



FIRMA Z DUSZĄ

Social marketing: A proven tool for improving the human condition

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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 ...

- What is this new science?
- Why should it be looked at seriously?
- How does it work?
- Is it effective?
- The future?

What is this new science?

- Let's contrast marketers with SMr's...
- 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)

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 (reach)

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	

How does it work

- Like marketing it focuses on persuading target groups to adopt new behaviours
- Top-down & Bottom up approaches
- Use of SM steps (next slide)

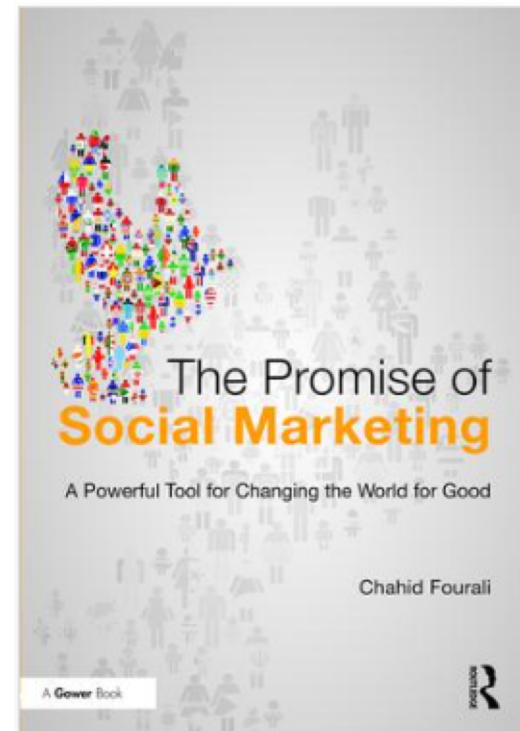
Summary of steps

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-Ongoing development

- New areas (e.g. conflict/wars)
- New techniques (enlightened eclecticism).
- My book – more details



Thank you for listening