

INTRODUCTION TO SOCIAL MARKETING

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Objective

WHAT IS SOCIAL MARKETING?

WHO CAN DO SOCIAL MARKETING?

WHY IS SOCIAL MARKETING IMPORTANT?

BASIC PRINCIPLES OF MARKETING: THE "4 PS"

STAGES OF A SUCCESSFUL SOCIAL MARKETING
EFFORT



INTRODUCTION :

change people's behavior
How ???!!

WHAT IS SOCIAL MARKETING?

- *"the application of commercial marketing techniques to solve social problems."*

-Social Marketing Report-

It's really summed up in one key point: commercial marketing tries to change people's behavior for the benefit of the marketer; social marketing tries to change people's behavior for the benefit of the consumer, or of society as a whole.

WHAT IS INVOLVED IN SOCIAL MARKETING?

Identify what behavior you want to change

Identify your audience:

Identify the barriers to change:

Reduce the barriers to change.

Pretest your ideas on a small number of people.

Publicize both the benefits of change.

Assess your results and see if you have created the change you wanted.

WHO CAN DO SOCIAL MARKETING?

The bad news is, there *is* a definite art to it--it's not all something you're born with, and it's not only common sense. After all, people get degrees in this stuff; and major corporations such as Nike or Coca-Cola spend millions of dollars to ensure that their marketing campaigns are state-of-the-art.

Now for the good news: first of all, **it's learnable**. You may not have been born with phrases like *market segmentation* floating around in your head, but you can learn what they mean, and how to use them.

Second, **it's scalable**. Some campaigns are quite large, such as the National High Blood Pressure campaign.

However, social marketing campaigns can also be quite a bit smaller. That is, you can do it on a local level, when you have limited resources. that doesn't mean you can't take the same principles and put into effect the change that you want to see in your community.



WHY IS SOCIAL MARKETING IMPORTANT?

So what makes the concept of social marketing particularly important?

Perhaps you've been doing your work quite effectively for years without ever even hearing the phrase.

That's actually pretty likely; the phrase was only coined about 25 years ago.

There are three major advantages,:

It helps you reach the target audiences you want to reach.

It helps you customize your message to those targeted audiences; and by doing so,

It helps you create greater and longer-lasting behavior change in those audiences.

Social marketing is a good idea **because it works**

BASIC PRINCIPLES OF MARKETING: THE "4 PS"

The essence of all marketing can be summed up in what has been termed the "4 Ps." They are

product


Price

Place

Promotion

- **Product** -- The product is what you are marketing. For social marketing, the "product" is a certain behavior you are trying to change. It might be ending child abuse and neglect, or stopping people from committing suicide, or convincing people to not throw trash on the ground--or any other behavior that members of your community want to modify.
- **Price** -- How much will it cost a person to stop (or take on) a certain behavior? In social marketing, price isn't just a question of dollars and cents. It can also be a question of time (i.e., how long will it take me to find a trash can?), or how much of an effort a behavior change will take. A life-long smoker may be the first person to admit that smoking is an extremely expensive habit, but may still say the costs--in terms of effort, or possible weight gain, or nicotine withdrawal--are too high. He just can't quit.

- **Place** -- How difficult is it to change the behavior? What barriers are preventing it? If you are selling blue jeans, you want to have them in stores across the country, not just in one small boutique in Family mall, Erbil. Otherwise, people in Sulaimaniya won't be able to get them, even if they want to.
- **Promotion** -- Promotion is the last of the "4 Ps," and the one most easily associated with social marketing. Promotion is the advertising you do; be it in television commercials, letters to the editor, or red ribbons tied to car antennas.

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- Promoting your cause doesn't need to take a lot of money. It can also take place through less costly methods, such as good old-fashioned word of mouth. Convincing people through a one-on-one conversation can be just as effective at changing someone's point of view as the best made commercial, or even more so. Word of mouth is a highly desirable part of social marketing.
 - Remember, though--advertising alone is not social marketing.

STAGES OF A SUCCESSFUL SOCIAL MARKETING EFFORT

1

- Create awareness and interest

2

- Change attitudes and conditions

3

- Motivate people to *want* to change their behavior

4

- Empower people to act

5

- Prevent backsliding




TO CLARIFY EACH, LET'S LOOK AT A STEP-BY-STEP EXAMPLE.

- In much of Africa, women have traditionally had many, many children; in such countries as Nigeria, the average woman might bear as many as 12 children during her lifetime. A social marketing message that has been widely disseminated, then, is *have fewer children*. This message has been geared towards the goals of increasing women's health, and decreasing overpopulation and famine.

- **Create awareness and interest.** The recipient must *get the message*, literally. You have to get the recipient's attention. The message needs to be brought to women all over the country, including village women who are generally illiterate, speak only a local dialect, and who often don't have access to television or radios. Also, the recipient must *understand* the message. Not only does the message need to be conveyed to the women in a language they understand; it needs to make sense for their lives as well. For women in Africa, wealth and status have traditionally been tied up in how many children they bear. The idea of having fewer children hasn't made sense because doing so would have hurt their standing in the community, even if it would improve their health.

- **Change attitudes and conditions.** The recipient has to *develop a positive attitude* or *positive frame of mind* about the behavior in question. With effective social marketing, African women might come to think, "Maybe it is better to have fewer children."
- **Motivate people to want to change their behavior.** The recipient has to *form an intention* to act on the basis of that attitude. It's not enough to just convince people that something is a good idea. A leap needs to be made from thinking something is a "good idea" to the stage of "I will do that." Think about it--how many of us think it would be a really good idea to cut down on our fat intake, or get up at 5:00 a.m. to exercise? Social marketing helps people move from attitude to intention, and beyond. For African women, this might mean taking the leap to find out about birth control or planning to postpone intercourse.

- **Empowering people to act.** The recipient has to act, i.e., convert that intention into action. A woman or her partner needs to go to the clinic and get the birth control, and use it.
- **Prevent backsliding.** Often, the recipient's action must be *followed by reinforcement*, by the provision of some benefit for having acted, so that the desired action will be repeated. How is her life better in a meaningful way for having fewer children? Will her friends and family improve? Will she have more money? Can she go to school? Is she healthier than her neighbors?



As we mentioned, not every person will be at the same place on the continuum. It's like they are at different points on a bridge, spanning from attention to action. The tasks of the marketer are first to know who stands where on the bridge, and then to design messages to move each targeted person or group one or more stages further along that bridge, in the direction of desired action.

IN SUMMARY

Social marketing is a concept that's fairly new. Nonetheless, it's an idea that shows immense promise, and can give you an excellent framework through which your organization can do what you have set out to do: help individuals and society as a whole live better lives . Is this something that can be used to further the goals of your program or coalition?

The next classes of this module, will help you decide the answer to just this question.

