

Five great minds



Social marketing: A proven tool for improving the human condition

Dr. Chahid Fournali

Regent's University- 16/06/2017



The Chartered
Institute of Marketing



REGENT'S
UNIVERSITY LONDON



Can Marketing Be a Source for Good?

- Three types of answers:
 1. “Certainly not. This is the cause of many of our social problems”
 2. “Yes if organisations are responsible companies”
 3. “Yes if the powerful techniques of marketing are used for the good of mankind” (SM)

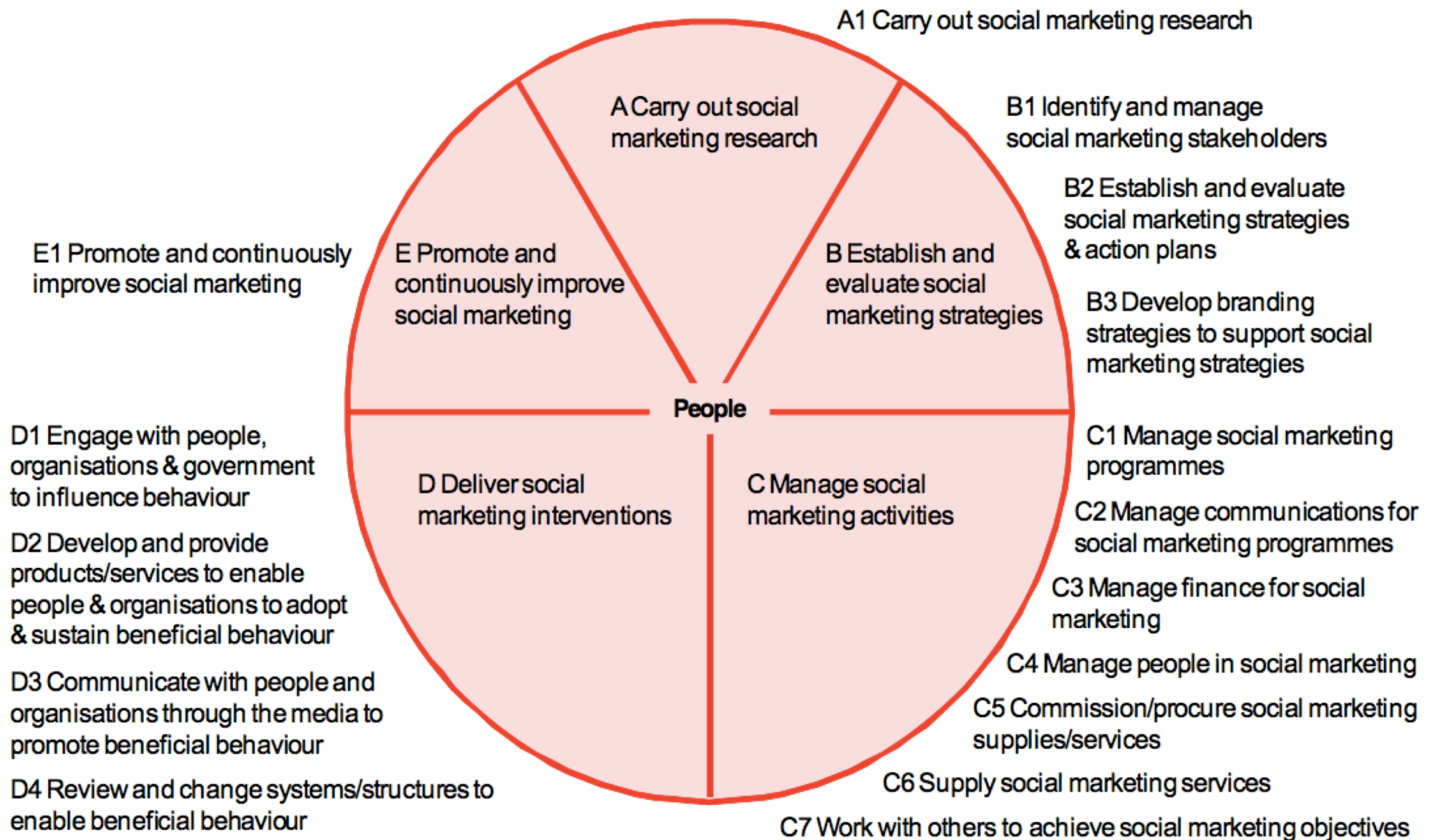
What I would like to cover is ...

- Some definitions
- Why SM is important?
- Is it effective in tackling social problems?
- How does it work?
- The future?

Differentiating marketing from SM?

- **Marketing** is the management process responsible for identifying, anticipating and **satisfying customer requirements profitably** (CIM)
- SMr's "Apply **marketing alongside other concepts and techniques** in order to influence individuals, organizations, policy makers, and decision makers to **adopt and sustain behaviour which improves people's lives**" (MSSSB)

An SM functional map



Consensus definition

*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**.*

(iSMA, AASM and ESMA, 2014)

SM is different from...

- Social Media Marketing
- Cause Marketing

Why SM should be looked at seriously?

- Developed from the hugely successful Marketing approach (**stages**)
- **Challenge** to materialistic perspective
- **Effective** for dealing with human problems

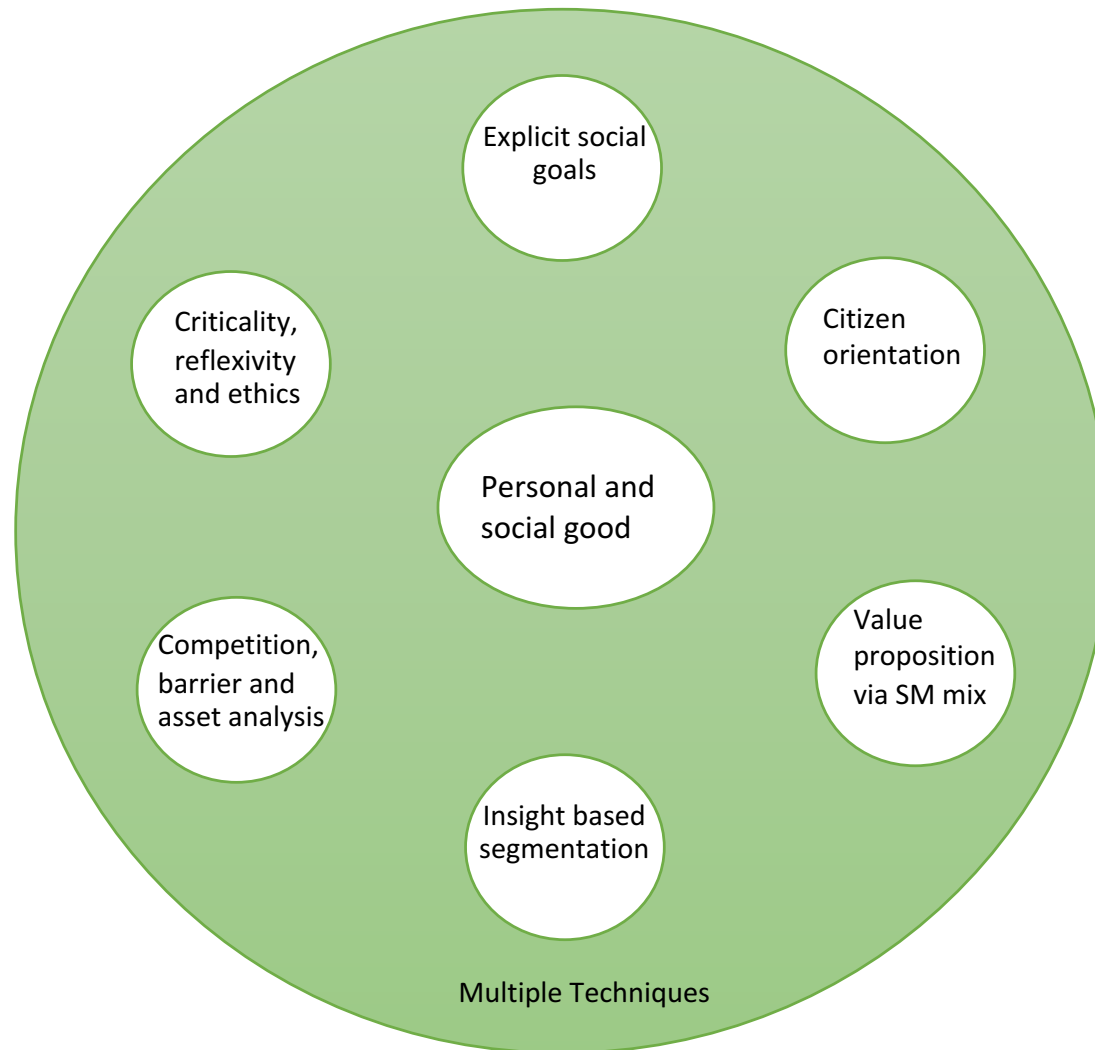
Areas addressed by SM

blinding trachoma	physical activity
community involvement	racism
diabetes	reducing prison numbers
doping in sport	safe driving
energy and water conservation	smoking cessation (or drug abuse)
environmental protection	smoking in pregnancy
fighting abuse and inequality	social enterprise
HIV/AIDS prevention	social exclusion
injury prevention	sugar-free medicine
junk-food advertising	suicide and domestic violence
mental health	transportation
obesity	waste prevention and recycling
oral and bowel cancer prevention	

Principles of SM

1. Behavioural Objectives	11. Communication channels and other influences
2. Audience insight	12. Social policy intervention mix
3. Social good	13. Value for citizens and civil society
4. Audience Segmentation	14. Stakeholder/relationship management analysis
5. Research evidence and behavioural theory	15. 4Cs tool box (Lauterborne)
6. Evaluation (short term, ROI and long term)	16. Influences draw on rational choice and rapid cognition
7. Use marketing management strategies	17. Focus on social equity
8. Ethical analysis and standards	18. Consider costs and benefits of partnering with private sector organisations
9. Commercial marketing theory	19. 4P tool box (McCarthy) in the intervention
10. Upstream, midstream and downstream	20. Popularise the social consequences of commercial marketing

SM Core principle and 6 core concepts



(iSMA, ESMA, AASM and SMANA, 2017)

How does it work

- Persuading target groups to adopt healthier behaviours
- Top-down & Bottom up approaches
- Use of SM steps (next slide)

Summary of steps

SM planning steps (Fourali, 2010)

1. Problem identification (Government or NGO)
2. Planning (understanding causes and stakeholders)
3. Purpose/mission (awareness/attitudes? change lifestyles?)
4. Situation analysis/market research (challenges/opportunities)
5. Objectives (promising/SMART)
6. Target groups/obstacles (most vulnerable?)
7. The customer proposition (benefit of changes or no changes)
8. Selecting a marketing mix (new or traditional)
9. Implementation of the campaign (Recruit, Test & managing)
10. Resources (academics, Gov., NGOs, businesses etc)
11. Monitoring/evaluation (process and outcomes)

The future?

- New areas (e.g. conflict/wars)
- New techniques (enlightened eclecticism).



**UK Social
Marketing
Conference**

 **Queen Mary**
University of London

School of Business and Management

ESMA
EUROPEAN
SOCIAL MARKETING
ASSOCIATION

nsmc
Changing Behaviours. Improving Lives

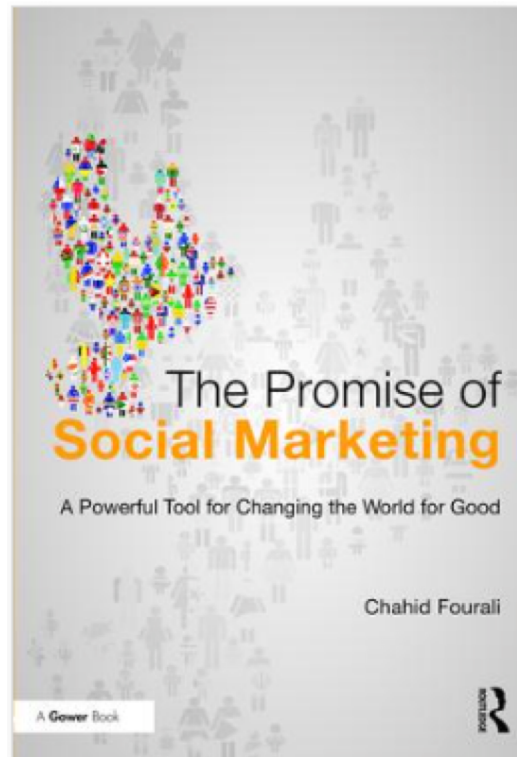
Call for papers & early bird registration

14 September 2017
**Queen Mary University,
London**

@WSMConference #UKSMC17 #SocMar



- My book – for more details



Thank you for listening