

## What is Social Marketing?

Social marketing is about people rather than products. It's about 'selling' ideas that will inspire behavioural change for both individual benefit and the wider social good. Quite simply, it is all about changing lives for the better.

Although social marketing and commercial marketing utilise many of the same techniques and delivery mechanisms – posters, leaflets, websites, direct mail, PR, radio, TV – the dividing line is drawn by fundamental differences in approach, aims and audiences. Whereas the ultimate purpose of any commercial marketing exercise is to persuade a potential customer to buy a particular product or service, social marketing has a far more complex and difficult role to play – no less than changing the way people think and act in their everyday lives as the key to delivering positive and sustainable outcomes on a wide range of social issues affecting us all.

So social marketing matters. That's why, for all of us at Dynamic, developing initiatives and campaigns to bring about beneficial social change is not only our business but our passion.

## The Dynamic Approach

The award winning creativity that has distinguished so many Dynamic campaigns is the end result of a prolonged process involving meticulous background research, statistical analysis, audience profiling, intensive pre-testing, campaign effectiveness monitoring and the measurement of results against benchmarks over the short, medium and longer term.

In everything we do – whether in our specialist areas of child protection, health and road safety or, indeed, in tackling any other social issue – the Dynamic approach follows a tried and tested procedure incorporating the following key elements:

## Customer focus

Our starting point for any social marketing exercise is to use a variety of customer and market research tools to gain a clear understanding of what makes our customers tick. What knowledge level can we assume? What social pressures apply in the context of where they live and work? What can we identify as common attitudes and beliefs? What messages are they most likely to identify with and respond to?

Market segmentation drills down deeper than standard demographic profiling to discover possible variations in market assumptions that could impact on the overall effectiveness of a 'one size fits all' campaign.



making the difference

### **Behavioural influences**

Vital to the success of any campaign aiming to change behaviour is establishing existing behavioural patterns and understanding their key influences whether age, location, education, social groupings or levels of deprivation. This provides a blueprint for setting clear behavioural change targets which can then be divided into measurable steps of attainability together with a timeframe, staged if necessary, for achieving them.

### **Barriers to success**

Through research and rigorous pre-testing involving focus groups, we can identify potential barriers to success. Broadly speaking, these can be divided into two categories which social marketers refer to as 'competition' and 'exchange'. Competition means understanding the factors that impact most on those within the target audience and how these might compete for their attention and time. Exchange defines what is expected of people in changing their behaviour and therefore identifies possible barriers if the personal cost should appear too high compared to the perceived value of the eventual reward.

### **Marketing mix**

Once we have gained a full understanding of our audience and the key influencers on their behaviour, we can then decide on the most appropriate mix of marketing materials and mediums to maximise campaign coverage and, most importantly, to generate the response we need to achieve campaign goals. This, of course, varies from campaign to campaign but our aim is always the same – to initiate long lasting behavioural change for the greater good of society, now and into the future.