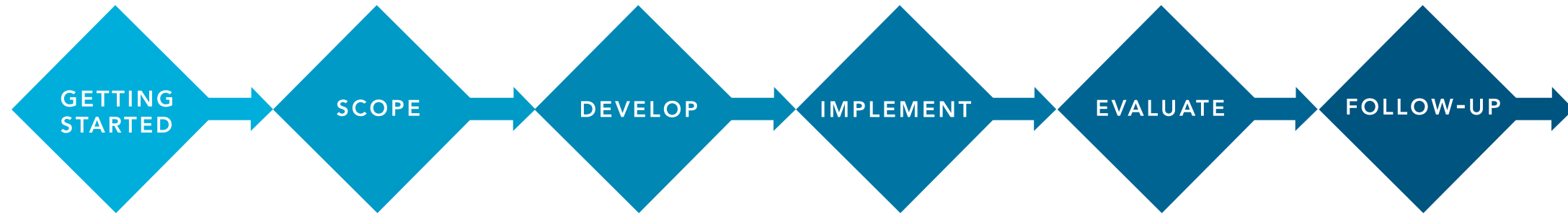




Introducing the social
marketing planning
guide and toolbox

The six stages of social marketing planning

This quick reference guide can also be downloaded at www.thensmc.com



- Is social marketing what you need?
- Do you have the support to carry it through?
- Think about the issue you want to address:
 - The resources and assets you could draw on
 - Any risks you can identify
 - Initial plans and timescales
- Do you have any gaps in the information you need to help you define the issue?
- Will you need to commission external help?
- A good source of advice and guidance is The NSMC's *Procurement Guide for Social Marketing Services*

- Bring important people together and form a steering group
- Review expectations and resources
- Learn from what has already been done
- Analyse external and internal factors that may affect the issue and what you can do about them
- Carry out any secondary and primary research
- Understand your audience, identifying key influences, incentives and barriers
- Segment your audience
- Prioritise and target the intervention
- Set behavioural goals
- Plan how to monitor and evaluate the intervention
- Select interventions most likely to achieve and sustain the desired outcome

- Pre-test ideas with your audience(s), checking that evidence and assumptions are relevant and actionable
- If not, adjust accordingly
- Plan your marketing mix
- Build a working relationship with external partners and maintain engagement with them
- The output should be a social marketing plan with SMART objectives, to be executed in the implementation stage

- Prepare for the intervention launch
- Monitor and evaluate the process, gathering feedback from staff and stakeholders
- Adjust accordingly
- Monitor the wider environment for developments that might affect the intervention
- Spot opportunities and deal with problems during delivery

- Assess the intervention's impact, identifying strengths and weaknesses
- Show changes from intervention to impact
- Measure return on investment
- Measure against the original objectives: use short, medium or long-term indicators around the change in knowledge, attitude and behaviour
- Assess the actual process of the intervention
- Compile an evaluation report: set out original objectives, methods used, outcomes identified and recommendations for further action

- Communicate outcomes and lessons learned to your funders, stakeholders and the wider social marketing audience
- Recognise and value the contributions of those involved
- Consider evaluation results, implications and forward plans
- Share the findings with colleagues and stakeholders

About the social marketing planning guide and toolbox

The information found on this leaflet is taken from The NSMC's Planning Guide and toolbox. It's an online resource for people who wish to put the principles of social marketing into practice.

The leaflet provides an overview of the six key stages involved in delivering a social marketing project, as they appear on the online planning guide. It has been designed to work as a helpful reminder of the stages.

The planning guide is designed to help you develop and deliver effective behaviour change interventions by providing a resource that draws on the best ideas in social marketing planning and practice. It has been developed for practitioners in the field, who called for more practical help in applying a social marketing approach to their work.

The planning guide is an evolving resource and your feedback is vital to its ongoing development. We value your views on how it can be improved to meet your needs.

You'll find the planning guide and toolbox at www.thensmc.com.

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Contact

For more information on The NSMC and how we can help meet your behavioural challenge, visit:

www.thensmc.com
or email:
info@thensmc.com

The NSMC
c/o Consumer Focus
4th Floor, Artillery House
Artillery Row
London SW1P 1RT

020 7799 7900

The NSMC is a strategic partnership between the Department of Health and Consumer Focus.