

# Social Marketing By Sheena Horgan

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# What *is* Social Marketing?

Social ~~X~~ Media

Commercial ~~X~~ Marketing  
(€€€€ goal)

Use of marketing to  
achieve behavioural goals  
for social good

Some critical success factors for influencing people to adopt a behaviour:-

- know more about them
- understand that not all people are likely to be at the same starting point
- consider your competition
- actually make it attractive and easy for people
- partner with influential people
- communicate effectively
- are in it for the long run

# Social marketing is all about...

## Negative motivations

Problem avoidance;  
fear

## Positive motivations

Mastery;  
social/self approval;  
confidence;  
hope

Has to be about more than just health & environmental benefits

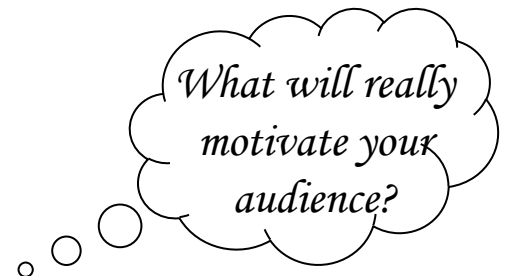


Focus on emotion and sentiment  
(Behaviour & Attitudes survey)

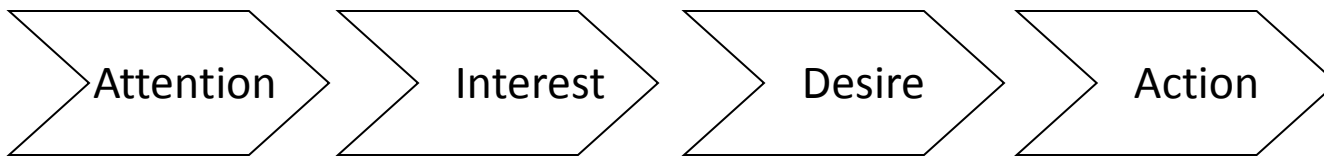


People don't like *trade-offs*

If you want to shift an attitude =>  
Create a *Movement Agents of change*



# Consumer Behaviour Roadmap



↑  
Will it be a positive or a negative?

↑  
How to pique their interest...

↑  
... and motivate them sufficiently to want to act

↑  
How to manage that act and encourage its continuation

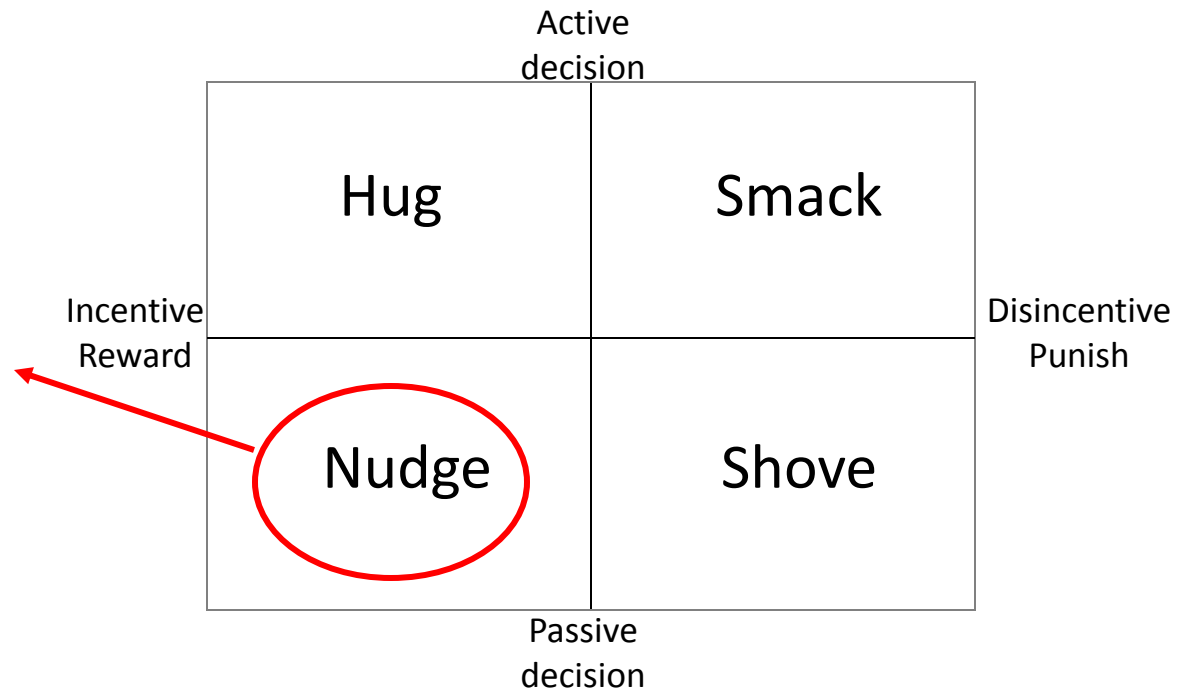


*Think through each stage from your audience's perspective*

# A nudge or a shove?

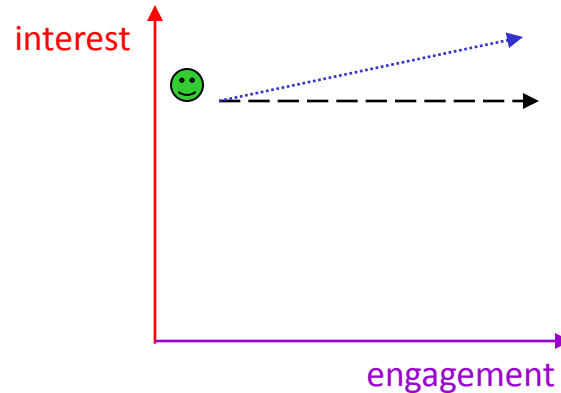
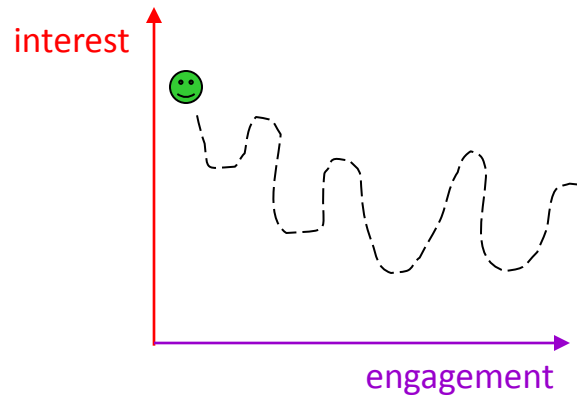
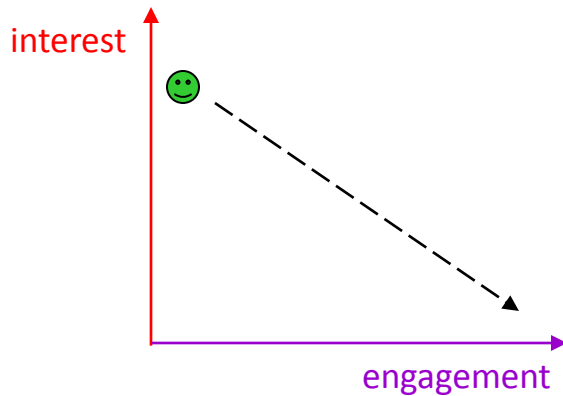
NUDGE THEORY:- is about applying behaviour change insights, appealing to people's passive decision making

Eg. Hotel towels and UK tax returns



*What nudge will you use?*

# Travel Plan



Big Q:

How do you sustain interest & engagement?

- Moments of truth?
- Data

*Think through each stage from your audience's perspective*

# How to market the plan

People:- all those involved, what they say, how they support, what their attitudes are....

Process:- procedures and processes by which service works

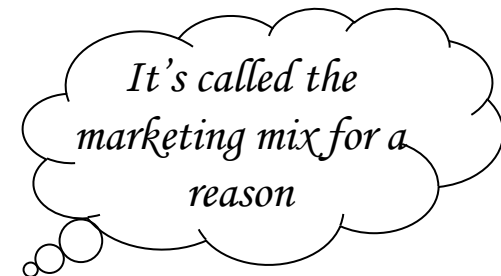
Product:- what is the product and is it what the audience wants/needs?

Price:- financial, physical, emotional...

Place:- is the product available at the right place and at the right time?

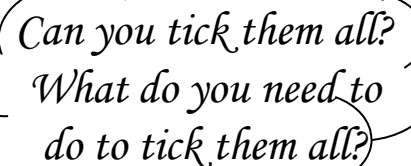
Promotion:- how will the audience be informed and made aware of the the product?

3 Es:- Engage, Empower, Encourage



# What's needed to succeed

- Senior buy-in
- Gather advocates
- Celebrate your successes however small
- Embrace your failures and examine why
- Marketing is not just promotion
- need more than 1 good strategy... evolution and ideas
- don't assume there no competition:
- Accentuate the positive: engage, empower, encourage



*Can you tick them all?  
What do you need to  
do to tick them all?*



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