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Social marketing can help achieve sustainable behaviour change

Social marketing—using marketing tools and techniques to facilitate behavior change—is a proven approach that's been used for decades in programs addressing public health, social

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Behaviors For Good and environmental issues, and international development. It's not just about creating clever ads, conducting focus groups or leveraging social media.

Using Social Marketing for
Behavior Change

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This type of initiative provides a platform for change agents, opinion leaders or “Connectors” to make the case for the behavior change and engage in a meaningful dialogue with the target audience. Regardless of how change agents emerge, they

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can play powerful roles in community building and social change. The challenge for behavior change initiatives is to identify and empower change agents to lead.

Barriers and Benefits: Changing

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Behavior Through Social...

Good Communication is not always the key to any behaviour change program Good communication is certainly important but there is more to social marketing than communications. The most

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Successful behavior change initiatives focus on removing barriers to desired behaviors. This takes more than a good communications campaign.

10 Tips for Changing People's
Behaviours through Social ...

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Behavior Change Marketing, also known as social marketing, is the term public health professionals use to refer to marketing that builds awareness about a social issue, like wear your seatbelt, don't smoke, get a mammogram and recycle. But social marketing

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is more than just building awareness.

8 strategies to motivate behavior change: social marketing ...
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people, purpose and change.

From road safety and recycling to tackling obesity and raising awareness about cancer and heart disease, we are not afraid to take on tough issues.

Social Marketing and Behaviour

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Change : Social Change
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Outcomes: A new social
marketing strategy for public
health This document sets out the
DH's three year social marketing
strategy for changing health-
related lifestyle...

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Changing Behaviour, Improving
Outcomes: A new social ...

Social marketing uses marketing
techniques to promote healthy
attitudes and behaviors. As in
traditional marketing, the
development and implementation

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of social marketing programs is based on the four P's: product, price, place, and promotion, but it also incorporates the partnership and participation of stakeholders to enhance public health and engage policy makers.

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definitive textbook for the
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Social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action.

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Behaviors For Good ...

Social marketing draws on some of the principles of commercial marketing and uses behaviour change theory to influence behaviour for 'social good'. 27
The benefit is for society, not for the organisation doing the

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marketing. Segmentation of the relevant market allows for interventions to be targeted.

Behaviour Change Models and Strategies: (EUFIC)

It's summed up in one key point: commercial marketing tries to

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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.

Chapter 45. Social Marketing of

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Successful social marketing holds
the power to change the world.
For almost two decades, Social
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definitive guide for designing and implementing memorable social marketing campaigns. Bestselling authors Nancy R. Lee and Philip Kotler present a proven 10 Step Strategic Social Marketing Planning Model and guides students and practitioners

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through each stage of the
process.

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Social marketing is marketing
designed to create social change,
not to directly benefit a brand.

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Using traditional marketing techniques, it raises awareness of a given problem or cause, and aims to...

What is Social Marketing? (With 7 Stellar Examples ...

Our practical Social Marketing

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Behaviors For Good Guide and Toolkit can help you develop, plan and deliver behaviour change projects that work. Drawing on lessons learned through years of research and practical experience, we take you through the six key stages of successful projects and provide

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tools and templates to support
you through the process.

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