How Social Marketing adds value to social policy development and delivery
The need for Social Marketing

• Social, economic, technological and political factors necessitate the need for a more citizen focused approach to social programme delivery

• Marketing principles can add value to social programmes and help them become more citizen focused
"Less than $1 out of every $100 of government spending is backed by even the most basic evidence that the money is being spent wisely."


http://www.cochrane.org/

http://www.campbellcollaboration.org/
The global tsunami of popular dissatisfaction with political leaders

- Fall in trust
- Less social cohesion
- Fear
- Pessimism
- Anger
Citizens want to be a big part of the solution

I do not believe you

I do not trust you

Listen to me

I am in control now

Help me solve the problems
Put your hands up

Generation LX

You are the ‘Charmed Generation’

Typically, people born between 1950 and 1970

You want it how you want it
WHAT % CHANGED THEIR LIFESTYLE AFTER A BYPASS?
Features of many social programmes

1. Short term
2. High cost
3. Crude understanding of behaviour change
4. Focused on cure not prevention
5. Poor co-ordination
6. Poor evaluation
7. Expert focused
A new politics of the common good

More scrupulous politicians

More demanding view of what it means to be a citizen
Consumer Citizen

As people become educated, empowered and their wealth increases they experience more power and their expectations increase about how government should behave.
From passive end users to Active Co-creators
We need social programmes built on:

– What people value deeply e.g. trust, respect, security, etc.

– A Strategic & Systemic approach

– Sustained evidence based programmes

– Clear achievable goals

= Social Marketing
How Social Marketing Adds Value
Social Marketing

Government and or not for profit organisation

Personal value

Social value

citizen
The new Civic Relationship

Professional led
Selling / telling
Awareness
Adult - Child
One-off / transitory
Deficit
Operational focus
Whole population
Control
Central command
Compartmentalise

Consumer led
Marketing / relationships
Behaviour
Adult - Adult
Sustained
Asset
Strategic focus
Segmented audiences
Empower
Networked leadership
Whole system

Tell Sell and Control
Social Value Creation
Adding value through engagement and understanding
Case Example: Child safety seats

CORE INSIGHTS

‘My child is safest in my arms’

‘God will decide when to take my baby’

How to create a valued product or service?

Priests bless the car seats
Adding value by understanding the competition

Meet the Super Humans
Forget everything you thought you knew about humans
http://www.youtube.com/watch?v=kKTamH__xuQ

CASE STUDY EXAMPLE
Adding value through co-creation

- Co-production
- Co-design
- Co-delivery
- Social media marketing
- Viral marketing
- Permission marketing
- Prosumers
- Joint value creation
- Relationship marketing

Etc:

http://www.epode-international-network.com/
Adding value by addressing both Operational and Strategic application of Social Marketing.

- Policy
- Strategy
- Tactics
- Operations
Adding value through developing a Performance Culture
Conclusions
Social Marketing:

- Measurable impact on behaviour
- Cost effective ROI and VFM interventions
- Enhanced general citizen focus capability across the organisation
- More responsive and connected services