Subject Notes

2015

MARK320

Subject Notes for MARK320:
Social Marketing

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Social Marketing: Introduction

<u>Social Marketing</u>
- developing and applying marketing theories and concepts (in addition to other approaches/concepts)
- to influence individuals, communities, structures and societies
- to bring about positive social change

- commercial marketing vs. social marketing
- marketing = umbrella term
- commercial marketing = sub-discipline of marketing
- social marketing = sub-discipline of marketing
    - in social marketing you will learn that we use the same marketing theories, tools, and techniques - but to create social good.
    - not interested in creating profits - rather, creating better societies and positive change

Defining social marketing:
- 'Concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities.' *Lazer and Kelley (1973)*
- 'Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.' *International Social Marketing Association, the European Social Marketing association and the Australian Association of Social Marketing (2013)*

Role of social marketing
- the key focus of social marketing has remained consistent - its focus is on the application and use of marketing principles, concepts and techniques to bring about social good.

Thinking like a marketer
1. create value
- social
- personal
- economic
- environmental
2. social offers that inspire and empower
- citizens, partners and stakeholders
3. citizen-focused strategy and programmes
- based on insight and segmentation
4. SMART behavioural goals
- dictated by theory, evidence and data
5. build and sustain relationships
- with citizens, partners and stakeholders
6. understand and tackle the competition

A wider framing of social marketing
- the application of modern marketing principles can enhance policy formulation and strategy development as well as the operational delivery of social programmes.
- there is a need for social marketing to extend the exploration of how it can be and is being applied 'upstream' to frame social policy and strategy as well at operational and tactical delivery in a coordinated way.

Strategic social marketing
is focused on:
- structural factors
- social factors
- environmental factors
- political systems
- causes of wellbeing and harm

Features of many inadequate social marketing programmes:
- short-term
- high cost
- crude understanding of behavioural change
- focused on cure not prevention
- poor coordination
- poor evaluation

Effective policymaking:
- is informed by evidence
- if informed by citizen insight
- is informed by science
- has clear objectives
- has embedded learning systems
- involves stakeholders
- has strategic focus and congruent tactics

The consumer citizen
Clarke et al. 2007 have described the growth of the 'Consumer Citizen' as one of the key social phenomena of the last fifty years. As people become educated, empowered by liberal democracies, and their wealth increases, they experience more power as citizen consumers. The expectation of choice and power is transferred into expectations about how government and other not for profit institutions should behave and function.

The power of social marketing
- change beliefs & attitudes
- change social behaviour
- improve service uptake
- reduce demand
- increase compliance
- build trust and engagement

History of social marketing
- Weibe referred to use of social advertising to promote social ideas in 1951/52
- second half of the 20th century saw the emergence of a dedicated sub-discipline of marketing social good