newspapers took place with the intention of increasing awareness with the local population in specific cities. Likewise, in order to reach English speaking sector of society, interviews were given to Cyprus Today (weekly newspaper for English speakers) whenever a new collection point was added to the network.

TV and Radio Programmes

"IMC should be concerned with blending internal and external messages so that there is clarity, consistency and reinforcement of the organisations (or brand's) core proposition" (Fill, 2011, p 119). Considering the impact of IMC, a PR strategy was set with a template for interviews, TV and radio programmes. This would ensure that the messages given by different members of the project were reinforcing each other. Attending TV and radio programmes were important to increase both brand awareness and the public interest (Fill, 2011). Television stations/programmes in North Cyprus are often influenced by political ideology (Baltag *et al.*, 2013). For that reason, in order to prevent the project from showing bias towards one political ideology, TV programme appearances were arranged on all TV channels to ensure the independence of the brand identity. In order to have effective IMC, two of the team members participated in morning sessions and two of the members participated in afternoon sessions on the project launch date. The same fundamental messages were given in these programmes, which were supported by the project launch on the night and the media coverage over the following days. TV programmes were arranged on a bi-monthly basis to reach targeted segments. A team representative also attended a TV programme on BRT 2 and Bayrak International (National TV and Radio channel which broadcasts in English) in order to reach the segment of English speaking residents (Gazi, 2014: Philips, 2014).

Social Media

Social media accounts had been created two months prior to the start of the project (on 30th September 2014) when the brand name had originally been identified. Pre-information was then shared from the social network accounts in order to create brand awareness. As mentioned

above, the team participated in a variety of TV programmes in order to increase the PR for the project. These programmes were uploaded to social media accounts to reach a larger cross section of the population. As 66.7% of Cypriots use social networks, accounts on a variety of social media channels were created in order to maintain a constant presence online (Loucaides, 2014). "A Hashtag is a string of characters preceded by the hash (#) character" (Tsur and Rappoport, 2012, p643), which is a new mode of information exchange (Furie and Cox, 2013). Hashtags allow users to post an image or content, linked under a specific category (Jackson, 2012). The project name and related concepts to the project were used as hashtags in this manner.

Use of Facebook

When social media engagement was analysed, it was found that Facebook engagement was more dominant than other mediums. This could be due to Facebook's saturation in North Cyprus, whereas usage of other social networks is not as common (Loucaides, 2014). Cyprus is one of the countries where Facebook is used the most as surveys have shown that approximately 53% of the population use it regularly (Socialbakers, 2016). "Awareness of the existence and availability of a product/service or an organisation is necessary before information can be processed and purchase behaviour expected" (Fill, 2011, p 58). This statement highlights the importance of brand awareness. As mentioned above, pre-information such as "first look" and electronic versions of the leaflet, stickers and information about the project were all shared on the Facebook page in order to increase brand awareness. These Facebook posts helped to increase awareness of the project as well as to generate an increase in page "likes" as, within6 weeks (by 17[th]November 2014), the page had received over 600 organic "likes". In addition, project launches, coordination meetings and the locations of the Can Houses were all shared via the Facebook page, which influenced brand awareness positively as more people proceeded to contact the project team in order to get information about the project and find out how to contribute. The top five Facebook posts can be seen from the figure below;

Published	Post	Type	Targeting	Reach ▼		Engagement	
03/02/2016 19:30	Lefkoşa Bölgesi 2. Ayrıştırma Et kinliği	🎥	🌐	8.8K		726 337	
26/11/2015 18:05	Projemiz kapsamında ilk bağışımı ızı bugün gerçekleştirdik Bu bağl	🖻	🌐	6.1K		936 236	
27/11/2015 17:17	#TenekeÇocuk Projesi'nden ilk tı bbi cihaz bağışı ↻	🔗	🌐	5.7K		170 197	
19/01/2016 18:25	#TenekeÇocuk Mehmetçik Bele diyesi ve Akdoğan Belediyesi'n	🎥	🌐	5.3K		439 181	
13/02/2016 19:30	Geçitkale Belediyesi	🎥	🌐	4.5K		527 189	

Figure3: Displaying Can Kid's Facebook Page Engagements.

CGAG's Facebook group also was used to share information that was published by the Can Kid's Facebook page. It could therefore be said that the Facebook page had a positive impact within the project as it enabled direct interaction with users and increased brand awareness with currently 2,440 organic "likes" (Facebook, 2018).Videos are also effective for digital marketing. For that reason, videos were prepared in order to introduce new municipalities as they became active in the program and also general videos on the can collection/sorting process. Recent videos have reached reach approximately 9,000 people, which is equal to 15% of the capital city's population.

Use of Twitter and Instagram
Twitter and Instagram accounts were created for Can Kid at the same time as the Facebook page. A total of 143 tweets have been shared via Can Kid's Twitter account, albeit the account is only followed by 41 users. Likewise, the Instagram account did not experience high interaction as the account only has 40 followers in spite of 44 posts. Nevertheless, social media existence on different networks is important and therefore the Twitter and Instagram accounts will continue to be used.

Use of Swarm (Previously Foursquare)
Swarm was used for locating the 'Can Houses' in an online environment, where users can set a new place by selecting its category and location (Dhar and Varshney, 2011; Kaplan, 2012). Using this feature, locations of the Can Houses were set as a recycling point on Swarm. These locations will be pulled automatically by the project website in order to make the website dynamic and to provide accurate locations of the collection points (Damani and Damani, 2007; Turban *et al.*, 2011).

Use of Google+ and Ask FM

Usage of Google+ and ASKfm did not get engage people in the same way that the Facebook page did. For that reason, they were not extensively used for social media sharing. The ASKfm account had been set up in order to grab the attention of high school students. In addition to low engagement through this channel, the Ministry of Education banned the consumption of soft drink beverages in schools. This limits the suitability of Can Houses being planted nearby schools and therefore an alternative method will be used for increasing the awareness of students. A Can House book will be published and distributed in schools, which will have a variety of advantages such as providing environmental information, increasing project awareness and engaging the students.

Google Alerts

In order to track digital circulation, Google Alerts were created for the terms 'Teneke Çocuk' and 'Can Kid'. The links about the project were continuously shared via social network sites and this had several benefits. Firstly, awareness of the project increased as the page followers engaged with the posts. Secondly, WOM increased as the published news was related either with municipalities or institutions. As the news of one municipality was circulated, other municipalities started to reach out to the team in order to find out how they could contribute to the project.

YouTube

Project launch and TV programs that were attended by project team members were uploaded on YouTube and shared on social network accounts in order to allow the public to receive up-to-date information about the project. As it is more effective to communicate with people through their preferred choice of communication (Fill, 2011), social media sharing is important for the project as students use social networks extensively (Loucaides, 2014; Socialbakers, 2016).

Although Yang and Kent (2014) mentioned that social media visibility has a limited effect on organisational visibility, it could be said that social media is one of the most effective marketing channels for the Can Kid project, especially Facebook, due to extensive use by the population.

Discussion and future actions

"IMC works when there is consistency throughout the various communication materials and messages" (Fill, 2011, p 121). In order to increase the consistency and impact of the messages, project communications were all determined centrally. In other words, the same outline was used for TV and radio coverage, interviews and for the project launches to have effective IMC and to increase WOM. WOM was particularly crucial for the success of the campaign. Cypriots live in a high context society where people have closer relationships with their families, friends and colleagues (Hall and Hall, 1990). Creating a remarkable brand identity was crucial, which increased WOM in a community that already has a high tendency to share information due to it

being a high context society. The increased brand awareness facilitated official visits to government institutions, who were consequently more willing to meet with the project team. The waterfall expansion strategy worked effectively, where increased brand awareness expedited the spread of the project. Furthermore, increased brand reputation benefited the Can Kid Project leading to sponsorships, which allowed the project to build and locate around 80 Can Houses with more than 100 new Can Houses in the pipeline.

Furthermore, apart from sponsorships from businesses, Can Kid also received good responses from the general public. For example, primary school students visited a collection point so that the children could place the cans they had collected in the Can House (Kıbrıs Postası, 2015c).In addition, high school students organised a fund raising activity and donated the money so that they could receive a Can House for their school (Kıbrıs Postası, 2015i). The Cyprus Turkish Doctors Union also awarded the Can Kid project a special award for 'Healthand Environmental Awareness' three months after the project launch (TAK, 2015b). These examples show that the Can Kid project was successful in initiating an increase in environmental awareness as well as gaining support from a variety of stakeholders, which is encouraging for the continuity of the project. The response from the general public could be interpreted to mean that the project has successfully reached its targeted segments, such as youth, NGOs, and government institutions.

Some Can Houses, especially those placed either nearby restaurants or placed in the area of a specific business were filled up with aluminium cans in a short period of time, while the Can Houses located in more public areas (main bus terminal, Selimiye Square) were used as a dustbin rather than a recycling point. It was also observed that the first Can House that was planted nearby the Finance Ministry started to be filled with ordinary waste, when the adjacent supermarket was demolished in order to construct a new accommodation hall. A notification label 'Aluminium cans only' was inserted on the Can House, which had a positive outcome. However, there was not any improvement in the collected materials at the Can Houses near to the bus terminal and Selimiye Square. For that reason, seminars or information meetings could be arranged for the nearby businesses and residents to increase their awareness of the project.

"The real integration goal in the future will be to integrate digital media itself, as the web becomes the hub of a consumer's marketing experience" (Fill, 2011, p 121). The team is aware of the importance of an effective website and consequently www.tenekecocuk.com was designed in order to improve the stability of the project. The website will enable users to receive up-to-date information about the project as well as to grow its online presence (Damani and Damani, 2007; Zhu and Han, 2014). Followers of a brand need to be able to reach an organisation through every medium they are using. Moreover, by 2019there will be 11 billion mobile devices, which will generate 66% of internet traffic (Damani and Damani, 2007; Cisco, 2016). For that reason, creating a smartphone application for the project will improve brand accessibility and engagement, especially with younger generations (Avidar et al., 2013). It can be used to demonstrate the location of the Can Houses, provide news and general information about the project and form a medium for dialogue with users. The website and smartphone application will

also collect user data, which will allow the team to send newsletters via free third party applications. Monthly newsletters can inform the users about the progress of the project.

Social media is important to create interactive dialogue via an organisation (Johnson and Cester, 2015). It was observed that the Facebook page achieves the most engagement among the various social networks accounts, which is understandable due to the intensive Facebook usage in Cyprus (Socialbakers, 2016). In order to increase the social network presence, an online competition with the #Can House Selfie hashtag will be conducted when suitable sponsors for the competition are arranged. In this competition, participants need to receive the highest amount of "likes" in order to win and therefore they will be encouraged to share their pictures to be uploaded to the Can Kid's social network accounts. The prize draw will increase social connections as updates from the page will be shared and appear on the Facebook/Twitter/Instagram News Feed. This will increase the online foot print and the number of connections, which will have a positive impact on the value of the brand (Damani and Damani, 2007; Akar, 2010; Allagui and Breslow, 2016). As mentioned previously, the brand logo was published in a newspaper for a period of time. Official visits will also be made to other newspapers, in order to request the same practice. This will also be requested from online newspapers, where the brand logo can direct users either to the website or to the Facebook page.

Conclusion

It was found that the zero-budget marketing strategy worked successfully for the Can Kid project. Below-the-line methods were used, which included the usage of a range of PR activities such as project launches, press releases and media coverage. Social Media was an effective and crucial part of the marketing strategy. Therefore, it should be highlighted that digital media existence is a necessity in the current era. Furthermore, it should also be stated that IMC worked effectively for the Can Kid project; setting out a framework for PR was important as it supported consistency of the messages disseminated. A well-crafted brand identity resulted in a large number of sponsorship agreements. Further actions are also recommended to improve the sustainability of the project. To conclude, it could be stated that overall, the zero-budget marketing strategy supported by both IMC and social media that triggered WOM, was successful. Digital marketing and considering cultural values and attitudes when starting a project are all critical to increase the brand awareness.

It will be interesting to apply the Zero-Budget Marketing Strategy in other countries that have different norms and cultural values. In addition, the effect of the Zero-Budget Marketing Strategy could be analysed for other NGOs who function in different fields.

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