

Social Marketing Key Principles



Source: National Social Marketing Centre. Customer Triangle. www.nsms.org.uk

Know your CUSTOMER – put them at the centre of every program decision you make. Social marketing begins and ends with your customer / target audience. Talk to them to understand their needs, knowledge, beliefs, and attitudes along with the social context in which they live.

Understand BEHAVIOUR - understand your target audience's current behaviour and key influences on it.

It's about ACTION - increasing awareness, shifting attitudes, and strengthening knowledge is valuable only if it leads to action. Be clear in what you want your target audience to do.

There is a mix of INTERVENTIONS - use a range of interventions or methods to achieve your behavioural goal.

Who are your key SEGMENTS? – target your programs to key audiences.

There must be an EXCHANGE. What's in it for your target audience? What are we expecting them to do? If you want someone to give up, or modify, an old behaviour or accept a new one, you must offer that person something very appealing in return. What benefits can you offer to help them to change their behaviour? How can you make it easier for them?

In commercial marketing, there are tangible exchanges (give me \$2 and I'll give you a Coke) and intangible exchanges (by drinking Coke, you're also receiving everything that goes with the image of the brand Coca Cola).

COMPETITION always exists. Your target audience can always choose to do something else. Many factors impact on them and compete for their attention and time. What are the influences working against the desired behaviour change?

www.nsms.org.uk/images/CoreFiles/NSMC_MODEL_Competition_Dec2006.pdf