

Introduction to the Principles of Social Marketing

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Matt Wood
Brighton Business School
Matthew.wood@brighton.ac.uk



Introduction to the Principles of Social Marketing

Session Aim:

- To provide an overview of the **key principles of social marketing**

Learning Outcomes:

- By the end of the session we will be able to:
 - Explain the basic **principles** of social marketing
 - Explain academic **definitions** of marketing and social marketing, and the differences between the two
 - Identify social marketing in **practice** – what it is (and what it's not)?!



A Definition of Marketing

Marketing is the **management process** responsible for:

Identifying

Anticipating and

Satisfying

Customer requirements **profitably**

C.I.M.



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The Marketing Concept

“The central idea of marketing is of a matching between a company’s capabilities and the want of customers in order to achieve the objectives of both parties.”

The marketing concept, as opposed to the marketing function, implies that all the activities of an organisation are driven by a desire to satisfy customer needs

McDonald, 2007



And *Social* Marketing?



Social Marketing Defined

'Social Marketing is concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends. It is also concerned with analysis of the social consequences of marketing policies, decisions and activities'
Lazer and Kelley, 1973

'The systematic application of marketing alongside other concepts and techniques, to achieve specific behavioural goals, for a social or public good'
French, Blair-Stevens, 2006

'Social marketing is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviours that benefit society (public health, safety, the environment, and communities) as well as the target audience'
Kotler and Lee, 2008

"Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good."

Social Marketing *practice* is guided by *ethical principles*. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.

Consensus definition: ISMA, ESMA, AASM 2013

Social Marketing: three key factors

- A set of **tools or technologies** adapted from commercial or traditional marketing and applied to behavioural issues
- Social marketing – via the core marketing concept (or philosophy) – **way of approaching a specific issue with a focus on the audience’s perspective**
- Desire for **socially just and fairer society** “for social good”



Why Social Marketing?

'It would be easy to give the public information and hope they change behaviour but we know that doesn't work very satisfactorily.

Otherwise none of us would be obese, none of us would smoke and none of us would drive like lunatics'

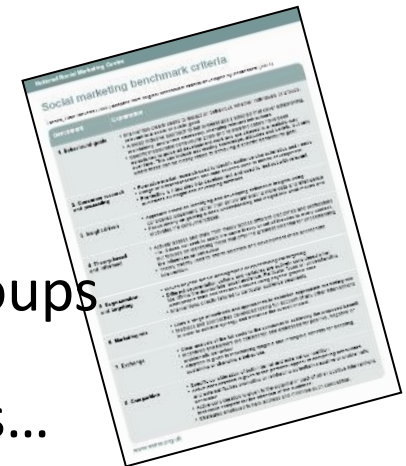
Ian Potter, Director
New Zealand Health Sponsorship Council,
New Zealand Herald, June 2007



How does Social Marketing Work?

8 Benchmark criteria:

1. Customer orientation
2. Clear focus on **behaviour**
3. Informed by **behavioural theory**
4. **Insight** – what moves/motivates?
5. **Exchange** – increase benefits/reduce barriers
6. **Competition** – internal/external
7. **Segmentation** – targets specific audience groups
8. **Mix of methods** – information/services/rules...



Core Principles: Customer Orientation

Communications & message-based approach

**crafting
'our messages'**

*accurate / relevant /
clear*

**communicating
the messages**

*creative / clever / funny / impactful /
interesting / attention grabbing / etc*



Customer-based social marketing approach



**understanding
the customer**

what 'moves & motivates'

**generating
'insight'**

*directly informing intervention options
(intervention mix & marketing mix)*

Starts with the customer and what's important to them



Core Principles: Focus on Behaviour

- Set clear **behavioural goals**
- **Evidence-based** approach, informed by **theory** (from a range of disciplines)
- *Typically want people to do one of four things:*
 - **Accept a new behaviour** *e.g. use mosquito net over bed*
 - **Reject a potentially undesirable behaviour** *e.g. smoking*
 - **Modify a current behaviour** *e.g. for those with multiple sex partners, use a condom*
 - **Abandon an old, undesirable behaviour** *e.g. excessive alcohol use*

Kotler and Lee, 2009



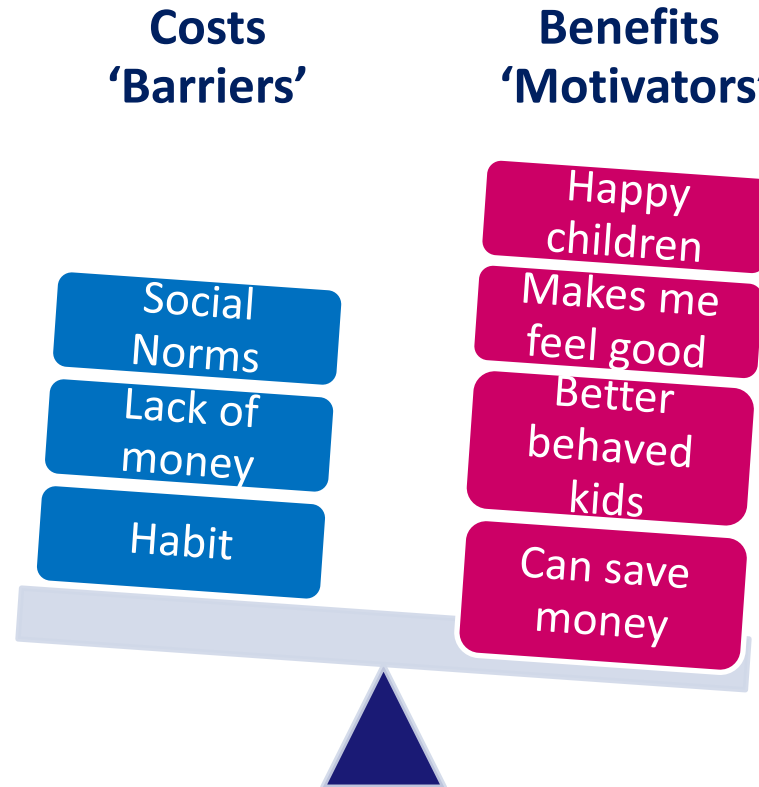
Core Principles: People-first mindset

- In-depth understanding of *audience motivations* and deep truths or insight
- *Systematic audience understanding*
- *Targeting* is key (segmentation)
- Recognition that the *beneficiary is the individual, group or society as a whole* – not the sponsoring organisation



Core Principles: Exchange – What's In It For Me?

e.g. giving children healthy snacks in fun ways



Benefits > Costs = Value
*(relative to competition)**

Core principles: The Traditional Marketing Mix - 4Ps

P roduct	<ul style="list-style-type: none">• What does the customer get?• What's being offered?
P rice	<ul style="list-style-type: none">• How much will it cost? (not just financially, could also be time, effort, emotional costs etc)
P lace	<ul style="list-style-type: none">• How are we going to get this to the customer? Where is it available?
P romotion	<ul style="list-style-type: none">• What methods shall we use to communicate?• How can we reach the customer?

Extra “Ps”

- Classic commercial marketing “4 Ps” – useful starting point;
- Extra “Ps” that some marketers have added:
 - *Proposition*
 - ***Partnerships***
 - *Purse-strings*
 - *Policy*
 - ***People***



Core Principles: Evidence and Evaluation

- *Evidence-driven*
- *Results-focused*
- *Evaluate, evaluate, evaluate*
 - Benchmark
 - Process and its efficiency
 - **Outcome and impact measures**
 - **Measure success (ROI?)**



Road Crew



<http://www.youtube.com/watch?v=-gOfbL3Fh8k>



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The Social Marketing Debate

- The 4 Ps? Or more or something else? Theory?
- Sustainable?
- Effective?
- Evidence-based?
- *Up, down and mid-stream* social marketing
- Social marketing as co-creation of services?
- Behavioural economics – friend or foe?!
- Fun, easy, popular (Bill Smith, AED)
 - <http://www.youtube.com/watch?v=2lXh2n0aPyw> (piano stairs)



Piano Stairs

- What is the behaviour that the creators hoped to address?
- Who is the audience?
- What came first, the idea or the insight?
- Is this a good example of social marketing?



The Stairs – informative discussion or a distraction?

- *“We care about population health – so how many stairs like this would we have to create to have a population-based health benefit?”*
- *“Talk about a great “place” strategy”*
- *“And this ad shows us what happens when you put the kids in charge. You get a great insight with no direct practical application. You get lots of imaginative implications, a giggle and lots of hard work still to do if you are to make a difference in the world”*
- *“It does seem unlikely that this effort would achieve widespread, long-term behaviour change to the degree an integrated, dedicated social marketing campaign might. But the video doesn't claim to do so - it's claim, literally, is ‘Fun can obviously change behaviour for the better.’”*
- *“When you have been crying in the wilderness that social marketing is not just about messages but about transforming the environment to make difficult behaviour fun, easy and popular, what a joy to receive this example.”*

[With thanks to the members of the social marketing listserve moderated by Andreasen (Georgetown University)]



[Oct 2009]

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