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

when social marketing is good

it’s brilliant!
when social marketing is rubbish
it's partial!

& let go of the 4 P’s security ‘Linus’ blanket

time to move on

“the first duty of the marketer is to market ‘marketing’ to non-marketers”

Philip Kotler
reality check:
the non-marketers we are trying to ‘turn on to social marketing’

‘marketing’s a dirty
& the 4 P’s just
even dirtier!

Marketing’s 4M’s?

Manipulation
Malevolence
Misrepresentation
Materialism
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

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
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

Marketing & Social Marketing aren’t the same things

there are important & fundamental differences

Social Marketing is far more challenging & rewarding!
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

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the 4 P’s are to often…

P
paltry

P
palid

P
partial

P
peripheral

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.

- Product → Solution
- Price → Value
- Place → Access
- Promoti → Informati

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

the 4 P’s?
just too much ‘P’ ing in public

Manneken Pis, Brussels

www.strategic-social-marketing.org
Focusing on Benefits & Barriers for both the positive & problematic behaviour

www.thefogysocialmarketing.org

Hannah Stevens
1925-2011