



Review of Social Marketing

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What is Marketing?

- Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.
- Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (AMA, 2004)



The Concept of Exchange

- Two or more parties are involved
- Each seeks value to satisfy needs
- Each is willing to offer something of value to the other



Marketing

- is a managerial process
- aims to create voluntary exchanges
- comprises 4 components often referred to as the “4 P’s”:
 - product
 - pricing
 - promotion
 - place (distribution)



What Is Social Marketing?

- “The application of marketing technologies developed in the commercial sector to the solution of social problems where the bottom line is behaviour change.”
- It involves “the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of society.” From: Andreasen, A.R. (1995) marketing social change - changing Behaviour to promote health, social development, and the environment,

Jossey-bass publishers, san Fransisco, Cal ■



The Social Marketing Difference

- The objective →
 - Social marketing seeks to influence and change **social behaviours** to benefit the target audience and general society.
- Can be carried out by anyone.
- It's different from education in that its ultimate goal is to influence behaviour (later in the continuum of change – after inform or change attitudes – slide to follow).
- May seek to change values and attitudes as a means of influencing behaviours.
- A **call to action** is essential



The Social Marketing Approach

- Social marketers must create an exchange situation.
 - Target audience will perceive the benefits of changing behaviour as superior to the costs (not always \$) involved.
 - Requires adopting a customer orientation – you analyze behaviour from the point of view of target audiences so you must know about them (not make assumptions).
 - Recognizes markets are comprised of market segments requiring different marketing strategies to generate desired behaviour change.
 - Requires research – lots of research – much available at no cost.
 - Requires development of strategy around 4 P's



Social Marketing Planning

- Major Steps:

1. Decide what you want to do
2. Analyze environment (your own organization's S&W's, potential target audiences, competitors or competing behaviours)
 - ❖ Understand behaviour of your intended clients/ targets - identify barriers and benefits to your desired activity from their viewpoint
3. Develop a strategy that utilizes tools shown to be effective in changing behaviour (next slides)
4. Evaluate the strategy once it has been implemented or during implementation – change might be required



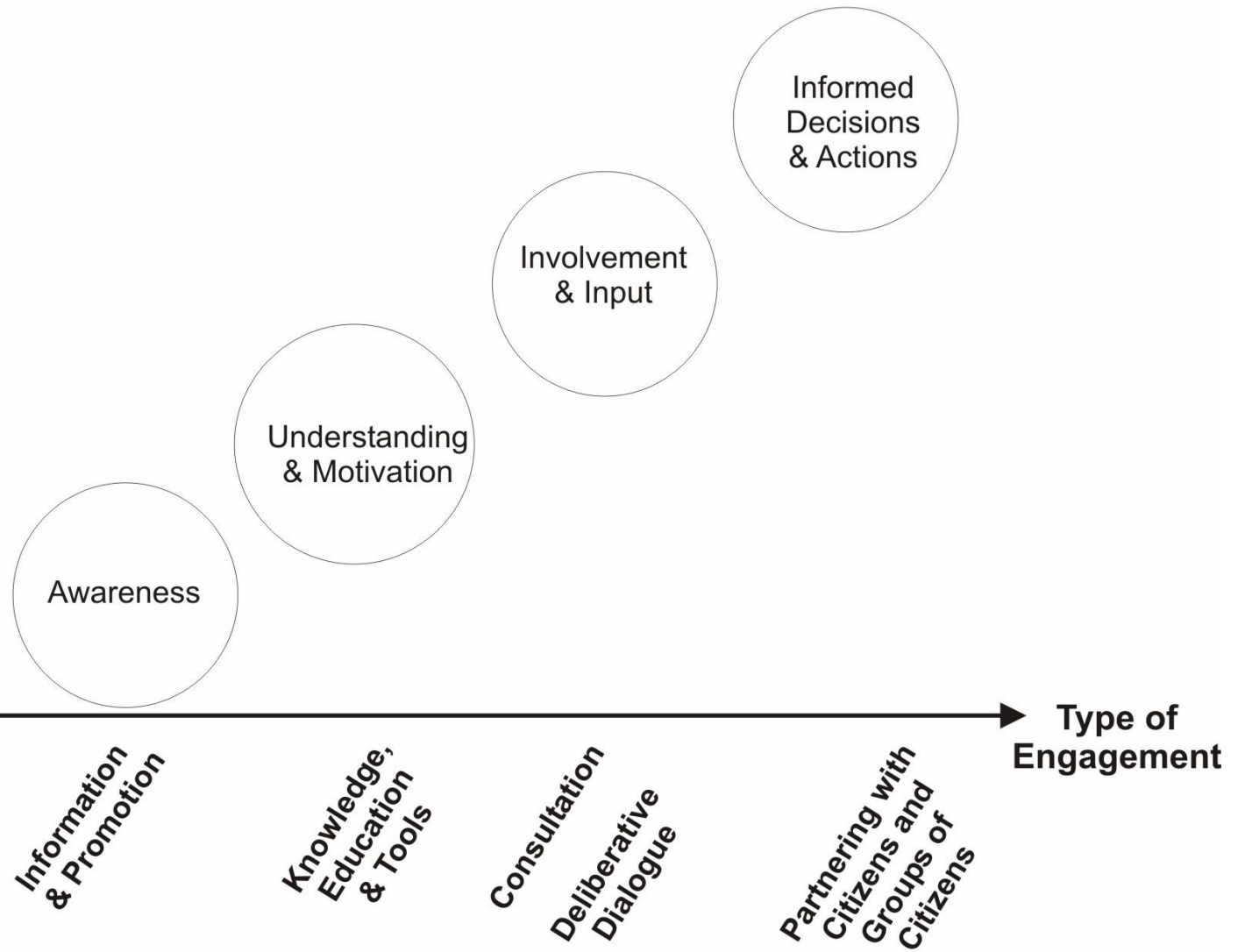
The Four Stages of Behaviour Change...

- To adopt a new social behaviour, the target audience evolves through 4 stages:
 - 1. Pre-contemplation stage (need awareness)
 - 2. Contemplation stage (have awareness – moving to understanding/motivation)
 - 3. Action stage (involvement/input leads to informed decisions and actions)
 - 4. Maintenance stage (they're doing it)
- Note - can go back & forth through these stages



Level of Engagement

Education and Engagement Continuum





Remember the Purpose of Social Marketing...

- If don't understand what the target audience wants and how they think, feel, and make decisions, you are unlikely to develop a successful social marketing/behaviour-change program.
- The target audience is central to social marketing



Who is the Target Audience?

- The target audience can be individuals and/or groups such as families or organizations/sectors (private sector or public sector)
- You need to learn/understand the differences then do research to confirm where the you will get the best return on investment (don't pick the audience that won't change no matter what, pick the ones that are ready for change – the low-hanging fruit - go after the more difficult ones later)



What is a Social Marketing Plan?

- “A written document containing the guidelines for the organizations social marketing programs and allocations over the planning period”.



Social Marketing Plan

- I. Executive Summary
- II. Strategic Analysis
 - Situation
 - Target audiences – barriers and benefits of the desired behaviour
 - Competitors/competing behaviours
 - Organizations current/past strategies
 - Organizations internal strengths and weaknesses (SW of SWOT)
 - External environment (OT of SWOT)
 - Partners (potential or pre-determined)
 - PEST (political, economic, social, technological)
 - Strategic Gap Identification



Social Marketing Plan

- III. Mission and Objectives, Goals
- IV. Strategy and Plans
 - Segmenting markets and selecting target audience(s)
 - Product strategy
 - Pricing strategy
 - Promotion strategy
 - Place (distribution) strategy
- V. Action Plans – we won't cover this today BUT you will see how they are developed based on all the info you're collecting (they're a next logical step)
- VI. Evaluation
- VII. Budget