

Developing the Practice of Social Marketing in the UK

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Chair, Social Marketing Member Interest Group

Purpose

- To bring together like-minded professionals for shared learning, peer support and to stimulate networking.
- To raise the profile, understanding and competence of social marketing.
- To encourage the application of its principles among CIM's members, other marketing practitioners and related professionals.

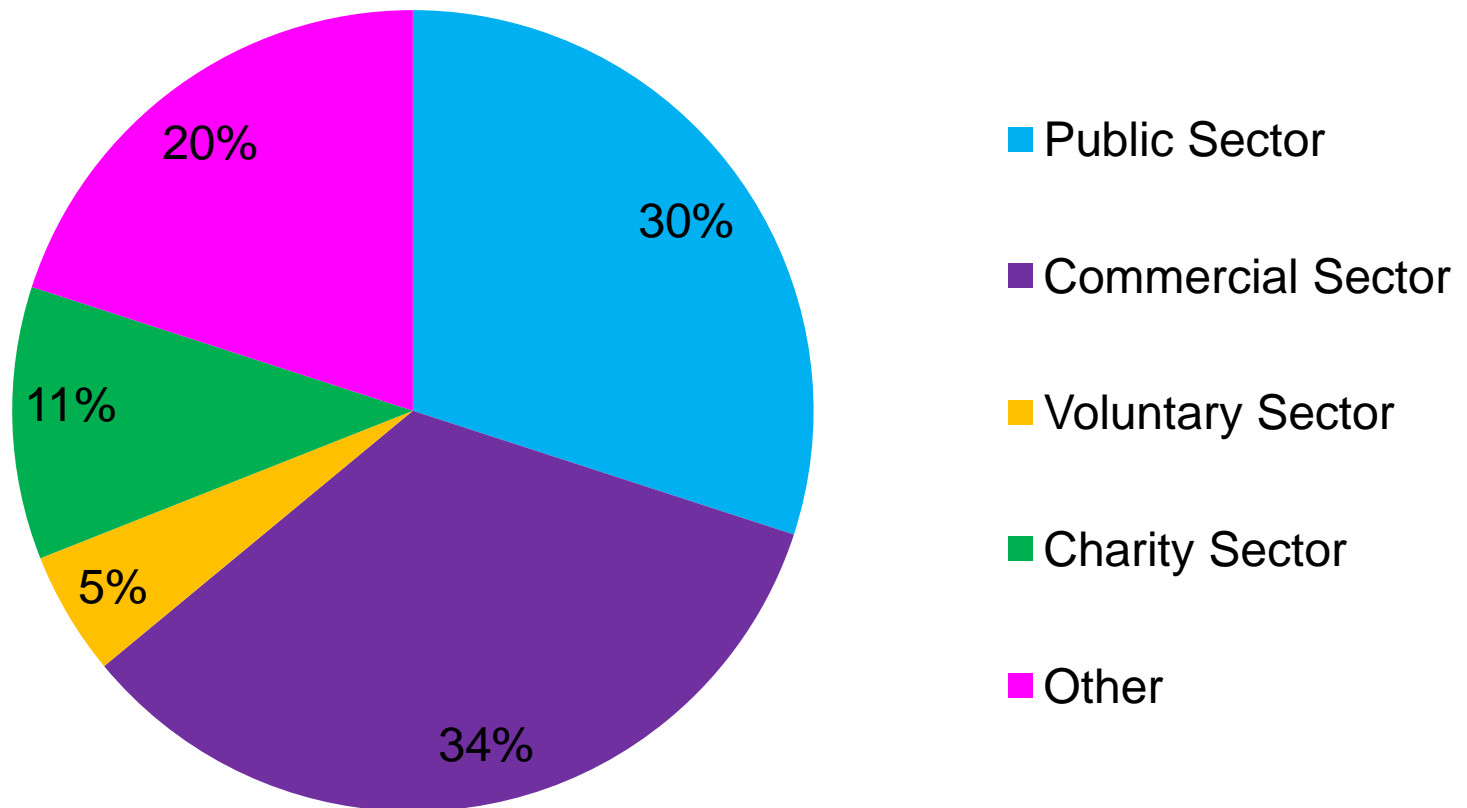
We aim to do this by

- Establishing the Social Marketing MIG as an authority on social marketing practice for Institute members, other marketers and related professionals.
- Promoting the exchange and sharing of knowledge amongst members
- Providing and sharing examples of good practice.
- Delivering expert seminars which meet the interests and learning needs of members.

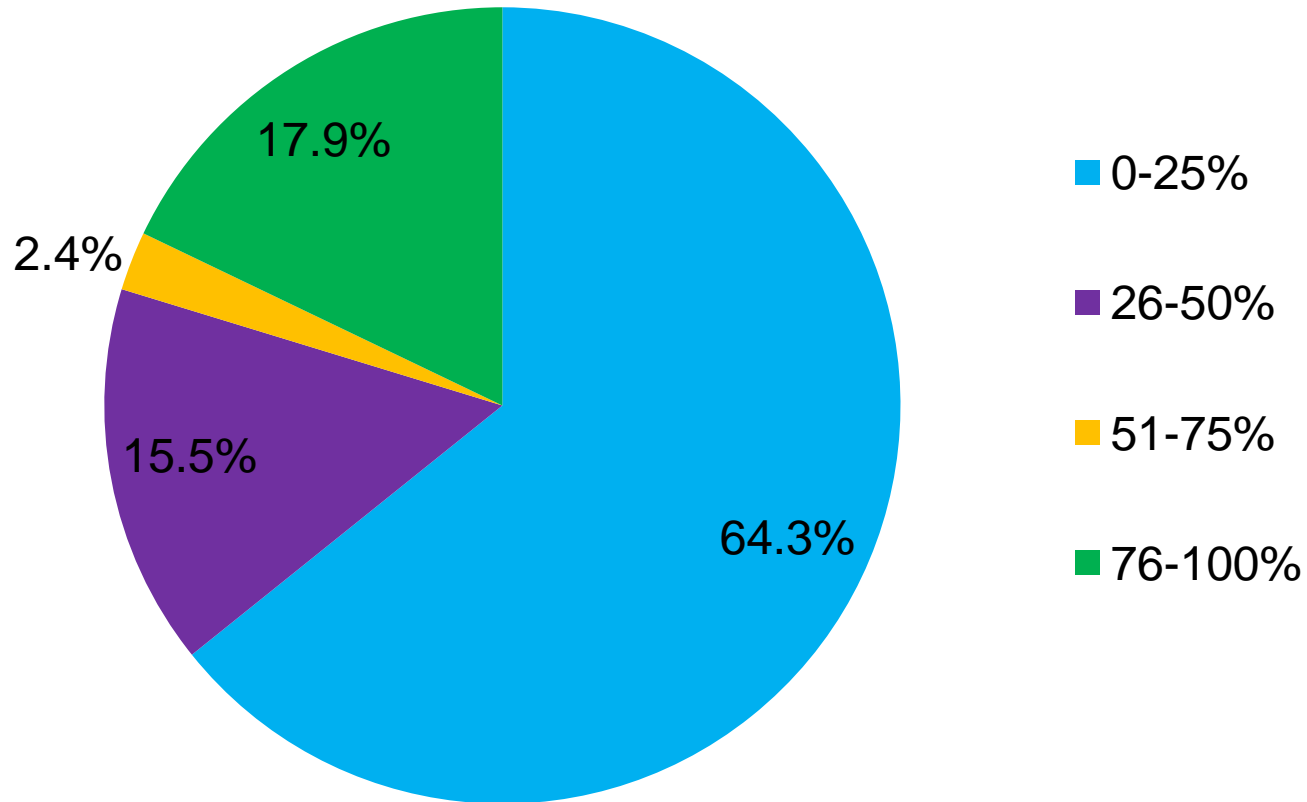
Our achievements so far...

- Established a working group of enthusiastic volunteers
- Held our launch event in October 2010
- Grown to 1,100 members in 2 years
- Explored the differences and opportunities of working between public and private sectors
- LinkedIn Group
- Hosted events

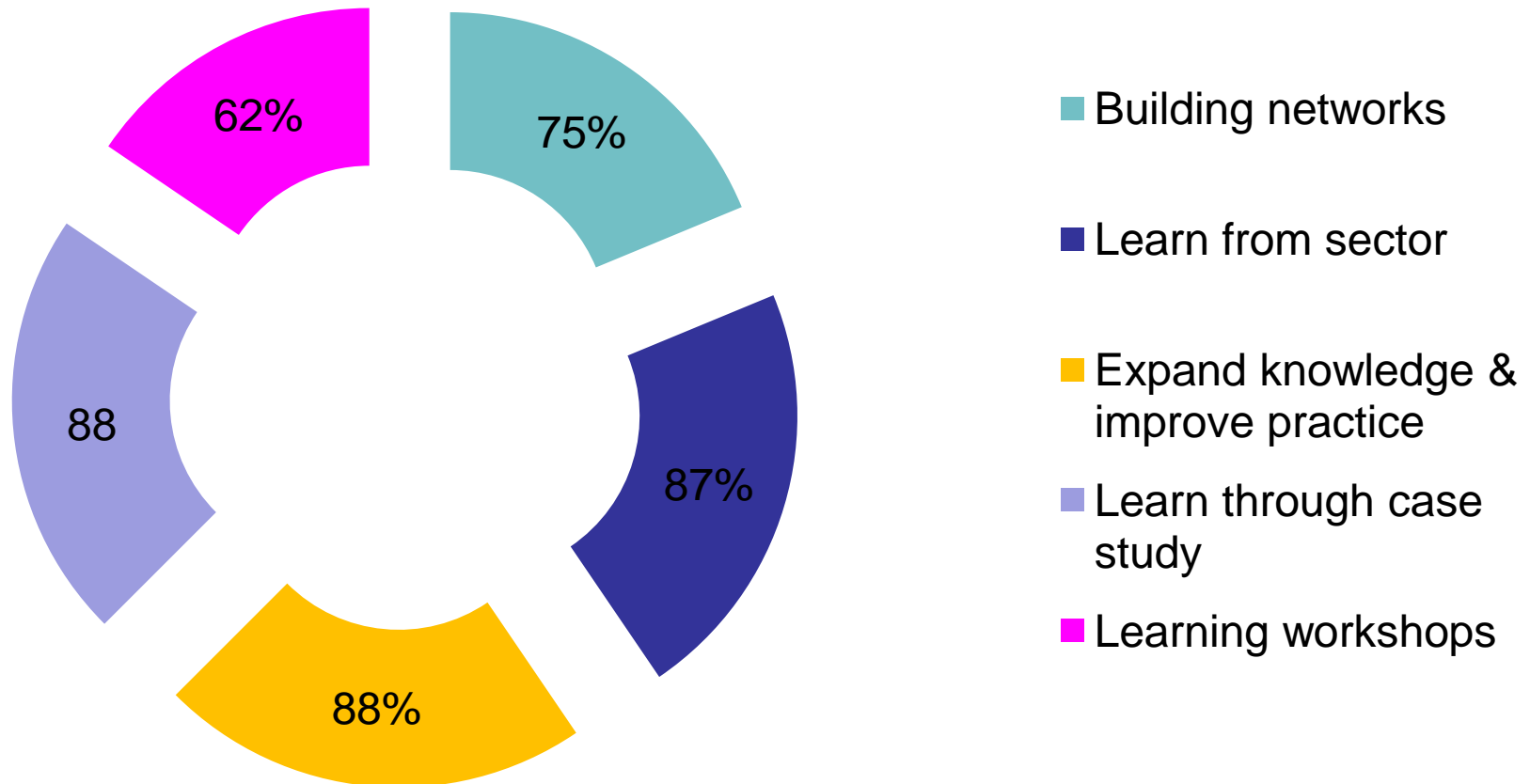
Sectors members work in



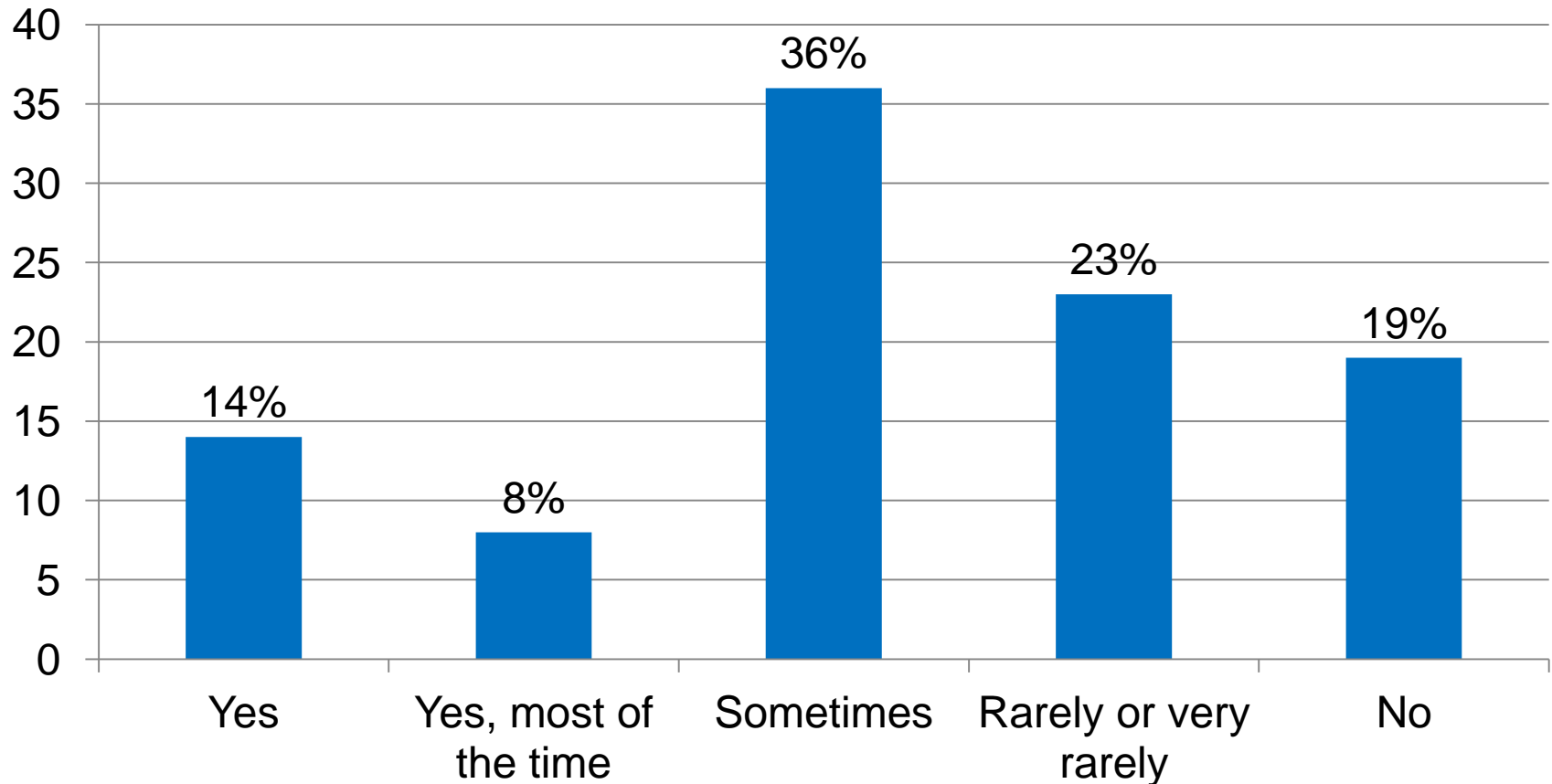
Proportion of job role concerned with Social Marketing



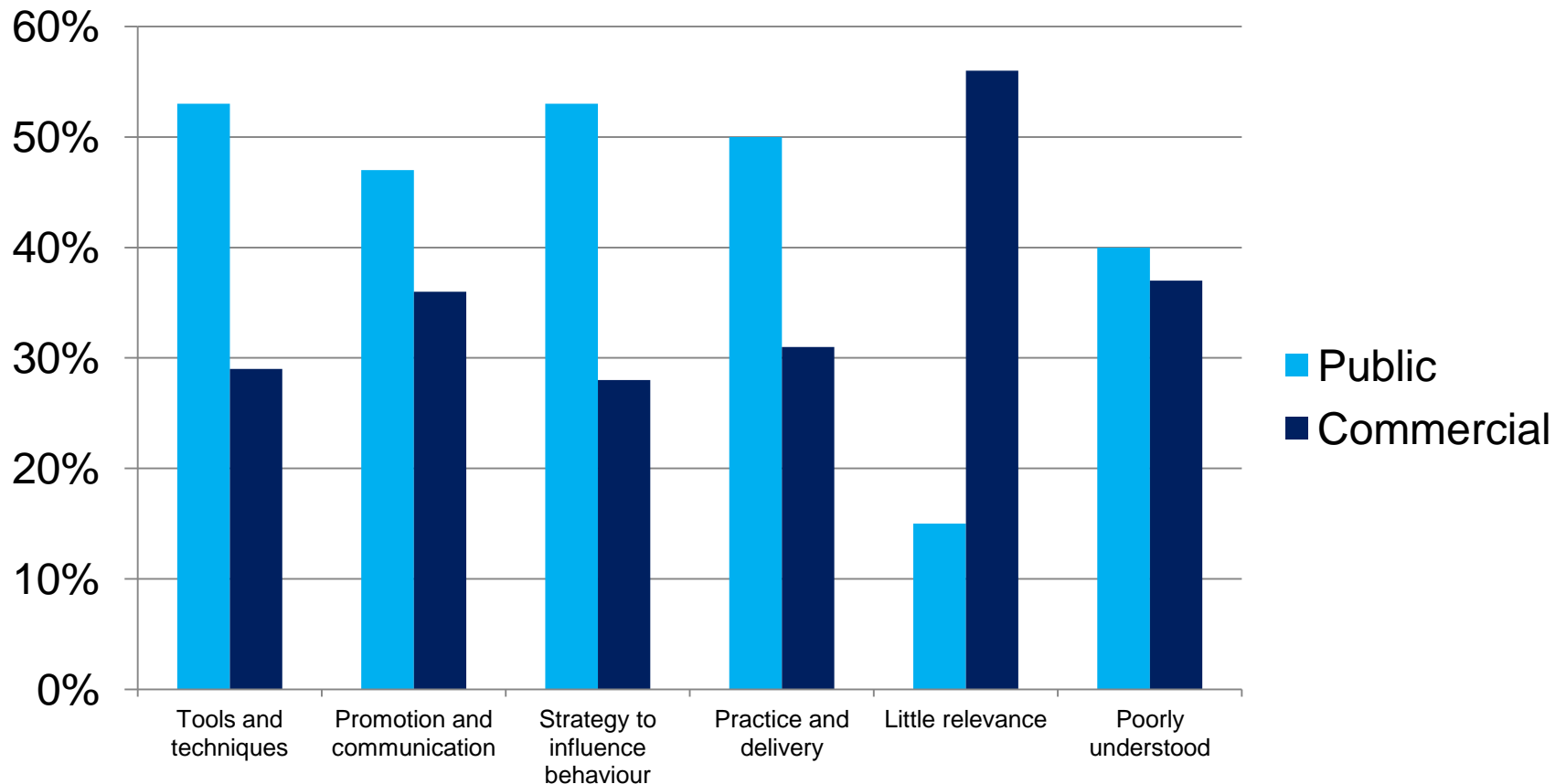
Sharing skills and networks



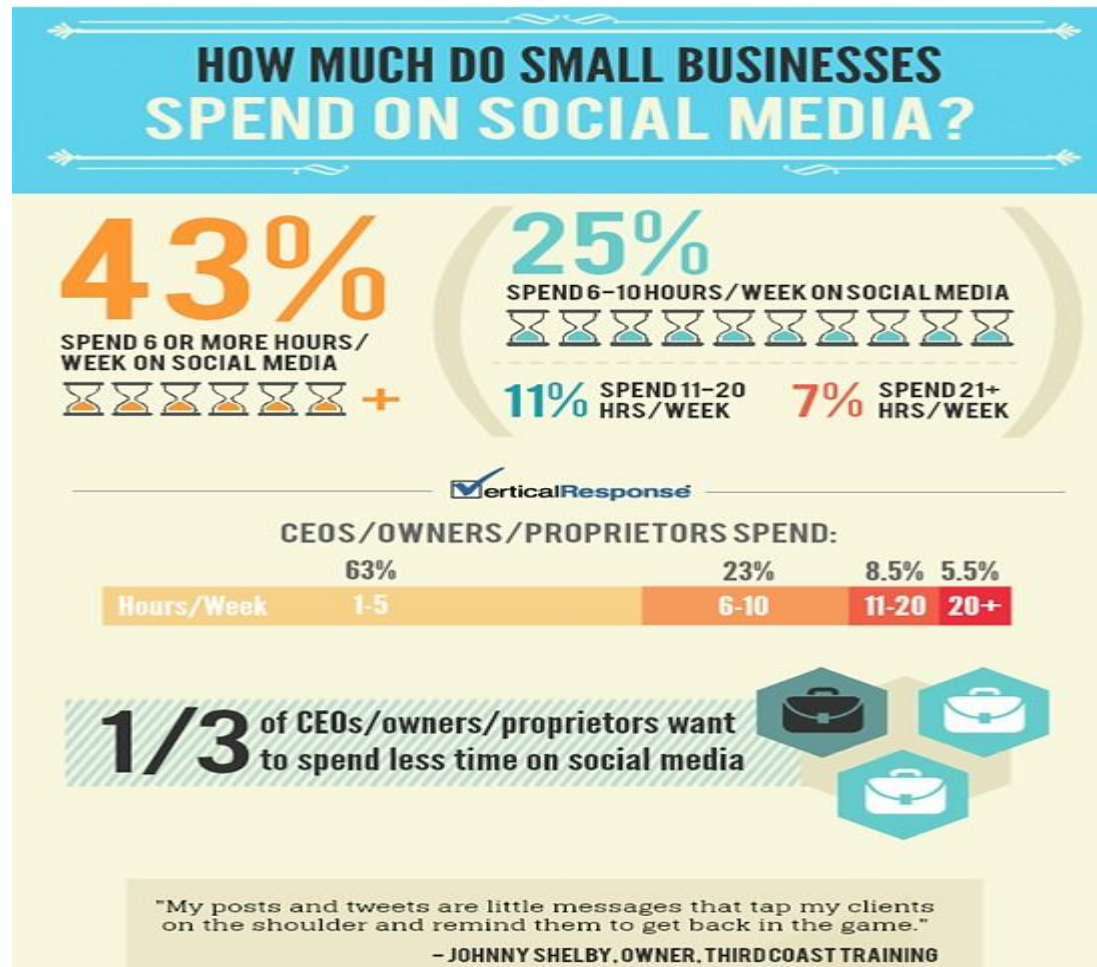
Do you describe yourself as a Social Marketer?



Differences in views about Social Marketing across sectors



Small Businesses Stepping Up Social Marketing



the marketer

Marketing insight from our partners

The Definitive Guide to Social Marketing A Marketo Workbook



DOWNLOAD NOW



Social Marketing Has Changed - Are You Keeping Up?

Social is no longer just a channel, or a tactic - today's savvy marketers understand that social is a strategy that must be present in every aspect of their marketing. But how can you turn this philosophy into top-notch marketing practice? Download our brand new [Definitive Guide to Social Marketing](#); discover how social marketing can drive buyer engagement, new business, and ultimately revenue.

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DEFINITIVE GUIDE

Our newest guide has everything you need to implement and optimise your

Some big questions we are exploring...

- What should we do about the confusion between social marketing and social media?
- How do we gather evidence and insight to measure success against objectives, outcomes and targets?
- What role do commercial marketers have in supporting and delivering public policy goals?
- How do we do more for less and still meet performance and efficiency targets?

Event topics and content

‘... examples of a successful social marketing campaign (including the insight gathered approach, practical application of evidence from behavioural economics and social psychology)...’


‘Learning from mistakes. Social research, how social marketing can be used in the charitable and voluntary sector.’

‘How to use social marketing in practice. How to use research more effectively.’ And ‘Interpreting audience research to develop a strategy.’

Education

- UK universities and colleges
- NSMC Social Marketing Awards Course
- NSMC CPD
- CIM CPD – “Chartered Marketer”

Have your say and get involved...

- Become a member (contact: denapearce@cim.co.uk)
- You don't have to be a CIM member (*for the first year*)
- Get **Linked**  (contact: marketinglady@btinternet.com)



The Chartered
Institute of Marketing

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