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# THE IMPORTANCE OF INCLUSIVE MARKETING AND ITS RELATIONSHIP WITH SOCIAL SERVICES. INNOVATING FROM NEW CARE TOOLS

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## ABSTRACT

**Introduction:** Over time, marketing has become increasingly important to society due to its capacity for innovation and, above all, its transformative nature. However, there is also a clear need to move towards a more social and inclusive form of marketing that is capable of representing the entire population, regardless of personal and individual characteristics. Today, social marketing is a promising tool, capable of transforming people's behavior and bringing about significant beneficial changes.

**Methodology:** In order to achieve this understanding, a comprehensive review was conducted with the aim of mapping the existing literature on the subject, thereby making it possible to learn about the most enriching experiences. **Results:** The dissemination of social triage, an innovative social services tool, has become one of the most successful social marketing experiences. This campaign has played a fundamental role in communicating advances and actions taken in social services.

**Discussion and Conclusions:** All in all, this study shows how important it is to include all types of people in social marketing campaigns to try to meet the needs and demands of the whole population, thus communicating to change social reality and improve people's quality of life. Furthermore, it is essential to include the perspective of people with disabilities in a comprehensive way and consider them part of the target audience in order to achieve more inclusive results that fully comply with all citizens' rights.

**Keywords:** marketing; social communication; triage; disability.

## 1. INTRODUCTION

The importance of inclusive social marketing, in addition to the innovation it entails, is seen as a strategic tool for solving social problems, but above all, it emphasizes changing the mindset of citizens. In a globalized environment, where social inequalities persist, inclusive social marketing stands as a mechanism for democratizing the possibility of promoting social equity and thus being able to enjoy goods and services equally (Kotler & Lee, 2021).

To this end, it is essential to analyze the social and economic impact of marketing and social communication and the social return on investment of the actions developed for this purpose. It is considered key to measure the impact of inclusive strategies in terms of improving social well-being and strengthening corporate brands, as companies that prioritize inclusion generate 23% more loyalty among their consumers (Deloitte, 2022). Therefore, it is necessary to analyze the most up-to-date mechanisms possible to help disseminate the objectives achieved. In this regard, it is not enough to simply communicate; it is necessary to communicate with transformation. The latter translates into a transformation of the communication paradigm, centered on a socially respectful perspective of advertising (Andreasen, 2019).

Social marketing also allows for behavioral change, combining traditional approaches to social change with strategic planning and the use of advanced communication technologies. Recent cases, like Dove's campaigns on female self-esteem (Unilever, 2024) or Accenture's initiatives for including people with disabilities in the workplace

(Accenture, 2022), show the potential of inclusive marketing as a driver of social change.

However, although marketing campaigns have evolved to adapt to different target audiences, in the process they have often neglected fundamental aspects such as inclusion, universal accessibility, and the design of products and services intended for all people (Merca2.0, 2021). According to data provided by the World Bank (McClain-Nhlapo, 2025), around one billion people (15% of the world's population) experience some form of disability. This prevalence is higher in developing countries. In addition, between 110 and 190 million people experience some form of significant disability. This is why inclusion can also activate an important market niche (Prager, 1999), which to date only some economic sectors have begun to exploit, such as accessible tourism (Domínguez et al., 2013; Bowtell, 2015). The growth of the disability social movement, as a form of collective action, seeks the fulfillment, resilience, and social change of the group, which also influences the commercial sphere (Heras, 2017). The responses to these demands involve adopting a social marketing perspective, which implies the use of commercial marketing principles and techniques aimed at improving people's well-being and their physical, social, and economic environment (Gurrieri et al., 2018). Similarly, the potential benefits of inclusive marketing should not be overlooked, as it seeks to create a commercial culture that is more representative of the population as a whole (Licsandru & Cui, 2018; Martin & Burpee, 2022), striving to create advertising campaigns in a conscious manner that are capable of including and relating respectfully to the diversity present in the people who make up the target audience (Dimitrieska et al., 2019; Barlas et al., 2023).

Because of the large size of the target audience, it is important to identify the gaps that exist in this field. It's also essential to analyze the benefits of designing inclusive campaigns. In this context, co-creation, that is, the active inclusion of people with disabilities in the creative marketing process, takes on particular importance, as it promotes a more fair and authentic representation (Cluley & Radnor, 2019; Cova & Salle, 2008). Similarly, it is appropriate to further challenge how marketing has taken people with disabilities into account so far.

### **1.1. State of the art**

Information overload, the constant effort to expand target audiences, and the use of new tools such as artificial intelligence have been key factors in the need to transform and adapt the entire marketing process to new times (Sebastian & Minimol, 2022). The informative overload generated by information intoxication leads to passivity on the part of the target audience, rendering the advertising campaign meaningless (Reyes et al., 2021).

Now is the time for innovation in the strategies employed by advertising companies, making use of new forms of messaging that are clearer and more accurate in order to stand out from the fog of messages with which they coexist (Pino, 2007).

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At present, strategies based on street marketing stand out, designed using easy, inclusive, approachable, and friendly language, which seeks to connect with the target audience based on the emotionality of the message (Torreblanca & Lorente, 2012).

However, it is important to bear in mind that, as Alonso (2008) points out, this new form of marketing, although it relies on the emotional charge of the message, must take care not to overstep the limits or contradict the values commonly accepted by society. Only in this way can it be ensured that the message is understood properly and does not generate rejection or confusion.

This new way of conceiving advertising campaigns presents certain challenges, but at the same time opens the door to opportunities to innovate and explore more intimate and human ways of communicating products and services. By considering the needs of all citizens, advertising can become more empathetic and accessible. In this sense, it is essential that advertising and everything surrounding it be designed under an egalitarian, value-oriented paradigm. Campaigns should not be based solely on economic principles, but should be developed from a perspective that promotes equality and inclusion for all people (Bernaschina, 2019).

In general, marketing campaigns are often designed with a single, universal target audience in mind, without considering that, according to data from the World Health Organization (WHO, 2023), approximately 1.3 billion people worldwide live with disabilities. This figure continues to rise, driven by medical advances and an aging population, factors that increase the prevalence of chronic diseases and, consequently, situations associated with disability. Given this evolution, it is important to employ a thoughtful strategy that makes the entire population feel represented, regardless of their abilities. This can begin with inclusive marketing tactics, with an approach that eliminates exclusion and promotes goodwill and understanding with current and potential customers (Rocha, 2021), as campaigns and brand messages are not always accessible to all citizens. Accessibility is a human right, and inclusion is understood as a process and an objective in itself, as it consists of a combination of the efforts of the individual to exercise their rights and a society that adapts to accommodate difference (Gómez Mallén, 2021). Therefore, companies and institutions must work to include this paradigm in all phases of the project and in the different stages of message creation.

Based on these premises, the business vision must move on to a new stage, where everything must be designed by focusing on people, moving towards messages that respect everyone (Lugo & Lucio-Villegas, 2021).

Given that advertising companies must direct their messages to all citizens, regardless of individual abilities, it is essential that they consider the diversity of the audience they are targeting. The broad spectrum of consumers, with equally diverse needs, must be included in the entire process, without exceptions or exclusions. This implies not only recognizing these differences but also acting to address them equitably (Comité Español de Representantes de Personas con Discapacidad <sup>1</sup>, 2018).

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<sup>1</sup> Spanish Committee of Representatives of Persons with Disabilities

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Some experts in accessibility highlight the importance of the community in spreading more respectful messages about and for people with disabilities; the need to destigmatize disabilities in design, advertising, and marketing; how accessible design can lead to social change; the potential and limits of human-centered design; the importance of including disability perspectives in creative briefs; the need to include disability in the definition of diversity; disability-related barriers in advertising and how to overcome them; how advertisers can dispel misconceptions about disability; and the power of advertising to normalize disability in society (Liu et al., 2021). In this regard, Trkulja et al. (2024) point out that socially responsible marketing is essential for advancing diversity, equity, and inclusion agendas in organizations. Ethical and inclusive marketing practices offer organizations the opportunity to build social responsibility into marketing strategies and thus foster a more inclusive and equitable business environment (Mariani et al., 2023).

For all these reasons, it is essential to incorporate an inclusive view of disability from the initial stages of creative design and advertising planning. In this way, any form of discrimination, whether active or passive, towards this sector of the population can be prevented (Barlas et al., 2023). Although the relevance of advertising campaigns and related actions is sometimes underestimated, the truth is that their impact is significant. Good advertising not only informs about products or services but also makes all citizens visible and includes them on an equal footing (Cheng et al., 2023).

The fundamental legislation related to advertising and disability is found in Resolution A/RES/61/106, approved by the United Nations General Assembly (2007), which lays the foundations for the importance of advertising in communicating inclusive messages that reflect diversity.

In 2013, Royal Legislative Decree 1/2013 was ratified in Spain, approving the Consolidated Version of the General Law on the Rights of Persons with Disabilities and their Social Inclusion. This law, like the Convention, includes as principles respect for diversity and the acceptance of persons with disabilities as part of the human condition and diversity. Article 59 refers to social awareness. Law 34/1988 on advertising makes no reference to disability. It was not until the 2009 revision of the law that Article 3 stated that "Advertising that undermines the dignity of the person or violates the values and rights of persons recognized in the Spanish Constitution" is considered illegal (Law 34/1988, p. 4).

Although companies, influenced by different legislation, are increasing their representation of different races, ethnicities, and genders in promotional material, the inclusion of disability remains a secondary consideration in advertising (Kamila & Jasrotia, 2023). This may be due at least in part to society's negative perceptions of disability (Bainson & Hardgrove, 2021).

At present, with Smart Cities in full development, it is key to analyze marketing strategies (Solórzano, 2021) and the role of marketing managers and how their knowledge conditions their actions (Christofi et al., 2021). Companies and institutions consider marketing costs to be a type of investment and expect this investment to be

returned in the form of measurable profits. On the other hand, different innovative strategies are adopted to increase their value, but a strategy that excludes a large group of consumers or users from the outset, or directly affects their daily lives in a negative way, is no longer innovative, as this would result in a strong relationship between marketing investment and the value of the institution (Mousa et al., 2021) and its consequences for the brand image (Sharma et al., 2023).

As Aldebe et al. (2021) point out, it is necessary to ensure that the most valuable characteristics do not lose their identity from the design stage of the campaign:

1. Its practical application. It is essential to mention that for the strategy to be effective, a properly designed campaign is required, the right marketing tools are essential, and the target market must be precisely defined for the campaign. Companies must recognize that all people, regardless of their abilities, are potential consumers of their products and services.
2. A campaign that is perceived as surprising, friendly, and creative will increase brand loyalty. For this to happen, it is essential to meet the needs of all people.
3. Large corporations and institutions have already shaped the mindset of their consumers and users. In many cases, consumers clearly recognize what distinguishes the brand, both in terms of the products or services it offers and, in some cases, the values it represents.
4. Emotions, brand attitude, and brand image are connected to the inclusive social marketing campaign.

The study of ethics in marketing and social responsibility has reached a crucial moment that demands a new approach. This statement offers possibilities for addressing current challenges and future problems. To achieve this, it is essential to investigate the concepts of ethics in marketing and social responsibility, as well as the theoretical frameworks linked to decision-making. Current challenges and opportunities are based on the implementation of technology and changes in marketing efforts to build good relationships and provide support for the well-being of potential consumers (Ferrel & Ferrel, 2021), without excluding any of them regardless of their abilities.

In this regard, influential authors in this field of study, such as Kotler and Zlatman (1971), emphasize that social marketing is a comprehensive framework that draws on different disciplines and is therefore not limited to being a theory in itself. This multidisciplinary approach makes it possible to understand how human behavior can be effectively influenced, thereby promoting practices that benefit individuals and communities (Saunders et al., 2015).

Following the above, the International Social Marketing Association (2017) put forward six basic principles for successful social marketing campaigns: (1) setting clear goals, (2) targeting and focusing on citizens, (3) making a value proposition, (4) segmenting the audience, (5) analyzing competition, barriers, and potential, and (6) using critical thinking, reflexivity, and ethical behavior. In addition, this approach determines that the fundamental marker of this type of campaign is to facilitate personal and social benefits. In this regard, various researchers, such as Andreasen (2002), argue that it

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is essential to know and understand the target audience and the drivers of their behavior.

In short, inclusive social marketing is understood as the application of marketing principles and techniques with the aim of influencing behaviors that are beneficial to citizens and social well-being (Kennedy, 2015). In this regard, inclusive social marketing has been playing an essential role in recent years in addressing current social issues (Rodríguez-Sánchez, 2023).

Thus, social marketing has proven to be extremely useful in responding to health-related problems, such as reducing smoking or the use of other drugs (Rey García et al., 2013; Wakefield et al., 2010), promoting a healthy and balanced diet (Richards & Vassalos, 2023), and encouraging physical exercise (Rodríguez-Caro et al., 2021; Milicevic et al., 2021). Social marketing is also used to address environmental issues such as climate change and pollution (Corner & Randall, 2011; Eagle et al., 2016); and in the field of education, for example, to promote gender equality (Martam, 2016) or to prevent gender-based violence (Galiano Coronil & Ortega Gil, 2019; Handley, 2024), among other issues.

In this sense, the prevalence of sustainability has increased in recent years and, as a result, many organizations and companies have adopted sustainable marketing practices to respond to consumer demands and to benefit from the advantages of sustainability (Velte, 2022). According to Lloret (2016), some of the advantages of applying social marketing are access to new market horizons and, consequently, to more customers who show a preference for products and brands that demonstrate a commitment to sustainability. Likewise, sustainable marketing strategies allow for the development of products and services using resources efficiently (Contini et al., 2020), as well as a positive impact on the environment (Ali & Kaur, 2021).

Recent studies such as those by Verbytska et al. (2023) and Tuli et al. (2025) have shown that a necessary condition for the development of modern companies is the creation of friendly and inclusive marketing campaigns that take into account the particularities of the entire target audience and allow them to pay attention to each potential customer. Furthermore, inclusive marketing has been shown to present products, services, or applications in a context that evokes a deep emotional response in people and makes them feel recognized and understood (Grunig et al., 2023). In this sense, the goal of inclusive marketing is to understand and meet the needs of the target audience, attract potential buyers by fostering empathy, and solve social problems (Ferraro et al., 2024). At the same time, each member of the target audience should feel that they are the center of attention and that their needs can be met and their desires taken into account, without focusing on their characteristics or disabilities (Brauer et al., 2021).

On the other hand, it should be noted that social media and digital platforms are essential tools in the process of social change, enabling companies and governments to contribute to the well-being of society (Olarewaju et al., 2021). Studies such as that by Jiang et al. (2019) indicate that information provided in an accessible form on social

media increases people's prosocial behavior. In this vein, digital technologies pave the way for multi-level, multi-stakeholder interactions and collaborations that can drive systems change (Gilbert et al., 2019).

## 2. OBJECTIVES

This research is being conducted with the aim of achieving several clear objectives, all of which are based on continuing the process of transformation that marketing is undergoing globally, turning it into an innovative and powerful tool capable of reaching the entire population, thus assuming an inclusive role that prevents discrimination against certain population groups that have been overlooked until now. These include:

1. To analyze the historical evolution of the communication process, from its most basic beginnings to the emergence of new innovative tools such as marketing. To do this, it will be necessary to understand the change in thinking that led major brands to seek communication strategies that would help them boost their sales.
2. To identify which elements must always be present in the process of designing a marketing strategy so that it has an effective and beneficial reach for the brand or entity.
3. To analyze previous experiences of companies or entities that have used the communicative variant of social marketing or social communication and examine the real impact these have had on the population.
4. To learn about the keys to sustainable marketing linked to public awareness and education. This would also lead to more inclusive marketing, where the population, regardless of their individual characteristics, can see themselves represented in these campaigns.

Based on specific knowledge of all this data, it is possible to design comprehensive, inclusive, and sustainable marketing plans, also incorporating the strategy proposed by the United Nations in 2015 on the inclusion of the Sustainable Development Goals (hereinafter SDGs) in this area (*Organización de Naciones Unidas*<sup>2</sup>, 2022).

The storytelling in these campaigns can be the key element that brings together both concepts, inclusive and sustainable, responding to the 17 SDGs, hence the importance of including it, with the aim of making the population more aware of these goals and transforming their actions.

## 3. METHODOLOGY

In order to carry out this study, a scoping review was conducted as an appropriate method for mapping the existing literature on inclusive social marketing, as well as for reviewing experiences of this practice and its impact in a structured and comprehensive manner. This type of methodology enables identifying knowledge gaps on the subject and reviewing the body of literature in this field of study that has not yet been

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<sup>2</sup> United Nations



thoroughly reviewed (Munn et al., 2018).

In the process of reviewing the studies included in this review, three main phases were identified: (a) identifying the main characteristics of the studies; (b) ascertaining how the evidence on inclusive social marketing has been structured and organized; and (c) collecting the characteristics and variety of methodologies used in the studies.

In addition, this study goes one step further. It not only aims to review studies on inclusive social marketing but also seeks to compare the findings of the review with identified inclusive social marketing campaigns.

This study does not present any conflicts of interest on the part of the authors. As this is a review-based research project based exclusively on secondary sources and previously published academic literature, it has not been necessary to obtain informed consent. Nevertheless, compliance with the ethical principles of scientific research, such as honesty, transparency, and rigorous acknowledgment of the sources used, has been ensured.

### **3.1. Identification of relevant studies**

The key concepts used in the search strategy for this study review were "social marketing," "sustainable marketing," "social communication," "brand image," and "inclusion." Searches were conducted in different databases in order to find impact studies: Web of Science, Scopus, and ProQuest. Searching different databases allows for the majority of studies on the subject to be obtained (Bramer et al., 2017).

Searches were also conducted in Google Scholar to find publications manually, but this was only used as an additional basis for some cross-checking, as advised by Haddaway et al. (2015). These authors argue that searches exclusively in databases could lead to the exclusion of studies due to customized searches and biased algorithms.

### **3.2. Inclusion and exclusion criteria**

The methodological protocol for this study was guided by inclusion and exclusion criteria. Publications had to meet the following inclusion criteria in order to be selected:

1. Peer-reviewed academic journal articles.
2. Scientific research with any research design.
3. Published in any language.
4. Inclusive social marketing was referenced in the title and/or abstract and/or body of the article.

Grey literature, such as working papers, theses/dissertations, reports, books, book chapters, and white papers, was excluded from the study, as the focus was on traditional peer-reviewed academic research on the topic and more conclusive evidence on the subject was required (Adams et al., 2017).

### **3.3. Collection and analysis of relevant data**

The data were retrieved and managed in piloted and adapted electronic files prior to the final evaluation of all selected studies. To complete this stage of the study, a standardized data collection form was used, following the methodological recommendations proposed by Butler et al. (2016). The specific information extracted from each study was: author and year; data collection and analysis methods; country; phenomenon of interest; participants (size and gender); main findings; lines and sub-lines of research.

The data were then interpreted qualitatively, using a deductive approach to provide meaning in accordance with the objectives of this study (Azungah, 2018). For this stage, EPPI-Reviewer 4 software (Thomas et al., 2010) was used, which generates a template where all the information considered relevant to the research questions is stored, sorted, and grouped (into codes and subcodes/themes and subthemes). In this sense, it was important to map what we currently know about the impact of inclusive social marketing on solving social problems and its application in improving the brand and then report on the knowledge gained for future studies.

## **4. RESULTS**

### **4.1. A success case in social services. Inclusive social marketing campaign in social triage**

Over the last few years, there have been numerous changes in Europe in the paradigm of citizen care in social services: 1) there has been a qualitative leap in the perception of users, moving from the concept of "clients" to full-fledged individuals who demand quality services, rather than mere beneficiaries of basic systems (Petrauskiene et al., 2018); 2) There is a clear commitment by public authorities to improving innovation and quality in social services, for example through the First Plan for Research and Innovation in Social Services in Andalusia (Junta de Andalucía<sup>3</sup>, 2022) or the Employment and Social Innovation (EaSI) chapter of the European Social Fund Plus (ESF+). 3) Social resources are limited, so services must be efficient and optimal in terms of cost-benefit, for which the development of planning systems is essential (Adivar et al., 2010).

It should be clarified with regard to the management of social services in Europe and Spain that the provision of these services is mixed, responding to an agreement between the states and the market (Centenero, 2022). Two channels are established: public services (public management and ownership) or subsidized services (private management but public ownership) are provided, in which there is no cost for the services or there is a co-payment normally linked to the user's socioeconomic status (Gutiérrez, 2001). Alternatively, social services are offered through multiple social enterprises, such as service cooperatives, which provide their services on the free market (Pérez-Suárez et al., 2021). Therefore, there is a very broad ecosystem of types of entities and also areas in which social services are developed. For example, the

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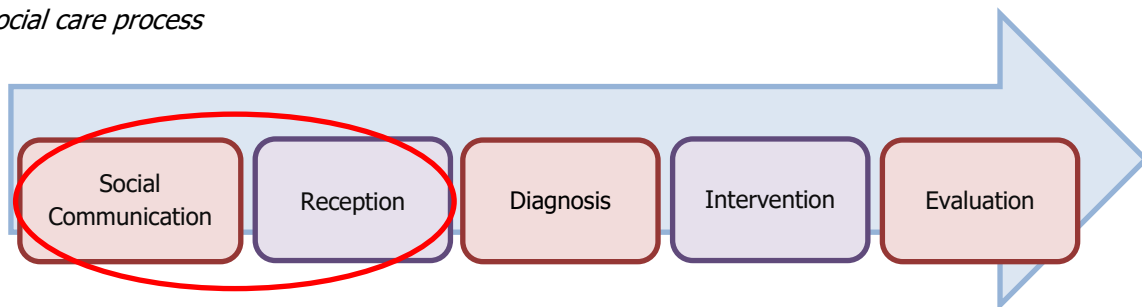
<sup>3</sup> Regional Government of Andalusia

fields of health, justice, education, business, the environment, and volunteering, among others (Agencia Nacional de Evaluación de la Calidad y Acreditación <sup>4</sup>, 2005).

To date, research on social services has focused on two priority areas. On the one hand, linked to the study of social policy, the approach to financing, logic, deficiencies, and improvements in the system (Dominelli, 2015; Bark et al., 2023). On the other hand, it has focused on social planning (Wang et al., 2017), with particular emphasis on the social intervention process itself, which includes reception, diagnosis, case planning, intervention, and evaluation. This second field of study is the focus of this research, but it identifies a further preliminary step in this process, related to social communication (Moudatsou et al., 2020). This area of interest, which is beginning to boom through the inclusion of roles such as community managers, communication departments, and others in organizations, plays a fundamental role in the social care process (Mishna et al., 2021; Gálvez-Rodríguez et al., 2017), as a precursor to the system, despite having been overlooked until now (see Figure 1).

**Figure 1**

*Social care process*



**Source:** Elaborated by the authors.

In this regard, the literature shows that there are few studies that focus on the early stages of communication/marketing processes, such as the transfer of information between the entity and external users (Zhu & Chen, 2015), and the initial reception of social attention, despite these being key moments that allow the person to learn about the system before entering it (Altreiter & Leibetseder, 2015; Germundsson, 2024). Indeed, the prior social image that people have of the social services system not only allows them to become familiar with it but also ensures a realistic approach to the system (Genkins, 1985; Ziegler & Bozorgmehr, 2024). Likewise, the initial attention given to users is crucial in terms of the perception of quality, trust, and certainty that is needed for subsequent intervention or action (Minas, 2006).

Likewise, social care entities consider that, in order to achieve an efficient intervention, professionals must consider the need to implement appropriate communication methods, not only to promote a certain action, commitment, or change in behavior in the person, but also to disseminate services and good practices among the public (Ponce & Ares, 2018). Accordingly, inclusive social marketing seeks to promote voluntary behavioral changes through commercial marketing strategies (Andreasen, 2002; Ferraro et al., 2023). This approach is based on the idea that social marketing

<sup>4</sup> National Agency for Quality Assessment and Accreditation

campaigns can influence the social purposes and actions of citizens (Dibb & Carrigan, 2013; Verbytska et al., 2023).

In relation to the above, social marketing can contribute to the social inclusion of socially excluded individuals and groups (Shrum et al., 2022; Kim et al., 2023), representing a key strategy for application in social service institutions (Szablewska & Kubacki, 2019). Similarly, Genkins (1985) and Sharma et al. (2023) highlighted that social marketing promotes understanding of the expansion and change of social programs, suggesting that marketing can be an important discipline in the development of social welfare service management planning. Therefore, marketing should be seen not as a reactive method, but as a proactive measure for the efficient delivery of social services (Segal, 1992; Arsel et al., 2022).

In this sense, as with social marketing, the process of admission to social services (social triage) requires actively listening to and understanding the situation and demands of citizens in order to tailor social care to their needs and preferences (Bergmark & Stranz, 2022). Therefore, social triage is a key strategy in this initial stage of access to social services to ensure that users are satisfied with the care and response provided (Bryant et al., 1998; Bergmark & Stranz, 2025).

To achieve a balance between citizens' social demands and limited resources, it is necessary to select or prioritize how and when benefits will be distributed (Hussénius, 2019). Social service professionals who perform triage tasks are responsible for initial care and often conduct preliminary tests to assess the social needs of applicants (Altreiter & Leibetseder, 2015; Alecu et al., 2024). Therefore, it is essential that the information provided during the initial contact is clear, and it is emphasized that the information provided at this stage is key to the development of the subsequent formal social intervention (Minas, 2005).

In Andalusia, several cities and towns have developed their own social triage system in Community Social Services centers. Social Services professionals point out that the incorporation of social triage systems in their centers has led to a reduction in waiting times, more efficient management of social demands and, as a result, increased user satisfaction and a reduction in the workload.

In this specific context, inclusive social marketing has played an essential role in communicating to the public the progress and actions of the different social services centers in Andalusia in terms of a social triage systems, and in highlighting the relevance of using these tools from an "integrated quality" perspective. Along these lines, Pykett et al. (2014) and Grunig et al. (2023) point out that social marketing aims to encourage customers to value new social innovation tools, so that citizens become consumers of the social goods made available to them.

This perspective aims to continuously improve both the performance of professionals and citizen care, as well as the effectiveness of the service delivery process. Therefore, the inclusive social marketing strategy used not only increases the visibility and

relevance of this tool among professionals and citizens but also highlights the tangible benefits of social triage in terms of quality in the provision of social services.

In addition, the dissemination of information on social triage through short videos (reels) on social media has allowed the inclusive social marketing campaign to have an even greater impact on the target audience. Two of these videos show different workdays carried out in Córdoba and Jerez de la Frontera, where different activities were carried out in order to understand and investigate how social triage systems are organized and function in different social service centers in Andalusia. In this respect, the active participation and technical advice of professionals with extensive experience in community social services ensures that the information and issues raised in the communication campaign itself are disseminated with quality.

Furthermore, the vision of professionals with extensive experience in social triage has played an essential role in this inclusive social marketing campaign. Specifically, a reel has been released on the progress and potential of implementing social triage systems for the Andalusian Social Services System. These types of videos have used accessible language and formats to have a positive impact on the target population. In this sense, these materials emphasize the importance of this new tool and the positive impact it will have on people who use community social services, highlighting how technology can increase access to information and communication in this area.

In short, the photographic and video material was used to generate attractive visual content, designed to clearly and effectively communicate the efforts made and the benefits of using social triage systems. These images and videos are intended for use in external and internal communication channels with the aim of ensuring that the tool reaches a wide audience and is recognized for its value.

## **5. CONCLUSIONS AND DISCUSSION**

Companies or institutions with a favorable image of disability may have a competitive advantage over others (Aichner & Shaltoni, 2017). In addition, people with disabilities have the same motivations as people without disabilities (Chikuta et al., 2017). Nowadays, providers are required to address the general public, as diversity is significant for corporate responsibility and viability in a heterogeneous market (Ferraro et al., 2024). Inclusive marketing helps to respect, value, and represent all people (Dimitrieska et al., 2019). To optimize efficiency, marketers must focus on evoking pleasant emotions in citizens with a personalized message (Lamprinakos et al., 2022), giving this new vision a shift towards dismantling attitudinal barriers that prevent the full participation of people with disabilities in society (Low, 2020) To this end, social responsibility is an interesting marketing tool that can be used to differentiate oneself from the rest (Miethlich & Oldenburg, 2019).

It is important to highlight how marketing specialists have documented the factors that induce vulnerability faced by consumers with disabilities and market barriers (Beudaert, 2018), one of which is the significant needs of professionals who work directly with people with disabilities in social marketing. These needs are related to the

evaluation and modification of customer behavior (Gil Guzman et al., 2021), as people with disabilities receive different treatment from the rest of society, leading to negative experiences of stereotyping and stigmatization that result in social marginalization or even exclusion (Maciaszczyk, 2017). All of this may be the result of social marketing having done limited work in the disability sector (Makris et al., 2021), although it has a solid track record in education and health promotion.

The participation of people with disabilities in the design of campaigns is essential, taking into account their needs and expectations regarding products and resources (Bohdanowicz-Godfrey et al., 2018), identifying the five themes surrounding the identity of the consumer with a disability: the authentic self, the integrated self, the community self, the expressive self, and the practical self (Dodds & Palakshappa, 2022), analyzing the different preferences of people with disabilities, leading to a broader understanding of user behavior (Kuppelwieser & Klaus, 2020). The implementation of this paradigm sets the stage for increasing accessibility to design standards for all people and building communities where all citizens have equal opportunities (Vulevic et al., 2019).

Even today, in the smart era, many people are still excluded. At this point, it is necessary to ask the question: How can one implement strategies to become universally accessible? The different strategies and actions carried out by marketing must be designed for everyone. In this sense, the opportunities offered by inclusive marketing are varied (new customers, higher levels of quality, greater satisfaction, and therefore greater loyalty). The greatest beneficiaries of inclusive marketing are people at risk of vulnerability or exclusion.

Despite the relevant findings of this study, it is important to point out some limitations that should be considered for future research. First, as a scoping review was used as the main methodology, the results focus on the compilation and analysis of existing literature, which limits the possibility of generalizing direct empirical conclusions about the implementation of inclusive marketing in specific contexts. Nor has the direct perspective of people at risk of exclusion or the experience of companies with social marketing been incorporated, which would have enriched the results. Therefore, a recommended line of future research would be to conduct empirical studies that include participatory methodologies and qualitative approaches, integrating the voices of people at risk of vulnerability or exclusion. In addition, it would be appropriate to explore in greater depth the long-term impact of inclusive social marketing on the perception of social services and on changing social attitudes toward disability.

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