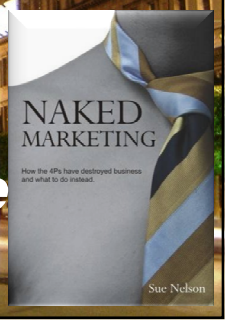
STRATEGIC SOCIAL MARKETING

Clive Blair-Stevens

can I start by expressing a genuine respect for our opponents today, what ever our differences, we are all the good guys/gals



& thanks of course to Sue Nelson

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when social marketing is good

it's brilliant !

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when social marketing is rubbish

it's partial !

time to move on

& let go of the 4 P's security 'Linus' blanket

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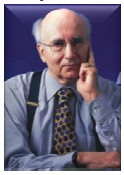
"the first duty of the marketer is to market 'marketing' to non-marketers"

Philip Kotler



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reality check:

the non-marketers we are trying to 'turn on to social marketing'

commonly think

'marketing's a dirty

& the 4 P's just

even dirtier!

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Marketing's 4M's ?

Manipulation
Malevolence
Misrepresentation
Materialism

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just a few of the people we need to inspire:

Ministers, Politicians, Senior officials
Budget holders/commissioners
Programme/Project managers
Community developers & activists
Health promoters & Public Health staff
Environmental campaigners…

*reducing 'marketing' to 'product-price-place-promotion' just doesn't deliver… **it's partial***

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trying to push the 4 P's is counter to the very principles of marketing

ie: starting by listening to our

it too often reflects an insular inward looking focus for social marketing

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the 4 P's talks to a very small marketing audience

we need to open social marketing up to engage & inspire a much larger audience of

social change agents at the political & the community level

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Marketing & Social Marketing aren't the same things

there are important & fundamental differences

Social Marketing is far more challenging & rewarding!

STRATEGIC SOCIAL MARKETING

marketing moved beyond the 4 P's long ago

so why, oh why, on earth

should social marketing stay stuck with a tired & increasing discredited concept

simplicity can be very

STRATEGIC SOCIAL MARKETING

marketing has moved on

Stage	Focus on:
Production	Production methods
Product	Quality of product
Selling	Selling methods
Marketing wants	Customer needs &
Relationship marketing	Customer relations building & maintaining good relations

stuck in the past

the 4 P's

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the 4 P's are to often…

P paltry

P pallid

P partial

P peripheral

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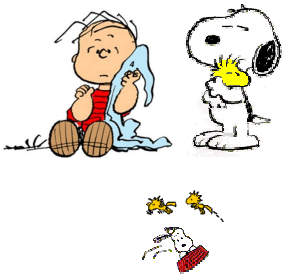

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a pointless proliferation of possible P's

people public persons

politicians policy-makers practitioners

partnership participation personalisation

planning preparation pre-testing

proposal proposition persuasion

politics power p……

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the 4 P's limitations are well recognised & have led to different attempts to improve

the 4 P's → **S.I.V. A.**

essentially a supply side model → *demand /customer-centric alternative*

Product	→	**Solution**
Price	→	**Value**
Place	→	**Access**
Promotion	→	**Information**

but still a limited framing

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the '4 Ps' risk taking attention

Customer orientation & insight

Seeing things from the persons perspective. Understanding their lives & developing key insights

Understanding the behaviour & its key influences

Considering both the problem & desired behaviours. What can influence adoption, maintenance & change.

Identifying & addressing the competition

Recognising competing factors within & outside people's control. Looking for ways to remove or minimise these

Creating

for people

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so please don't be a

'P'

nut

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the 4 P's ?

just too much 'P' ing in public

Manneken Pis, Brussels

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at least
our host
city
Dublin
is clear
on the
issue
Am ar bith
AT ANY TIME
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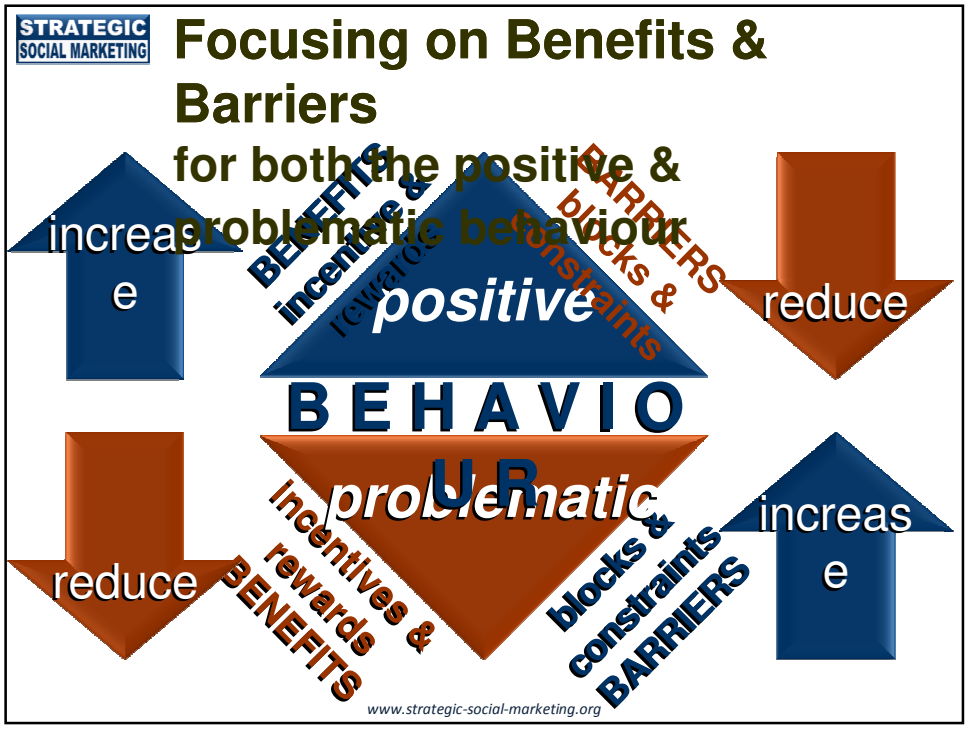
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SOCIAL MARKETING
Focusing on Benefits &
Barriers
for both the positive &
problematic behaviour
increase
BENEFITS &
incentive &
rewards
positive
BARRIERS
blocks &
constraints
reduce
BEHAVIOUR
problematic
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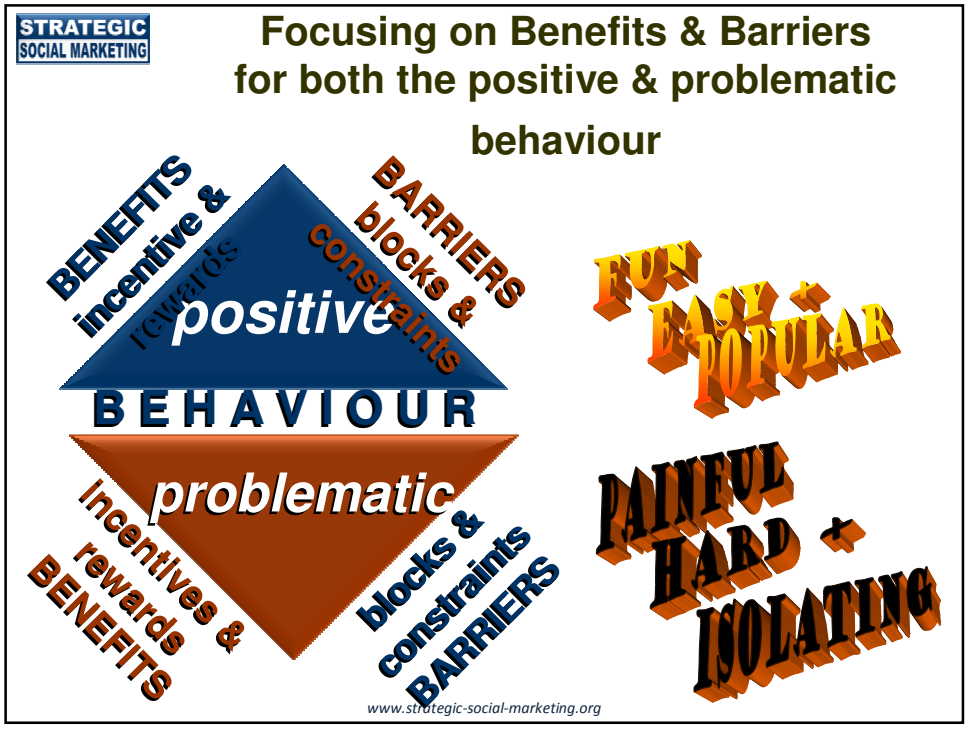
STRATEGIC SOCIAL MARKETING
Focusing on Benefits & Barriers for both the positive & problematic behaviour
BENEFITS incentive & rewards
BARRIERS blocks & constraints
positive
BEHAVIOUR
problematic
incentives & rewards BENEFITS
blocks & constraints BARRIERS
FUN EASY + POPULAR
PAINFUL HARD + ISOLATING
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Brighton
85th Birthday lunch
Dunkeswell
Lyme Regis
Hannah Stevens
1925-2011