

Marketing Good

Why Social Marketing needs to be an integral component of all social improvement programmes.

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1. The goal of Social Marketing is to influence how people behave in order to create individual and social value. To achieve this, you need to develop a data informed deep understanding of the people that you're trying to help. You can then use this understanding to build policies, campaigns and programmes around people's needs and capabilities rather than what you think people need.
2. If your goal is to increase awareness or knowledge, or changing attitudes, that's fine but you're not doing Social Marketing as its bottom line is a measurable impact on behaviour.
3. Citizens want to be part of the selection, designing and delivery of solutions to social challenges. Social Marketing works to ensure that all programmes are built from a citizen centric perspective. This means that effort is invested in ensuring that citizens are engaged in defining, developing testing implementing evaluating and disseminating Social Marketing programmes.
4. Great examples already exist of successful Social Marketing across the world. Social Marketing is contributing in areas, such as; health promotion, healthcare delivery, environmental protection, crime reduction, road safety, energy use, sustainable transport, parenting and social responsibility.

5. There's two levels of Social Marketing: Strategic and Operational. Operational Social Marketing is focused on developing, delivering and evaluating citizen centric intervention programmes. Strategic Social Marketing involves working with policy makers, organisations and community groups to define what mix of strategies will help bring about positive behaviours and setting up delivery coalitions to put programmes in place and sustain them.
6. A key concept of Social Marketing is creating value through mutually beneficial exchange. Some exchanges are positive (people get a physical, social or psychological reward or benefit) or they can be negative (people will face a penalty or social disapproval if they continue to adopt a particular behaviour or fail to comply with a behaviour that is being promoted). These exchanges can be passive or active, requiring little or significant cognitive engagement and decision making.
7. When considering which exchange to use, you need to make sure that what is offered is something that is valued by the target audience.
8. The "science" behind Social Marketing is drawn from many fields. Understanding about influencing behavior can be boiled down to 4 'Forms' of intervention and five 'Types' of intervention. The four 'Forms' are: Hug, Smack, Nudge and Shove. The five 'Types' are: Design, Educate, Inform, Control and Support. Taken together we can use a combination of at least twenty different sorts of intervention to create the optimum mix of interventions.
9. Your action plan for Social Marketing should be centered on;
 1. 1) setting measurable behavioural goals
 2. 2) developing citizen insight informed policy, strategy and programmes
 3. 3) building and sustaining relationships and co-creation with stakeholders and citizens.
10. A true Social Marketing success is when your audience has received something of perceived value to them, and the consequence is the adoption or sustaining of behavior that results in measurable social good. Really successful Social Marketing programmes take on a life and momentum of their own as they are adopted by communities as their programme.



To find out more you can follow Jeff French @jefffrenchSSM or contact Jeff at Jeff.French@strategic-social.marketing.org or find out more about his book here <https://uk.sagepub.com/en-gb/eur/strategic-social-marketing/book237965>