

Social Marketing: Marketing Ideas

1. Introduction to Social Marketing

The primary goal of social marketing is a social one: behavior change that makes a better world. Social marketing applies the principles and insights of marketing: point of view (people as customers); segmentation (to divide society into segments that are more receptive to the idea and decide which segments to talk to); and marketing mix (to decide the best ways of reaching these segments). And to a certain restricted audience, it appears as mass communication or public education. As an approach, social marketing recognizes that behavior can be a great driver of social issues.

Social marketing is a deviation from commercial marketing's money orientation that leads to profit – that is its purpose. In contrast, social marketing begins with its purpose – the creation of a social good. It has been observed that marketing could be an important tool in achieving a variety of social goals, including the overcrowding of schools to be guided, the simulation of national savings, the stimulation of use and the control of demand for drugs, the reduction of the consumption of sugary products, the increase of the acceptance of family planning, the reduction of road accidents, the sporting, literature, and the development of arts. It is believed that the limited use of specialists with marketing promotion skills could dynamically influence social behavior to the great benefit of society. In the United States, a federal government agency states that social marketing in public health can change attitudes, behavior and, even, society. More recently, trading under the banner of a campaign, it is noted that through a well-crafted social marketing campaign, we can help shift long-standing attitudes and practices. Such campaigns have been used successfully in the fight against a range of health and social problems, from getting people to wear seat belts, via drunk driving and tobacco use, to pollution reduction.

1.1. Definition and Objectives

Social marketing is a marketing technique. However, it differs from traditional marketing. First of all, its goals deal with influencing not product consumption but

people. Really, the target of social marketing is the behaviors and attitudes of particular audiences. It is not about working with everybody in a given society. Social marketing campaigns do not target the general public; they identify specific niche markets that are more likely to change their behaviors in order to create good for society. As a marketing technique, social marketing uses a lot of marketing tools and strategies to effectively communicate and interact with a precisely defined audience. Consequently, social marketing begins with a customer orientation during all stages of development and implementation. It looks at what people want, what their concerns are, their behavior, their motivations, and how they may interpret and act on information provided to them. Social marketing applies commercial marketing strategies to some of the most pressing health, safety, environment, citizenship, human rights, consumer protection, and community development issues. Key elements of the exchange concept are adapted to the impractical conditions of the product, which is a person's behavior and its effect on other people rather than a transaction-based product purchase. In summary, social marketing is based on the view that marketing means meeting the needs of others. Social marketing is about strategically engaging target markets and offering them tangible, accessible, and marketable behaviors. It is an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. It is not short-term quick-fix marketing but a long-term, cost-effective approach that builds on the needs and wants of the potential audience of the message. Research, which includes monitoring and evaluation, are key components of social marketing to refine and enhance interventions.

1.2. Evolution and Importance

Ethos Wear: An Exercise in Social Marketing is presented in a unique manner. The text initially explores social marketing and the implications of using marketing in activities other than consumer goods sales. Some of the text is interdisciplinary as it studies the changes in marketing over time and explores how they follow or reflect changes in marketing practices. Social marketing actually dates back to biblical times and has begun to see considerable growth in the past two decades. The practice of social marketing appears to be becoming more refined, with the industries it services expanding exponentially.

Marketing managers seem to have always been aware that social agendas have a role to play alongside residual values in the marketing mix. Companies are special

interest groups with special interests targeting special markets in a societal system in which innovative individuals successfully integrate their purposes more than they do in those societies that force people to behave homogeneously. Then, why is the social marketing era only now appearing in universities and in the literature? One reason for this "lateness" is that societal evolution was proceeding at a relatively slow pace until about twenty-five years ago. Sociology probably had a good idea of what it was about 50 years ago. It did not draw much from or add much to the consumer behaviorists until well into the fifties. Even compared to business management, marketing is a "young" discipline. It did not really come into its own until the last revolution in business thinking, which brought down the old-style salesman and made manufacturers take part in distribution more seriously. This marketing revolution, which launched the consumer society and consumer society marketing, also led to the rise of social marketing, a revolution that is increasingly as pertinent as that of the consumer society.

2. Understanding Consumer Behavior

The essence of any marketing effort starts with understanding consumer behavior. This is crucial to designing successful social marketing strategies. The decisions consumers make in the marketplace are influenced by psychological factors, and so it goes with social issues. It is not enough to inform people about a social condition and expect their attitudes and behavior to change. Rather, those who study consumer involvement with social issues acknowledge that many factors influence how people perceive and behave when faced with social problems.

Some social marketing programs have examined data and social trends to determine what will turn potential donors off, and then use these findings in their marketing strategies. Behavioral economics, based on well-documented psychological observations, provides additional enlightenment on how to talk to people about social issues of concern. Often, using these principles to develop social marketing programs can help avoid backlash. Everyone is not motivated or constrained by the same variables. A successful social marketing strategy segments its target audience and then frames its social call or marketing offer differently. Mental accounting, representing the different dollar figures in our heads conceptually rather than chronologically, can help increase deep-pocket donations. A market segment is a group of people who share the same motivation and similar barriers. Empathizing and understanding these motivations will ensure that they dedicate time and money

to the issue and that the donation will stick. A social marketing strategy might want to reach out to each of the following market segments: 1. Socially Concerned Consumers 2. Socially motivated donors 3. Secular Humanitarian donors.

2.1. Consumer Insights and Analysis

To develop a captivating social marketing campaign, social marketers must first understand their audience's beliefs, attitudes, opinions, and behaviors in order to most effectively influence their decisions. This process begins with gathering consumer insights, which allow for the development of a campaign rooted in social marketing theory. A number of methods can be employed to gather these insights:

- Surveys can be used to directly assess knowledge, attitudes, beliefs, and practices, among other measures.
- Focus groups can provide an in-depth understanding of individual experiences to supplement survey findings.
- Social media listening using advanced search tools can assess beliefs, attitudes, and behaviors being posted by an audience.
- Analysis of disease registries provides evidence-based information that can then be used to discern knowledge gaps or behaviors about a health issue that are not being addressed by the healthcare system.
- A literature review can be conducted to gather current information about national and international trends in an issue area relevant to a campaign.

Consumer insights often focus on collecting demographic and psychographic information that can be utilized in audience segmentation, the process of dividing a large audience into smaller parts based on shared qualities. The result is distinct target audiences with techniques and messages tailored to offer a relevant, personal connection through powerful storytelling often based on consumer needs and insights, which, in turn, creates meaningful impact and drives behavior change. Social marketing campaigns then iterate a series of messages to these target segments over time, refining their approach based on feedback and data gleaned in a process called consumer feedback and action support. Informing these consumer feedback and action support iterations are new insights that must again be gathered from the audience. These insights are informed by the unique offering and call-to-action found in each of these iterations, and the most current and compelling insights come soonest after the iteration is seen by target audiences. By harnessing these insights and incorporating them into social marketing initiatives, we can ensure healthcare providers across all delivery settings have access to the most

relevant information and are properly trained to work with patients and their caregivers for at-home self-collection of blood samples.

2.2. Behavioral Economics Principles

Social marketers have been incorporating behavioral economics research and insights into their work for the last few years as a way to develop a deeper understanding of how to measurably affect social change through the use of marketing. Behavioral economics is a multi-disciplinary approach to economics that looks at how psychological, social, and emotional factors can influence the economic decisions made by individuals. In terms of social marketing, it might explain the forces that lead a homeowner to get a rain barrel, install an energy-efficient heat pump, or retrofit a home for universal design. In general, these principles suggest that social marketers can encourage people to make choices that are good for them and the environment much more effectively than traditional economists and their tools. To date, there is no empirical research on how many of these insights have been, or could be, translated into successful social marketing strategies. Although much of the behavioral economics research is highly illuminating, it is not so much about social change.

Behavioral economics explores the laws that govern how humans actually behave. Unlike traditional economics, behavioral science has shown that individuals are not consistent rational calculators; instead, they often act on impulse and under the influence of their peers, to the extent that, in some cases, they persist in undesirable behavior despite knowing full well the consequences. This brings me to the second underlying reason to embrace the behavioral outlook in social marketing: behavioral economics reveals that given the right insights, very small changes, or 'nudges' can have a disproportionate effect on behavior. It is another concept we can take from behavioral economics to influence consumer behavior through social marketing. Nudging is about prompting behavior change by creating incentives - financial and/or emotional - and finding the ideal framing for them, but without steering or incentivizing in any one direction. It is an inexpensive way to influence people's behavior by working with their default choices. Choices are influenced without really taking free will away. The emotional rewards are small. They are just a pat on the back. In other words, nudging introduces small design changes into choices in order to shift people towards specified outcomes.

3. Strategic Planning in Social Marketing

One of the keys to social marketing efforts is strategic planning. In becoming part of a social marketing team or project, you need to align your social marketing strategies with your organization's goals and the needs of the community. From your unique perspective, learn how that is done. This section details the process of strategic planning, including identifying who your audiences are and how to effectively target your program efforts to reach them. One of the key processes in social marketing is referred to as market segmentation. Segmentation is the process of carving up an entire market into segments of likely customers who have similar preferences or needs.

Targeting is the process of choosing one or more of those segments as your "ideal" customers and developing a marketing plan that will reach them and influence them to take some action. Positioning is a strategic process. It is more about the unique value you provide than it is about making sure your target audiences understand what you do. One of the primary reasons we spend much time talking about positioning is that many social marketing efforts don't give much thought to it. As a result, their campaigns often look and sound like everybody else's. In the marketplace, you almost always want to be unique and different from others. Being unique and different is how you avoid being seen as just another non-profit organization or group trying to help others. The better job you do positioning yourself, the more likely people will understand – and believe – that you are offering something of value that nobody else can deliver.

3.1. Market Segmentation and Targeting

Discussions of social marketing strategies presume a clear definition of exactly whom the intended 'market' is. Although relevant behavior and the potential to make change are critical elements of market definition, the generic concept at the core of strategy is that: 1) Social programs, policies, or services should best be directed toward particular segments of the population, communities, or organizations. 2) A clearer understanding of these segments and how to reach and affect them will increase the effectiveness of certain research, programs, policies, and techniques. There are a number of criteria that have been used to segment various social marketing databases, campaigns, and programs. Factors include demographic variables such as education, age, sex, ethnicity, and income. An aspect

of this is 'social class', a structure that places households on various socioeconomic levels, ranking them according to a hierarchy of business sector measures.

Psychographic or lifestyle factors may be used—individual and group behavioral patterns toward objects or activities. Values, preferences, lifestyles, and demographics can be used to define the 'social issue domain' or 'social benefit package' that appeals to those initially attracted to a social marketing facility. Once a market segment has been defined, it may be targeted for further market investigations. Who are the best potential audiences for certain communication delivery means? What type of product may appeal to whom and therefore be emphasized if financial resources are scarce? Targeting niche markets with limited resources may be the best short-term or long-term response to fiscal, research, or management resources. For social marketing, the potential for behavior change may be insufficient if messages do not reach those most receptive to them and who may most benefit. It is clear that different segments need different positioning or selling propositions. Ongoing research into market segmentation is critical if the results of research and development are to be effective. Success is apparent if the targeting of smaller and smaller segments results in the same or more behavior change than resulting from no targeting or from targeting broad populations. The need for segmentation research demands the creation and utilization of databases. A number of social marketing campaigns have been programmed and initiated on the basis of a prior segmentation of community needs and attitudes.

3.2. Positioning and Differentiation

Positioning

Positioning, within a product category, is about finding a place for your program where there is a beneficial difference from other offerings that might be available to your priority audience. Positioning is the process of establishing mental cues on which your audience tags the benefits of your program relative to others. "Positioning is applied customer needs-based competitive strategy. Positioning is not what you do to the product. Positioning is what you do to the mind of the prospect. That is, you position (place) the product in the mind of the prospect." In effect, you must create a sense of product ownership. In the best of all worlds, if within your program you could fully "own" a particular benefit of the product, you could create a desirable "point of difference." The point of difference was initially

articulated as being the thing that positively differentiates your offering from others. Differentiation leads to an advantage or a benefit that is communicated.

It is one of the most fundamental challenges of social marketing to assign unique and compelling benefits to your program. Positioning should be thought of as the umbrella message in which all the specific features and benefits of the product or service are conveyed in harmony with their unique value... It is a combination of several features, benefits, and associations of a product into a compelling proposition to the consumer. Your program benefit is the umbrella, and all the remaining messages should hang from it. One element of uniqueness is something that is relevant to the cultural dynamics of your audience, their wants and desires, and the trends and patterns that shape their daily lives. So, in plain terms, remarkable means worthy of rewind-worthy!

4. Creative and Innovative Marketing Campaigns

Developing innovative and creative ideas can proffer the first step towards building an effective and memorable social marketing campaign. Building content that is unique and cannot be found anywhere else has the highest potential for being shared or 'going viral.' Creative and particularly visual campaigns can have an impact through the sheer power of their imagery. An image that conveys an important and powerful message has the potential to reach a wide and varied audience. Many of the campaigns owe their success to the creative and innovative vehicles, strategies, and methods used to do so.

Taking a campaign approach allows storytelling across supervening themes, including ads and infographics. It provides alternatives to written content. These may be more engaging to some and more memorable. Blogs and Twitter accounts can also link audiences into the campaign and provide regular updates on its progress. As with all forms, multimedia such as audio and video can bring a campaign and features to life. Introducing sounds and pictures can make the campaign content more immediate and real to your target market. One approach a campaign might wish to take is to encourage user-generated content. Often, people will create their own content very easily, which can be shared online. Another avenue to consider is getting 'campaign champions' to help promote and propagate the campaign's messages. Such individuals can be approached singly, in groups, or via other social media to see if they are willing to get involved. Social media users

are being encouraged to become 'influencers' by retweeting the messages or praise contained in some direct communications. This simple activity can lead to a much-extended volume of messages being sent. Innovative and creative campaigns are flexible. They can adapt as the marketing context and/or societal values and norms change over time. A number of case studies highlight messages aimed at changing social norms. The question remains: does creative work succeed or fail? In the realm of achieving feedback, one can never be entirely certain. Recourse must be made to good evidence in the shape of, but limited to, click-through rates, any community or media feedback, or the sale of the featured products or services.

It is widely recognized that engaging and visually appealing campaigns get shared on social and legacy media platforms. The more creative and innovative your marketing is, the more chance there is of capturing attention. Normatively, innovative and creative marketing, built around good insight and by making good use of multichannel advertising, is more likely to work than ill-conceived ideas and dull messaging. User-generated messages and some professional creations can then receive a further boost by collaborating with celebrity or local social media influencers. Cases of celebrity or influencer collaborations need careful planning and ethical appraisals, but once again they illustrate how the principles of good marketing can be shared. Agencies and authorities are also willing to share these and other resources. Overall, creativity and innovation are likely to determine the effectiveness of a social marketing intervention. Given that social marketing is all about behavior change, innovative and memorable campaigns are the most likely to succeed. No one knows what 'the next big thing' is likely to be. But what they can do in developing an impactful and interesting campaign is show a depth of understanding around the topics they have fought to research. They will show they understand the target audience, their needs, wants, how they feel, what they have, and intensely dislike, their major difficulties, and what they want to change about their current situation.

4.1. Storytelling and Brand Narrative

Social Marketing: A Systematic Consumer-Centered Approach for Behavior Change. Storytelling: The Heart and Soul of Marketing. The Power of Storytelling: Are You Leveraging It? Donors give to stories, not statistics. Creating Compelling Stories. Design with Emotions. Why Storytelling Should Be the Number One Priority in Your Content Marketing Mix. Trying to Relax. In Storytelling for Environmentally and

Socially Responsible Behavior Change. Beyond Disaster Porn: Haiti & the Paradox of Storytelling.

4.2. User-Generated Content and Influencer Marketing

For social marketing campaigns, there is an increased reliance on user-generated content. While the higher cost to brands is convenience and quality control, the appeal is that usernames and photos create a sense of authenticity and relatability that the brands themselves cannot. Beyond this, the co-creation encourages the sharing and collaboration of 'real' followers. Rather than asking audiences to change behavior in isolation, encouraging audiences to share their experiences lets them 'add their example to a precedent, thus pursuing the prospect of contributing to a collective experience and a collective action.'

Influencers perform a similar function, particularly when it comes to expanding upon the existing reach of a campaign. Influencers facilitate socially mediated reach, with successful viral messages still benefiting more from the input of popular users rather than pure snowballing effects. These content creators can share or repost user contributions, leading to the 'celebrification of the everyday person.' Since quite particular individuals can become popular through social media, influencer-driven social information sharing can also help promote social norms that are not tapped through a demographically representative random sample. This can be particularly helpful when targeting a hard-to-reach or niche audience that may be disproportionately influential.

Some preconditions make influencers more effective. For a marketing campaign, this would be a close match between influencer brand and message, the brand's goals, and target audience. Partnering with online celebrities also involves an element of trust in that individual. It is the influencer's job to communicate on behalf of the brand in their own tone of voice and style to ensure maximum conversion and impact on their followers. It is also in the influencer's best interest not to risk alienating their followers with a message that is incompatible with the lifestyle that they promote, therefore enforcing integrity to a campaign.

Measuring the impact of a marketing campaign can be done by using certain metrics. A brand should see an increase in website traffic, a rise in their social media followers, and an increase in engagement metrics. Since many influencers have such a large following, influencers are tapped into their own personal network; those

who are likely to listen to what they are advocating. Importantly, to leverage social marketing theory, is the blurring of lines between the influencer and everyday members of the public. The modern social marketing campaign will use both user-driven and influencer promotional techniques.

5. Digital Tools and Technologies in Social Marketing

Social marketing has always relied on techniques and principles characteristic of commercial marketing in many instances. Although a relatively emerging concept, social marketing has been shaped by technological and transformational advances in online platforms, giving it new ways to reach citizens. Many people and exciting choices become available at reasonable prices with the growing use of the internet and easy access to personal computers, tablets, and mobile phones. The rise of digital methods has opened a new universe of resources and some strategic practices for the world of marketing. Rapidly, marketing professionals and social marketers are released to meet customers and talk to them in digital environments. This offers fair suggestions for selecting the most effective online marketing tools and the right digital channels for inspiring a specific audience.

The variety of online platform choices offers a variety of sources and channels for social marketing professionals in order to boost interaction in a targeted digital environment with a specific audience. Those trying to use online media in a constructive manner for social reasons will get a general understanding of what online channels are most helpful, what their competitors are doing digitally, and where to prioritize in their online reach. Appropriate channels can suit distinct demographic destinations and encourage a bigger interconnected community than any other media. Third-party instruments are supported by a range of free and paid digital resources and services. Website management tools are usually the most foundational for businesses to evaluate their website's performance. In addition, conversion, mobile-friendliness, and website test tools are also available. The stages in database realignment include customer connection systems, an automatic marketing step, and email marketing. Videos can include visual learning anytime, anywhere.

5.1. Social Media Platforms and Strategies

Social media platforms are functioning as the primary conduits for social marketing. Although websites were once treated as the primary vehicle for social marketing,

over the past decade, social media platforms have overhauled the website's role in marketing. Ongoing changes in popular platforms and their usership are gradually transforming, if not redefining, social marketing. Consequently, this chapter traces the new transitions and transformations in social media platforms and strategies widely used by social marketing campaigns. This section iterates the popularity, characteristics, and typical demographics of social media platforms. Content timing and format of these social media platforms are acutely favored by urban social marketers in view of their audience profiles. However, social media strategies and platforms are increasingly susceptible to popular circles, and hence, constantly require updating.

Also discussed within this subsection are interactive effects, or the two-way communication, that popular social media are favoring ever more. Special interests in this section include some major strategies and tactics that populations have built in order to enhance interactive dynamics. This discussion also covers the role that paid social media is playing in online promotion and advertising, and important promotional algorithms that have a large following in online consumer promotion. Case studies revealed and analyzed in this section offer much more detail, or micro-detail, on how best to handle interactions within popular social media platforms and how best to get them in the first instance. With case studies sorted in alphabetical order, the first in our list focuses on social media platforms, and the second of the case studies reports on a specific feature.

5.2. Data Analytics and Performance Measurement

Data Analytics and Performance Measurement

Effective use of data is vital for evaluating social marketing campaigns in order to adjust strategies and tactics to maximize success. The application of real-time data analysis helps social marketing managers understand quickly whether a campaign is resonating. Actions can be taken at the right time to correct any campaign that is not generating the expected results. Websites, search engines, email programs, and social networks can generate large amounts of relevant data that can be collected, analyzed, and evaluated; it is particularly practical to establish which social networking and content strategies can better impact the target audience. It is also beneficial to use the data to establish benchmarks at campaign initiation and key

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performance indicators to collect data during the campaign so that impact can be measured over time.

Videos, for instance, may be beneficial to understand the awareness rates of the audience of a campaign, while the positioning tactics drawing from social media can assist in converting the audience. Campaign data can be gathered based on three interdependent variables: reach, engagement, and conversion. The target audience is reached by recognizing the exposure rate, while engagement is assessed via an audience's use of social communications about the campaign. Campaign conversions from the average audience to households who take the desired action are measured by online analysis and other participating channels. Moreover, it is beneficial and important to monitor the feedback of an audience. To ascertain what the audience is saying, it can be analyzed via social media monitoring to locate positive or adverse mentions of a social marketing program. Information can be gathered and examined online during the campaign. To measure campaign effectiveness with demographics, media, and public opinions, message exposure to the target audience is also beneficial. Real-time analysis can assist in tracking readers during the campaign to decide if they stayed on the webpage for an extended period and discussed the experience.

The analysis facilitated the transformation of social marketing strategies and messaging from a campaign from fear to an emotional appeal. The decision was influenced by the effects of the campaign concept exploration, which involved public assessment and feedback. Especially marketing highlights the notion that data-driven choices are a potent method of marketing: this production and mobile social reform campaign reached a significant percentage of their targeted audience, and many viewers took part in the story. Methods of the public evaluation of these campaign resources were based on format for videos and articles; virality; desire to learn more, attend events, or contribute; message comprehension; audience approval; and public perception of the idea. The system utilized was mainly informal but counted the total reach, cumulative campaign exposure, digital site traffic, reactions, and shares. The data generated was utilized for an examination of secondary clustering to examine the distinctions between those who engaged in the campaign, concentrated by source, and whether people connected through articles, social media images, or video marketing. Sentiment analysis determines and then interprets the sentiment of social media users towards the campaign through the

evaluation of selected conversational exchanges, which also provides high value in the investigation and development of social marketing. Digital personal monitoring tools gather feedback from the public through confidential, anonymous transactions on mobile devices. Additional value connected to social marketing is that these tools are written in layperson terms, making them user-friendly. Utilize data-driven decisions for more successful and transparent social marketing.

6. Ethical Considerations in Social Marketing

Ultimately, an important consideration for any marketer is one of ethics, and social marketers are often promoting a 'social cause.' This could be a campaign to encourage more people to give up smoking, campaigns to promote sport and its values, or to increase support for military operations or decrease community violence. Ethical issues in relation to this can be about being honest, fair, respectful, and promoting inclusion. Marketers need to look to see who benefits and who does not. What is the cost, and how is this to be borne equitably? Equally, what are the consequences for different people and different communities? Is anyone harmed in seeking to gain benefits, and what becomes of the rights of the individual? The first is one of representation. Representation is important due to the fact it gives someone the opportunity to narrate their work and emotions; it permits them to establish a voice. There is a risk in a product narrated and represented by someone who has an attachment to the subject. The second is the question of inclusivity. Do these messages and representations speak to a diversity of consumers, or are they aimed at just one particular subgroup? Or are segments included and represented fully? Sometimes, the consumer will create their own message about what the product represents. Thus, although sports like soccer can help strengthen muscles, improve balance, make healthy bones, and really improve the heart, children can also tell stories about how, through soccer, one can relieve stress. The last ethical issue is one of competition and the degree of transparency about practices.

6.1. Privacy and Data Protection

"Privacy is a fundamental human right and the foundation upon which many other human rights are built." For a consumer to have confidence that their data is being protected, it is important that privacy and data protection are addressed before any campaigns are developed. Being mindful of the importance of data ethics is also really important. In the earliest days of marketing, identifiable consumer data was scarce and often limited to billing addresses. As such, marketers would give special

treatment to those that they could identify, often by name, and target them with special offers. Data protection or privacy did not raise significant consumer concerns since little of their personal data was being used.

However, the rise of digital media and subsequent collection of vast amounts of consumer data has resulted in increasing public concerns for privacy. Governments and regulators have increasingly sought to protect their citizens from mass surveillance and large-scale data collection and profiling. Marketing data collection and privacy are now sensitive areas, and codes of practice are increasingly being enforced with significant impact. Marketers must now get “informed consent” from users before capturing their data – what they call “permission marketing.” Marketers and practitioners need to step carefully as this area of regulation and legislation is currently evolving. A topical example of this is the European General Data Protection Regulation that came into force in 2018. The GDPR, while being a European reform, is set to impact marketers and global business due to its ‘extra-territorial reach.’ At bet365, we are asked for this only once when the customer creates an account, so this could be perceived as “failure to ask only once” – what does that mean, does it matter? But further language could be considered for informing the market about the need for repeated requests.

6.2. Transparency and Authenticity

AUTHENTICITY AND TRANSPARENCY Transparency is absolutely critical in social marketing. In the days of word-of-mouth or paid celebrity endorsements, marketers could influence the conversation. Audiences believed that content was editorial even if it was paid, and the impact was strong. With the marketing element disclosed, the credibility of the content, message, and intended action are at risk. Many brands and content creators are now being transparent that the content has a paid element, and it is making waves. This honest approach makes readers/viewers aware of the intention of the narrative, leading to a more receptive or interested audience. Many brands have taken the approach of destroying all constraints and telling the chilly honest truth, and seem to be set to continue to use it. Although it seems that taking this approach exposes the reality of marketing budgets, objectives, and messages, it creates an interesting starting point for a two-way relationship. Numerous case studies are brought to life and, although often shocking, the result is positive, compelling, and encourages the audience to engage. The narrative still takes a considered and consistent approach and tone of voice.

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However, the message is direct and attempts to persuade the audience to commit to an action without dressing it in traditional marketing vocabulary and visuals. However, there are risks with this approach. Being disingenuous is perhaps worse, as it may lead to lawsuits or bad public relations. The practice of astroturfing by companies and marketers has had a significant impact on branding and public relations and led to investigations and backlashes. The engagement element is also somewhat dodgy. Yes, the messages use narratives that are easy to relate to and easy to understand. However, a significant percentage of people who responded to surveys stated they were primarily motivated to share content with their network by the subject matter or whether it is a new and original take on the subject matter. A marketing element could render the entire length of engagement irrelevant if the audience is only engaging and sharing for the wrong reasons. An honest and authentic approach also encourages a relationship between consumer and brand. It builds on honesty and detail, and from there, a loyal customer base. In this case, honesty is the best policy. The obesity campaign carried out by the South Australian Government in conjunction with a foundation is the underpinning case to this. The goal for South Australia was to run a campaign aimed at addressing and promoting increased awareness and knowledge of the unhealthy nature of sweetened drinks. The South Australian Government determined that obesity was leaving a bad taste in the mouth of parents and policymakers or making no impact. In this competitive category, the Fight Obesity campaign stepped up to run a new ad for sweetened drinks complaint registration as another part of the overall campaign. If the intention of the marketing activity is to persuade target audiences to a particular point of view, understanding the intention and leveraging the insight is fundamental. How the insight is used is where the fine line between transparency and commercial exploitation lies. A transparent view shows the internal factors that need to be addressed in developing the campaign; it is a close and personal view of the people directly affected by the obesity problem in South Australia. The benefits of taking a transparent approach are that it: - can lend real credibility to the instances used in the creative development for the campaign - It is evidential in that particularly emotive examples are created, which makes it more memorable - It grounds the campaign in a sense of truth.

7. Case Studies and Best Practices

Here in the concluding section, we provide the best practices and case studies in the field, highlight true success stories and showcases of best practices concerning social marketing campaigns. Here you can find the initiatives that managed to drive both a real change in social behavior and the audience engagement of each project. Each of the case studies thoroughly explains the communication strategies, tactics, and techniques used in the presented campaigns. Each study is based on research, reports, primary sources, and interviews with the project's leaders.

The South Australian Community Health Research Unit described their comprehensive review of South Australian health promotion and social marketing. Key findings from that research include: preference shown for social marketing over health promotion; dominant use of individual change theories; high commitment to values and principles; inefficient funding allocation; inadequate program evaluation; a preference for a social marketing approach was also discernible amongst stakeholders. Social marketing has a long history in South Australia, and increasingly it is being used in a variety of health settings.

After the early successes of the FRANK drugs campaign, social welfare programs followed suit using a range of frequently quirky and funny television commercials to make the point. This paper profiles programs in Western Australia and gentrified inner north and western suburbs of Melbourne, along with Golden Square, a populous country town in central Victoria. I evaluated the case studies using the benchmark criteria for social marketing interventions that had been developed by a number of expert social marketing practitioners and academics. They rated the criteria in terms of frequency, effectiveness, and criticality. For this paper, I did not use their ratings for the results.

7.1. Successful Social Marketing Campaigns

The first International Social Marketing Conference was held in 2008. The inaugural Social Marketing in Action award winners shared insights about their campaigns and the lessons learned on their journey. Case studies on successful social marketing campaigns offer good practice tips to practitioners aiming to engage audiences through the promotion of behavior changes that benefit society. Successful examples from campaigns for healthcare, sustainability, the environment,

animal welfare, military lifestyles, and community and citizenship issues are shared. The cases cover objectives, audience, activities, results, and tips.

One campaign focused on TB prevention and smoking cessation in Indigenous Australian communities. This section highlights successful social marketing interventions that contributed to tackling and bringing about social change. Describing how objectives were met, the strategies adopted, and the return on investment achieved demonstrates a wide range of potential interventions.

Despite their diversity, each of the projects in this inaugural report detailed a winning confluence of factors that defined their achievements. These included exceptional or exemplary creativity and emotional engagement in their communication activities; a true understanding and respect for their community audience; and a developing ability to harness new technology. Crucially, the stakeholders in these programs were not just the passive recipients of the marketing campaign messages – they were engaged in informing and shaping content, purpose, and activities. The driving theme, evident throughout each example, was one of the strong partnership working that has helped to make significant reach possible. In particular, this year's winning campaigns combined passion and informed impetus from the voluntary sector with some financial assistance delivered with flexibility and humility by public sector allies. A mutual respect was evident in all partnerships.

7.2. Lessons Learned and Future Trends

While social marketing can learn many things from commercial marketing, lessons learned inadvertently through our challenges and mistakes are often the most valuable. There are many discussions taking place about social marketing as a profession. In moving forward, it is not professional bodies and associations that will define us, but rather the standard of our thinking and our deeds. This should include social marketers acknowledging their social responsibility as change agents. Social marketing will move gently with the times. Thus, what the future holds in store for us is likely to see a continuation of the following seven lessons learned, but advanced in new and more difficult ways. Although always recognizing there can be no one-size-fits-all answer, the following are therefore offered as future trends that can be anticipated. In an era of more freely available data, predictive analytics will be an increasingly common research method, forecasting when people are likely to

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change or resist change. We need to be ever more vigilant in consistently respecting data privacy and especially avoiding personal data misuse, as such misuse can potentially do more harm to social marketing than commercial marketing. It is also vital to begin the necessary professional dialogue on social marketing ethics.

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