CHANGING PERCEPTIONS OF THOSE FACING POVERTY USING THE POWER OF SOCIAL MEDIA

RAISINGPROFILES

THE BIG ISSUE & Linked in

The Big Issue is a UK street magazine, which offers a new hope for homeless and vulnerably-housed people across the UK. When Coronavirus lockdowns hit, Big Issue vendors saw their livelihoods erased. So we pivoted, and decided to recreate their sales model digitally on LinkedIn.

Most of the vendors' sales came from regulars, who were now all stuck at home. Using location data from LinkedIn, we targeted the employees who worked at businesses near where the vendors used to sell. Then the vendors reached out to them, reconnecting with the businesspeople and professionals who used to walk by them every day.

As many of the vendors didn't have access to the internet, we partnered with Dixons to provide free tablets and then Linkedin trained the vendors in the best ways to use their platform. As the vendors gained more confidence, they began interacting with other LinkedIn members, engaging in conversations while also touting what was in the latest copy of the Big Issue before making a digital sale. This drastically shifted the perceptions of the vendors, proving that they were legitimate businesspeople who had every right to be on LinkedIn. And that in the end, digital inclusion truly equals real-world inclusion.



DIGITAL INCLUSION

led to

REAL-WORLD INCLUSION

+325%

increase in participating vendors' subscription sales and income

+400%

increase in magazine sales

1121

total impressions

BBC AdAge it METRO
The Daily Telegraph The Drum
campaign DAILY EXPRESS

Linkedin was the obvious platform to launch the initiative since that's where 70% of the former customers were

We cross-referenced Linkedin location data to digitally recreate the neighbourhoods that the vendors used to sell in

Linkedin provided training to teach vendors the most effective ways to use the platform and make connections

Vendors went from trying to sell magazines on the street to talking about the content and conversing with their customers digitally

THE BIG ISSUE ISSUE IN THE BIG IN

Vendors were given personalised ecomm triggers to use throughout their conversations to increase sales

The Big Issue Print + Digital

Select your subscription

Delivery country

UNITED KINGDOM

Select Your subscription

Direct Debit

3 Months

6 Months

685.99

Direct Debit

1 Year

Credit/Debit Card

6 Months

685.99

Credit/Debit Card

1 Year

Credit/Debit Card

1 Year

Checkout Security