Social marketing and the future

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At a Glance

Established by the British Government and National Consumer Council in 2006, The NSMC is a centre of excellence for social marketing and behaviour change.

Our Mission
To maximise the effectiveness of behaviour change programmes.
Achievements

- It’s Our Health – review of government health campaigns and effectiveness of Social Marketing
- Social Marketing Benchmark Criteria and Planning Guide
- National Occupational Standards in Social Marketing
- Learning Demonstration Site Scheme in 10 local health areas
- Strategic consultancy and mentoring on over 25 programmes
- Showcase
- First World Social Marketing Conference
- Co-funded the development of the International Social Marketing Association

It is all about behaviour
Three points of the presentation

1. What is our competition
2. What is our USP
3. Organisational development

Competition for social marketing

• Financial
• Being ‘nudged’ out of the way
• Marketing is a dirty word
It is a Management Planning Process

Organisational Development

- NHS Tayside – Quality Strategy
- Healthy People 2020
- National Occupational Standards
- Marketers on the Board
- Evidence of impact
Summary

- Aligning with organisation’s corporate strategies
- Financial evaluation
- Working with new partners
- Promoting the USP of social marketing