

Social Marketing

Social marketing is defined by the National Centre for Social Marketing as *'the systematic application of marketing, alongside other concepts and techniques, to achieve specific behavioural goals, for a social good.'*¹ The National Social Marketing Centre (www.nsms.org.uk) was set up by the Department of Health in 2005 to develop this methodology specifically on public health issues, for which it has been used successfully in other countries.

Health Link's approach to social marketing

Our approach is characterised by:

An open mind about what is influencing, and could influence, the target groups:

Otherwise we are testing the assumptions of the client, not their target groups;

Thorough initial scoping as a key aspect of any social marketing campaign:

This can mean that clients are asked to pay for something when it is difficult to describe;

Intelligence on knowledge, behaviours and beliefs as the route to changing them:

The real expert on a person's views is that person - expertise which is crucial to change

Evaluation starting at the beginning not at the end, and continuing after the end:

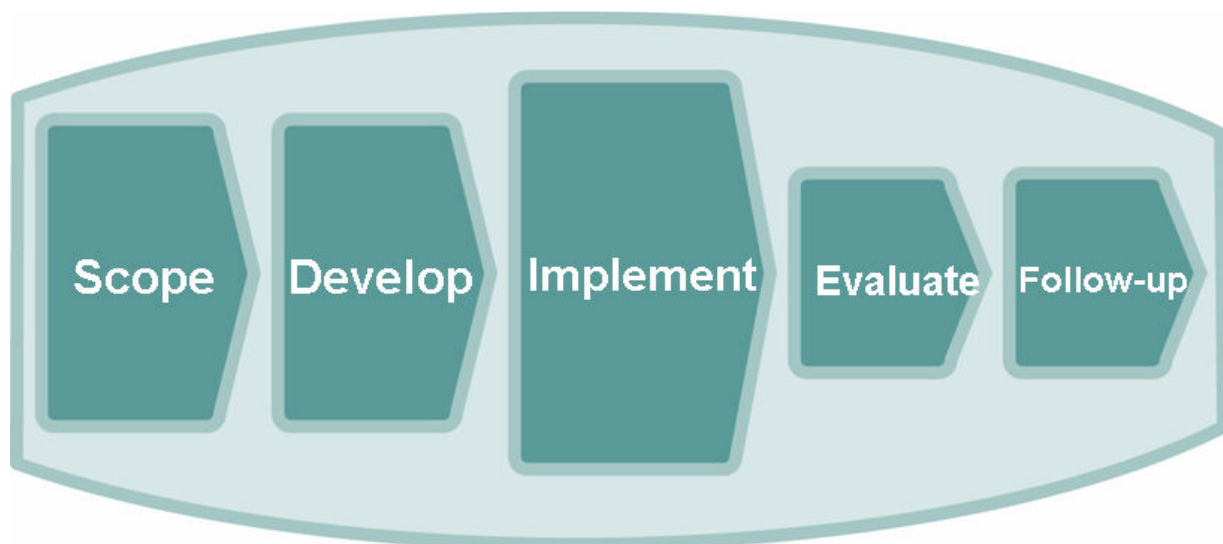
Social marketing needs learning from the start, measuring at the end and follow up later

Measurement as a bold, transparent and sometimes risky process:

The unexpected may interfere - but also act as a learning building block for next time

The approach recommended by the National Centre is outlined in the diagram below, reproduced courtesy of the Centre.

National Centre for Social Marketing's Representation of the Social Marketing Process



¹ French, Blair-Stevens – National Social Marketing Centre
<http://www.nsms.org.uk>