Social Marketing is ....

a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audiences' behaviours that benefit society (public health, safety, the environment, and communities) as well as the target audience.

(Kotler, Lee & Rothschild, 2006)

Social Marketing is ....

Hasting’s (2008) definition:

- ... concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends. It is also concerned with analysis of the social consequences of marketing policies, decisions and activities.

What makes Social Marketing different with commercial marketing?
Key characteristics of social marketing
1. Set behavioural goals.
2. Use consumer research and pretesting
3. Make judicious use of theory
4. Is insight driven
5. Applies the principles of segmentation and targeting
6. Thinks beyond communications
7. Create attractive motivational exchanges with the target group
8. Pays careful attention to the competition faced by the desired behaviour

Understanding theory

- Can strengthen the development and delivery of social marketing interventions
- Ultimately improve and strengthen SMs potential impact and effectiveness

- Respect theory – but also recognise it’s limitations.
  Human behaviour is complex and social marketers need theories and models to help understand and interpret human behaviour.
  - On the other hand: theories and models will inevitably be a gross oversimplification.

3 theories to get started with ...

- Social marketing’s focus on behaviour change answers three questions:
  1. Where people are in relation to a particular behaviour
  2. What factors cause this positioning
  3. How they can be moved in the desired direction.

- Stages of Change Theory (SOC)
- Social Cognitive Theory
- Exchange Theory

Stages of Change/ Transtheoretical Model Behaviour Change

- Stages
  - Pre-contemplation
  - Contemplation
  - Preparation
  - Action
  - Maintenance/confirmation
  - Termination

- Consequences
  - People make decisions on the basis of the consequences they believe will follow from their choices

- Tradeoffs
  - Consequences are both positive and negative – consumers are faced with expected costs and expected benefits

Stages of Change Theory

- Developed by Prochaska and Diclemente
- Assumption: we cannot make a direct decision, especially to complex behaviour change
- Criticism: Behaviour change is regarded as a linear process
- As a result, improved model (right) show people move forward and lapsed back in a behavioural stage
- We can use this theory in segmentation

3 features of the SOC model are significant

1. It is relatively straightforward to separate (segment) consumers into five stages by asking them simple questions
2. An appropriate intervention strategy depends on the position in the process. Important to emphasize benefits in the early stages and costs in the later stages of change.
3. Social marketing’s goal should not be to propel clients to the confirmation stage in one step – but to move consumer to the next stage.
Social Cognitive Theory

- Human behaviour is reciprocally determined by:
  - Internal personal factors (knowledge & self-efficacy)
  - Environmental factors
    - Immediate environment (e.g. peers, family, etc)
    - Wider social context (e.g. societal norms, structural issues, etc.)
- Social marketers view health behaviour as involving not only the influence of the individual, but also their environment.

What is the significance of SCT?

- Victim blaming - putting an unfair degree of responsibility for own predicament on people who are already suffering and disempowered.
- Denormalization - adjust people’s perceptions of how common and normal a particular behaviour is so that social marketing can be used to influence their inclination to engage in this behaviour.

Exchange Theory

- Exchange theory indicates that ‘the result of cooperation is not a zero sum game; it is a win–win activity’.

Exchange in Social Marketing

- Mixed exchange - a complex and inseparable bundle of tangible and intangible benefits exchanged between two or more parties

Designing Social Marketing Strategy

A social marketing plan

- Situation analysis
- Stakeholder analysis
- Who: Segmentation & Targeting
- What: Objectives
- How: Formulating the offer: • The Ps
- Implementation
- Monitoring & evaluation

Pervite, 2010, Social Marketing Seminar, UQBS

Pervite, 2010, Social Marketing Seminar, UQBS

Pervite, 2010, Social Marketing Seminar, UQBS
The Marketing Environment

Why study the Macro-environment?

- Individuals are influenced by their context
  - Young people drink alcohol to fit into the group
  - People speed in cars if they are running late
  - People drop litter if there are no bins available

- As well as individual behaviour change, social marketing also aims to change the environment in which the individual operates.

The Microenvironment: Internal Factors

- The social marketer needs to consider:
  - Management support: do management support the project? Is some internal marketing required?
  - Issue priority: within the organisation is the plan issue a priority? What other issues will be competition for resources?
  - Internal publics: who is likely to support this effort? Who might not? Are the critical groups need to make the initiative success?
  - Current alliances and partners: What current partners and resources can be leveraged to support the new program?
  - Past performance: How is the organisation’s reputation relative to the project? What successes and failures are relevant?

The Microenvironment: more

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The Macro environment applied to Social Marketing

Key Forces in the Macroenvironment

- Demographic-economic
- Political-legal
- Socio-cultural
- Technological-physical

The Macroenvironment: Internal Factors

- Microenvironment consists of factors related to the organisation sponsoring or managing the social marketing effort.
- The social marketer needs to consider:
  - Resources: level of project funding; access to expertise; can organisation easily tap target audiences?
  - Service delivery capabilities: does the organisation have distribution channels available for current products and services or ones you might develop? Any concerns about current service quality?
The goal of segmentation is to identify distinct groups of people who are like each other in key ways and, therefore, are liable to respond to particular messages similarly. Segments may be based on many factors such as:

- Geographics: size of city/country, residential density, climate.
- Demographics: age, gender, etc.
- Physical/medical: medical history, health status, illnesses, risk factors, etc.
- Psychographics: lifestyle, personality characteristics
- Attitudinal: attitudes, opinions, beliefs, stage of behaviour change.
- Behavioural: frequency of behaviour, occasion for use, media habits, interest use, etc.

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**What’s a segment?**

**3 Phases to Segmentation**

1. Dividing the whole market into segments and developing profiles for each segment.
2. Appraising each segment and selecting one or more segments as target markets.
3. Developing a detailed marketing strategy for each of the selected segments.

**Three commonly used segmentation criteria**

1. **Benefits sought**: why people do as they do at present – and how these motives vary – can be a sensible way of subdividing the population.
2. **Past behaviour**: in commercial terms, for example, previous purchasing can provide important insights; in social marketing proximity to the desired behaviour can be useful – i.e., consider applying the Stages of Change model.
3. **Personal characteristics**: demographic, psychographics and geodemographic variables can all have an important link to behaviour.

**Setting objectives**

- Once the target has been determined, the step is to clarify exactly what we would like them to do: to set our objectives.
- Clear objectives bring two benefits:
  - Improved communications between stakeholders in the initiative. Everyone knows what they are trying to do.
  - If you are clear about exactly where you are trying to reach, it is much easier to confirm whether or not you have arrived.
- Establishing CAMPAIGN OBJECTIVES, with the primary objective always being the very specific BEHAVIOURS you want to influence your audience to: accept, modify, abandon, or reject.
- Campaign goals - ones that are specific, measurable, attainable, relevant, and time sensitive (S.M.A.R.T.).
- Objectives and goals will be used for monitoring and evaluation. How will you measure those objectives?

**Targeting**

- The next step to be done is deciding which segments will become target.
- Three important principles:
  1. **Viable** – big enough to warrant attention.
  2. **Accessible** – usable channels of communication and service delivery must exist.
  3. **Responsive to the effort**

**The MIX: The Ps ++**

- **Product**, **Price**, **Place**, **Promotion**, **Positioning**, **People**, **Policy**
Product Strategy

- Product – idea, behaviour and/or service being exchanged with the target audience for a price (i.e. monetary/non-monetary) and benefit.
- Behaviour, service, product must compete successfully against the benefit of the current behavior.

Core Product
- Benefits of Desired Behaviour

Augmented Product
- Tangible objects & services to support behaviour change

Actual Product
- The desired behaviour

3 Levels of the Social Marketing Product

Positioning Strategy

- Positioning is the act of designing the organisation’s actual and perceived offering in such a way that it lands on and occupies a distinctive place in the mind of the target market – where you want it to be.
- Positioning Road Crew as a Cool Way to Get Around and Have Fun
  - Target audience wanted to have fun and drinking was a part of having fun
  - Target didn’t feel driving drunk was fun, but it was necessary in order to have fun earlier in the evening.

Price & Value are closely related

- Don’t forget, when people want to change their behaviour, they have to pay in some sort of way
  - Tangible
  - Intangible
- When you are involving money, it doesn’t mean social marketers need to rush to commercialization.
- It does mean that social marketers need to think carefully about what free actually means
  - ensure product/service is not assumed/expected to be a ‘second-rate’ offering.

Place Strategy

- Place is where and when the target market will perform the desired behaviour, acquire any related tangible objects, and receive any associated services.

Promotion Strategy

Like in commercial marketing, we can use:
- Advertisements
- Sponsorship & events
- Alternatives strategy (experiential)
- E-active marketing (social media, search engine optimisation, etc.)

- We have to think carefully about our communication strategy!

Midterm Exam

- Weight: 35%
- Date: Monday, 22 October 2012, at 6.00 in the class room
- Type of questions: Long essays (2/3)
- Time: 90 mins (MAX)