

SenateSHJ's social marketing framework

12 attributes of a successful social marketing programme

Focus on behaviour change

Think long term

Be audience focused

“Big messy” programmes

Understand barriers and behaviours

Use feedback to evolve

Integrate into the community

Use the marketing 4Ps

Seek to change social norms

Supported by relevant law and enforcement

Work in partnership

Use multiple strategies

12 attributes of a successful social marketing campaign explained



Focus on behaviour change, not just attitude or knowledge

- In some cases knowledge or attitude changes are useful but mostly organisations seek different behaviours from different people
- Evidence shows that an increase in knowledge and awareness are not enough to change behaviour



Think long term

- Behaviour change takes time
- Effort is needed to maintain positive change once achieved
- Successful social marketing programmes have been established with the intention of being in place over a long period of time



Audience, rather than organisation focused

- Don't talk about what's important to the organisation or speak in jargon
- It's important for organisations to identify **what's important to its audience**, and speak in language and through channels that they understand
- Programmes that are successful, connect with people to create behaviour



“Big messy” programmes

- Successful programmes coordinate multiple messages and media, creating multiple interventions for the target audience
- Key messages are clearly unified with a common visual element or common theme



Uses complex research to segment audience and understand barriers and behaviours

- Behaviour change programmes work best when we recognise that human behaviour is irrational (we smoke even though we know it's harmful)



Seeks feedback and evolves

- Very few programs get it right the first time. It's often a case of trial and error, particularly when dealing with disengaged audiences or entrenched behaviours
- Successful programmes will be programmes that are prepared to constantly review their activities, identify what's working and what's not and **EVOLVE**

12 attributes of a successful social marketing campaign explained



Integrated into the community

- Community integration is shown to be a powerful force for changing behaviour. It ensures community resources, understanding and access are mobilised to support the objective



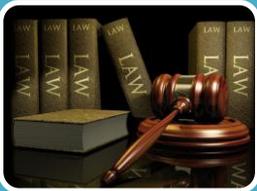
Considers the marketing 4Ps

- Social marketing can learn from commercial marketing
- Consider the social marketing objective in light of the 4Ps of commercial marketing: product, price, placement and promotion. This maximises the potential for audiences to 'buy' the desired behaviour



Addresses and seeks to change social norms

- Although not necessarily an end itself, a changed social norm can form an important and supportive background to social marketing programmes



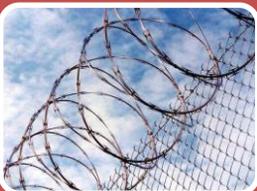
Is supported by relevant law, policy and/or enforcement

- Policy is often known and the 'fifth P' of social marketing
- Behaviour change is much more effective when there are laws and policies in place to support the behaviour change



Works in partnership with other organisations/ programmes

- The 'sixth P' of social marketing
- Partnerships ensure that the resources, understanding and support of linked agencies are brought to fight . They also ensure that audiences don't receive mixed or too many messages



Uses different strategies to address different barriers

- Different people have different responses to problems and challenges: and different barriers or motivations to adopting the desired behaviour
- Creating different strategies to address different people's barriers and values is a powerful (and resource intensive) way to achieve change