Final Conclusions
Added Value of Social Marketing
4 big takeaway points

1. Create social value
2. Clear aims and SMART objectives
3. Evidence and insight driven intervention mix
4. Systemic analysis and action
create VALUE
Aims and Objectives
EVALUATION SAVES LIVES
The Importance and Application of Performance Metrics
Incentive

**Hug**

- e.g.: A reward for coming to a clinic

**Nudge**

- e.g.: A default vaccination scheme

Disincentive

**Smack**

- e.g.: A Fine

**Shove**

- e.g.: Sales Tax

**Active Decision**

- Conscious / Considered

**Passive Decision**

- Automatic / Unconscious
Operational and Strategic application of Social Marketing
Social marketing can help change the world...
Many Thanks