

Social marketing glossary

Behaviour change

A term referring to giving up, modifying, sustaining or adopting a behaviour.

Behavioural objectives

The specific, measurable, achievable, realistic and time-bound (SMART) behavioural objectives a social marketing intervention seeks to achieve.

Benchmark criteria

A set of eight criteria, developed by The NSMC from original work by Alan Andreasen, that articulate key components of social marketing: Customer Orientation, Behaviour, Theory, Insight, Exchange, Competition, Segmentation and Methods Mix.

Citizen-centric

An approach that positions citizens (and their rights and responsibilities) at its core.

Competition

The competing interests and factors that influence individual or group behaviour. A social marketing intervention should consider what competes for the audience's time and attention.

Customer orientation

Research approaches taken to ensure that the customer is at the centre of all considerations in the development and implementation of an intervention. The customer may be the consumer/primary

audience, or it may be their immediate influencers, peers, work colleagues or policy-makers.

Customer journey mapping

The process of tracking and recording the experiences that customers have as they use a service or set of services. It takes into account not only what happens to them, but also their responses to their experiences.

Demographic

A classification of the population by certain characteristics such as: age, sex, class, culture, education or income.

Development stage

The third stage of the six-stage social marketing planning process, where the intervention options selected during the scoping stage are developed and pre-tested.

Epidemiology

The study of the occurrence and distribution of disease or other health-related characteristics across populations

Ethics

Considerations about moral 'rights' and 'wrongs'. In social marketing, these are usually associated with influencing behaviour, but they also arise in relation to the focus and approach of social marketing campaigns. Social marketers

must be open and transparent in their examination of ethical issues when seeking to influence individual or group behaviours.

Evaluation stage

The fifth stage of the six-stage social marketing planning process. A formal review is undertaken and recorded, to assess what has been achieved and which elements have been effective, by considering the process, impact and outcome of the work to date.

Exchange

The process by which the costs to the target audience of giving up a problem behaviour and taking on a beneficial behaviour are reduced, and the benefits of the desired behaviour are increased. It involves recognising that if a person or group is to be encouraged to adopt or maintain a particular behaviour, there must be a clear benefit to them.

Follow-up stage

The fifth stage of the six-stage social marketing planning process, where the formal findings from the written evaluation report are discussed with the funders (commissioners) and partners or stakeholders in order to consider implications for further work.

Four Ps

Traditional term used in commercial marketing describing

four variables that control the 'offering' of a marketing intervention: Product, Price, Promotion and Place (see methods mix).

Getting started stage

The first stage of the six-stage social marketing planning process. The issue or challenge is considered in relation to available resources, potential risks and initial timescales.

Insight

A pivotal piece of understanding into the target audience that drives the development of the intervention. It is achieved by moving beyond simply looking at demographic or epidemiological issues to focus on what 'moves and motivates' people.

Implementation stage

The fourth stage of the six-stage social marketing planning process, where the chosen intervention is implemented. It should be adapted and adjusted as required, as new opportunities and potential threats are identified.

Media advocacy

The strategic use of the mass media for the purpose of advancing public health and social conditions.

Methods mix

The term used to refer to the combination of approaches that could be adopted to achieve a given behavioural goal.

Motivations

The desires that underpin people's behaviours, such as self-interest, attitudes, beliefs and risk perceptions.

Operational social marketing

Social marketing aimed at achieving specific behavioural goals of policies and strategies.

Place

One of the four Ps. In social marketing, this is where the target audience will perform the desired behaviour, or where the product or service is made available.

Price

One of the four Ps. In social marketing, it refers to the cost and barriers that prevent or hinder the target audience from adopting desired behaviour.

Product

One of the four Ps. In social marketing, it refers to what the audience is 'offered' in exchange for a change in behaviour. It can be the behaviour itself; associated benefits of doing the desired behaviour; or tangible objects or services that support or facilitate adoption of the desired behaviour – for example, a stop smoking kit, or a recycling collection.

Promotion

One of the four Ps. In social marketing, it refers to how the product or service, exchange/cost, and place are made known to the target audience.

Proposition

A term referring to what it is thought will move and motivate people to achieve, sustain or change a given behaviour. The development of a 'working proposition' is a key output from the scoping stage. This is then taken into the 'development stage' as a particular initiative or intervention, where it is developed and pre-tested.

Psychographics

A way of understanding target audiences by looking at factors such as their beliefs, values and motivations.

Scoping stage

This is the second and most important stage in the six-stage social marketing planning process. It is where interventions are considered and selected, based on what is most likely to achieve and sustain the desired outcome, given available resources. A complete understanding of the audience and what motivates them to behave in the way they do is developed, including the key influences, incentives and barriers

Segmentation

The analysis of the different ways that a target audience can be divided in order to effectively tailor interventions. Social marketing does not use a single way to segment an audience. It moves beyond using only traditional 'targeting' approaches (such as demography and epidemiology) to include psycho-graphic factors and understanding where people are in relation to a given behaviour (such as: in denial; strongly resisting; willing but feeling difficulty; and willing but not yet achieving).

Six-stage social marketing planning process

A systematic process of six stages to follow when planning social marketing interventions. The learning and insights from each stage (Getting started, Scope, Develop, Implement, Evaluate and Follow-up) are used to feed into the following stage and ultimately the development of new interventions.

Social advertising

The use of advertising to achieve socially beneficial goals.

Social good

This is the defining aim of social marketing. Key ethical questions consider how, and by whom, 'social good' is defined. An ethical social marketing approach seeks to ensure a clear and transparent evidence base for the benefits being proposed to the individuals or communities being addressed, and relevant audiences are actively involved in the way the social good is defined.

Social marketing

An approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.

Strategic social marketing

The use of social marketing concepts and principles to inform policy and strategy formulation.

Theory

Theories about how humans behave as individuals or in groups, that are used to inform social marketing interventions.

Voluntary action

Individual choices made without coercion. A key concern in social marketing is considering what will move and motivate people to make voluntary choices, going beyond just relying on the 'power of a message' or regulation.