Social Change Within the Context of Political Leadership & Followership

A N N E  C O N S T A N T I N O
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PRECISION STRATEGIES ASIA
Eloquence with Words. Precision in Strategy.
Experiental/Developmental

“Tower ing Genius disdains a beaten path.” Abraham Lincoln
Social marketing is the application of marketing principles and tools to influence individual behaviors towards positive change, so that people, together, are able to create meaningful, lasting change in society as a whole.
Poverty and Crime.
Extremism.
Deadly Rise of Mysogyny.
Climate Change.
Why is Change not Happening?
What can still Change?
Losing the Magic of the Message.
Not Knowing What is Real.
Losing Our Sense of Community.
Not understanding the context of denials and resistance.
What can be done?
We Can Help Design Campaigns for a Pluralistic Society.
We Can Brand and Inspire Leadership
Social Marketing can Establish Its Own Worth.

Traditional Marketing Mix  Social Media Marketing Mix

Price  People
Product  Personal
Place  Publish
Promotion  Presence

4 P's  6 P's

Promote  Proximity

http://dstevenwhite.com
Interaction between leaders and followers does not take place in Vacuum. Social marketers can help embed this in a historical and cultural context as well as an institutional setting.
Let’s unite to begin the process.
THANK YOU! 😊