The Basics of Social Marketing
Marketing?

Under Utilisation & Misinterpretation of Marketing in Government
Building Relationships

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STRATEGIC SOCIAL MARKETING
Global Effectiveness of Social Marketing 2017

Reviewed 18,974 records, 125 studies met inclusion criteria

97 studies reported on changes in behaviour

Most programmes used a range of methods

Statistically significant findings were more likely to apply audience insights and cost-benefit analysis
We Know it works

ESMA, http://www.europeansocialmarketing.org/
ISMA, http://www.i-socialmarketing.org/
George Washington Cases data base: WWW.casesjournal.org
Social Marketing Quarterly, http://smq.sagepub.com/
SSM, http://strategic-social-marketing.vpweb.co.uk/
NSMC, http://www.thensmc.com/
NICE; https://www.nice.org.uk/
Campbell Collaboration, http://www.campbellcollaboration.org/
Cochrane; http://uk.cochrane.org/
GCS; https://gcn.civilservice.gov.uk/about/government-communication-service/
Institute of Social Marketing, http://www.stir.ac.uk/health-sciences/research/groups/social-marketing/
Social Good

Explicit social goals and objectives

Citizen orientation & focus

Value propositions delivery via an intervention mix

Insight, data & evidence informed segmentation

Competition / Barrier and Asset analysis

Systemic analysis and systematic planning
Concept 1

Explicit Social Goals and Objectives
SMART Behavioural Goals
Concept 2

Citizen Orientation and Focus
expert-directed model

do this

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citizen-centric model

What do you think about it? What do you know? How could we help you?
CASE STUDY EXAMPLE

REPOSITIONING

The Ride Home
Concept 3

Value Proposition Development and Delivery via an Intervention Mix
CASE STUDY EXAMPLE

Creating Social Value

and have a sweet journey home
More on this in the next session
Concept 4

Insight, Data & Evidence

Informed Segmentation
Food = Love
An Insight Driven Approach

Insight helps us to find out what will enable people to make the changes they want and can make.

- What is going on?
- Why?
- So What? – what does this mean for us?
One Size does not fit all
Segment interventions

Demographic
- male
- born 1948
- British
- 2nd marriage
- affluent
- well known family
Segmentation Variables

Who?
- Demographic
  - Age
  - Gender
  - Life stage
  - Sexuality
  - Income
  - Occupation
  - Education
  - Religion
  - Race
  - Generation
  - Nationality

Geographic
- Density – urban/rural
- Home type
- Home ownership
- Climate

Behavioural
- Occasions (regular, social)
- Benefits (quality, service, convenience)
- Usage Rate
- Readiness stage
- Attitude towards product

Psychographic
- Social Class
- Motivations
- Aspirations
- Lifestyle
- Values, Beliefs
- Attitudes

Why?
- Personality
- Attitudes

Where?
- Postcode
- City / inhabitants size
- Density – urban/rural

Concept 5

Competition / Barrier and Asset Analysis & Action
The Competition is massive and persistent.
Our competition is also internal

1. Over confidence
2. Temporal discounting
3. Loss aversion
4. Pleasure
Our Competition is also economic, cultural and environmental

We need more holistic ways of understanding challenges and new systems for crafting solutions
Concept 6

Systemic Analysis and Systematic Planning
Four levels of social marketing influence

1. Strategic policy selection
2. Environmental diagnosis and strategy selection
3. Strategic coordination and management
4. Operational and tactical delivery and evaluation
CASE STUDY EXAMPLE

For more details see: http://www.epode-international-network.com/
Social Marketing the best Software for:

- Selecting
- Developing
- Applying
- Evaluating

Programmes focused on influencing social behaviour

Conclusion
Social Good

- Explicit social goals and objectives
- Citizen orientation & focus
- Value propositions delivery via an intervention mix
- Insight, data & evidence informed segmentation
- Competition / Barrier and Asset analysis
- Systemic analysis and systematic planning
Social Marketing is a deeply respectful, democratic and empowering way to work.