



SOCIAL MARKETING

Lynne Eagle, Stephan Dahl, Susie Hill, Sara Bird,
Fiona Spotswood and Alan Tapp



Social Marketing

Social Marketing

Table of Contents

Cover

Contents

Contributors

Preface

Acknowledgements

PART 1: The principles of social marketing

Chapter 1: What is social marketing?

Evolution and application of social marketing

What social marketing is not

Current social marketing focus

Unintended consequences

Justification of government-sponsored social marketing interventions

Summary

Chapter review questions

Recommended reading

Notes

Chapter 2: The core principles of social marketing

The core principles

Traditionalists versus convergents: the debate about commercial marketing technologies

The example of exchange: debating the use of commercial marketing theory

The example of the 4Ps: debating the use of commercial marketing tools

Why social marketing is different

Other commercial marketing tools

Summary

Chapter review questions

Table of Contents

Recommended reading

Notes

Chapter 3: The social marketing intervention planning process

Introduction

Existing intervention planning frameworks

Scoping the problem

Situation analysis

SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis

Evaluation planning

Developing the intervention

Summary

Chapter Review questions

Recommended reading

Notes

Chapter 4: Upstream, policy and partnerships

Upstream factors

Partnerships

Features of successful partnerships

Partnership challenges

Publicprivate partnerships (PPPs)

The challenge of health-related partnerships with the alcohol industry

Summary

Chapter review questions

Recommended reading

Notes

Chapter 5: Ethical issues in social marketing

Ethics defined

Ethical dilemmas within social marketing

Ethical frameworks

Ethical issues in targeting

Fear appeals

Role of culture in establishing ethical standards

Table of Contents

Code of ethics

Summary

Chapter review questions

Recommended reading

Notes

PART 2: Understanding the consumer

Chapter 6: Understanding the consumer: the role of theory

Theory

What is theory?

Is theory really useful in practice?

The role of theory

The limitations of theory

Theories of behaviour change

Summary

Chapter review questions

Recommended reading

Notes

Chapter 7: Conducting research in social marketing

Overview of research

Research ethics

Qualitative, quantitative and mixed methods techniques

Quantitative techniques

Qualitative techniques

Pre-testing

Qualitative data analysis

Summary

Chapter review questions

Recommended reading

Notes

Chapter 8: Segmentation

Segmentation defined

Table of Contents

- Segmentation methods
- Effective segments characteristics
- Commercial segmentation packages
- Case studies for discussion
- Summary
- Chapter review questions
- Recommended reading
- Notes

Chapter 9: Social forces and population-level effects

- Social forces
- Conformity
- Social norm campaigns
- Group types
- Group effects
- Compliance
- Summary
- Chapter review questions
- Recommended reading
- Notes

PART 3: Designing effective social marketing solutions

Chapter 10: Designing social marketing interventions: products, branding, channels and places

- Designing campaigns
- Developing products for social marketing campaigns
- Brand development for social marketing
- Brand attributes
- Brand dimensions
- Branding as a social/identity factor
- Place and distribution channel
- Summary
- Chapter review questions
- Recommended reading

Table of Contents

Notes

Chapter 11: Message framing

Introduction: types of framing

Positive framing

Negative framing

Fear appeals

Rational versus emotional appeals

Cross-cultural issues in message framing

Personal relevance/tailored interventions

Reactance effects

Summary

Chapter review questions

Recommended reading

Notes

Chapter 12: Creativity in social marketing

Creativity

Creative strategy formation

Presentation of strategy

Creativity for print: leaflets, posters, newspapers, magazines etc.

Creativity for television, radio and cinema

Evaluation/pre-testing

Creativity for new/electronic media

Regulation

Summary

Chapter review questions

Recommended reading

Websites

Notes

Chapter 13: Media planning

Basic media planning principles

How much is enough?

Advertising as a strongly persuasive force

Table of Contents

Advertising as a weaker, primarily repurchase reminder force

So how much should we spend?

Media choices

Media context

Planning for new media

Social media

Summary

Chapter review questions

Recommended reading

Notes

Chapter 14: The challenges of evaluation

Why evaluate?

What to evaluate

When to evaluate

Intervention outcomes effects and effectiveness

How to evaluate techniques for different phases, components and media

Social advertising and communication

Monitoring noise/upstream factors

Special circumstances

Evaluating partnerships

Summary

Chapter review questions

Recommended reading

Notes

Glossary of terms

Index