

TOPIC ONE: INTRODUCTION TO SOCIAL MARKETING

SOCIAL MARKETING

Term first used in 1971 by Phillip Kotler & Gerald Zaltman it Extends concept of marketing to include individual behaviour

It's about

- Influencing behaviours
- Utilising a systematic planning process that applies marketing principles and techniques
- Focus on priority target audiences
- Delivers a positive benefit for society
- Using marketing for the benefit of people and society

Definition: "The adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioural change in a targeted audience on a temporary or permanent basis to achieve a social goal."

Social Marketing is similar to commercial marketing - Typically want consumers to:

- Accept a new behaviour e.g. Composting food waste
- Reject a potentially undesirable behaviour e.g. Smoking
- Modify a current behaviour e.g. Eat less fried food
- Abandon an old undesirable behaviour e.g. Texting and driving
- Continue a desired behaviour e.g. Donating blood regularly

EXAMPLES OF BEHAVIOUR

Typical applications

Improving health, preventing injuries, protecting the environment

- Tobacco, road safety, breast cancer, alcohol, obesity, health issues

Some examples:

- Eat 5 veg and 2 fruits a day
- Exercise 30 minutes a day
- Shower for less than 4 minutes
- Say no to binge-drinking
- Slip, Slop, Slap
- Have a breast screen every two years?
- Encouraging recycling behaviour
- Influencing good financial behaviours

DIFFERENCE AND SIMILARITY BETWEEN SOCIAL AND COMMERCIAL MARKETING

Differences:

Commercial Sector Marketing

- Typically, goods and services
- Aims to make a financial gain i.e. for profit
- Benefit of shareholders

Social Marketing primary aim is to influence behaviours that will contribute to societal gain

- Competition is different
- Exchange is different

Similarities:

- Customer orientation
- Exchange theory is fundamental
- Marketing research is used
- Target audience segmentation
- All 4Ps are used
- Evaluation