

## Strengthen Positive Integration between Social and Community Marketing advertisements in Egypt

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### **Abstract:**

The research addressed the importance of the positive integration of social and community marketing advertising, taking into account the difference between them on multiple levels such as definition - goal - methods and techniques - or challenges. They are key concepts in the field of modern marketing recently, as social and community orientation has become an important matter in many industries and companies.

Social marketing leads to greater social responsibility, meeting needs and sustainable improvement in society, while community marketing aims to achieve business goals while taking into account the interests of society. Integration between them accelerates and facilitates the social change required by the campaign. Social responsibility must be included within a broader and more general approach in advertising campaigns for consumer goods and services. Increasing awareness of the importance of social responsibility deepens the desired positive impact on the advancement and progress of society.

The research assumes that the conflict between the messages directed to the same target audience targeted at the same time by the social marketing advertisement and the commercial marketing advertisement leads to confusion in the social marketing message, and that if the positive complementarity between them is enhanced by converting the commercial marketing advertisement into community marketing by integrating them together from Where messages are unified or integrated at the same time, and this integration may achieve a range of benefits, such as creating a positive perception of the brand and allowing companies to benefit from the strengths of both approaches to achieve their marketing goals more effectively.

The research has shown the impact of positive messages in social and community marketing advertisements, and that the differences between them may negatively affect this integration, which confirms the necessity of developing sustainable marketing strategies in the two fields to benefit from each of them in positive integration. Therefore, one of the research recommendations was to develop marketing plans based on the needs of society and the issues it faces, with awareness that social change cannot be achieved easily and requires the cooperation of everyone, such as companies, scientific academies, and researchers. The research demonstrated the interest of companies in gaining the trust of the target audience for the brand through its social responsibility towards the issues. That interests him. The research relied on a descriptive approach followed by some analytical models

### **Keywords :**

Social marketing ads - Community marketing ads - Sustainable mental image

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