Unit IV: Social Marketing

Syllabus:

- Social Marketing and Development: An Overview
- Corporate Social Responsibility: case studies in India
- Social change Campaign in India (Case studies)
- Development of social media marketing campaign

Lesson 1

Social Marketing & Development : An Overview

Social Marketing Defined

- "…A process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit." (*W. Smith, Academy for Educational Development*)
- Social marketing can bring the best chances in the locality as well as all over the nation
- Social Marketing is one of the best ways to influence people for taking action towards society and working on behavioral change
- Social marketing can quickly achieve great advertisement just by promoting it on various platforms such as social media, by sharing photos, blogs, and also videos.

Framework

- Program planning, multidisciplinary, and comprehensive programs to change behaviors
- Based on research to understand point of view of the target audience
- Developing interventions that integrate audience needs with needs of sponsors – exchange
- Considers competition
- Ongoing monitoring and evaluation

Key Concept - Exchange

- Increase or highlight the benefits
- Decrease or de-emphasize the barriers
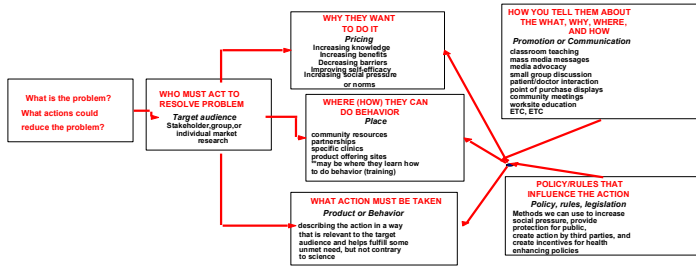- Change the product, price, place or promotion to meet the exchange

Key Concept- Competition

- Target audience can go somewhere else or do something else or maintain current behavior
- Modify program, delivery, service provider or the product to make the competing behavior less attractive, less available, or more costly

Social Marketing: A Model

Social Marketing as a Model for Interventions that Facilitate Change
Susan D. Kirby, 1995

Define the Problem

- Set goals and objectives
- Review data sources/literature
- Identify what actions/behavior change could reduce the problem
- Identify preliminary target audience and target behavior

Identify Who Must Act to Solve Problem

- Collect and analyze demographic, socioeconomic, cultural and other data on target audience

- Segment them into smaller, more homogeneous groups for which uniquely appropriate programs and interventions can be designed

- Select target segments (audience segmentation) for your program and plan research

Conduct Formative Research

- Understand selected target segment: needs, wants, hopes, fears, knowledge, attitude, behavior, perceived risk
- Research behavioral determinants of desired behavior for selected target segment
- Plan initial concepts and program elements

Develop Project & Interventions

- Set behavioral objectives for selected segment
- Design intervention for selected segment
- Apply marketing principles (the "marketing mix")
- Pre-test all products, services and messages including intervention

Apply Marketing Principles

- Product
- Price
- Place
- Promotion
- Politics

Product

- Behavior, service, product being exchanged with the target audience for a price and benefit
- Behavior, service, product must compete successfully against the benefit of the current behavior

Price

- Cost to the target audience of changing behavior
- Can be financial, or more often related to other "costs"
  - Time
  - Effort
  - Lifestyle
  - Psychological cost

Place

- Channels through which products or programs are available (access)
- Move programs or products to places that the audience frequents, in order to ease access

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Promotion

- Communicating to the audience about product/program, price, and place variables
  - Advertising
  - Media relations
  - Events
  - Personal selling
  - Entertainment
  - Direct mail

Politics

- Stimulate policy/rules that influence voluntary behavior change
  - systems and environmental change factors
- Not policies that punish "bad" behaviors

Deliver and Monitor Program

- Train and motivate front line staff
- Build products and programs and execute
- Distribute materials
- Refine product/program and materials as mid-course monitoring data suggests

Conduct Evaluation

- Conduct process and outcome evaluation
  - linked to behavior objectives
- Did you reach target audience
- Did program have an impact
- Did desired outcome occur, why/why not
- Revise evaluation plans and models inaccordance with program changes

Think Like a Marketer

- Think Behavior Change

- Know your Audience

- Think Benefits and Costs and Exchange

- When/Where in Right Frame of Mind?

- When/Where is Right Place & Time?

Lesson 2

**Corporate Social Responsibility:
Case Studies In India**

CSR
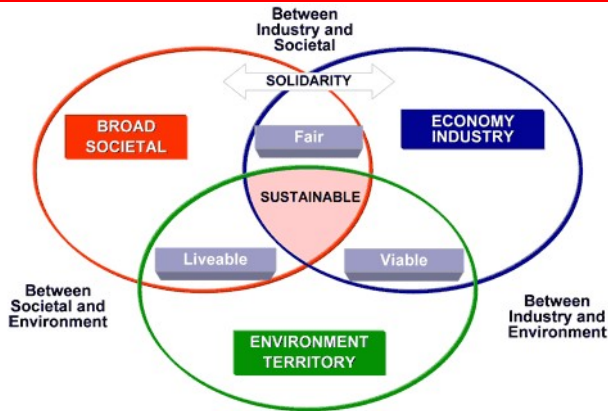
Corporate social responsibility.
Source: http://sebicorrion.com/wp-content/uploads/2010/08/csr.png
[Accessed: 24.09.2010]

Corporate Social Responsibility

- Corporate Social Responsibility is operating a company in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business

- CSR is the concept that an enterprise is accountable for its impact on all relevant stakeholders

- Commitment by the business to behave fairly, responsible and contribute to economic development while improving the quality of life of the work force, their families as well as the local community and society at large

- Corporate social responsibility is a broad concept that can take many forms depending on the company and industry.

Plan, Do, Check, Act method

Plan
- Consult stakeholders
- Establish code of conduct
- Set targets

Do
- Establish management systems and personnel
- Promote code compliance

Act
- Corrective action
- Reform of systems

Check
- Measure progress
- Audit
- Report

Is CSR good for growth?

__David Henderson__

"[**CSR**]'s adoption would reduce competition and economic freedom, and undermine the market economy."

"…[CSR] is liable to **hold back the development of poor countries** through the suppression of employment opportunities within them."

Areas for CSR Contribution

1.Environmental Protection
The focus is on finding sustainable solutions for natural resources use in order to reduce company's impact on the environment.

2.Human Rights
A company can show its corporate social responsibility by providing clean and safe sanitation facilities and adequate water supply to its employees in order to ensure their human rights.

3. Health Promotion
A company can show its social corporate responsibility by contributing to health promotion projects .These projects may raise awareness about the correlation of sanitation hygiene and public health.

Areas for CSR Contribution

4.Education Development
A company can show is social corporate responsibility by supporting development organisations in education campaigns and projects related to safe sanitation behaviours.

5.Human Disaster Relief
A company can show its social corporate responsibility by supporting people in disaster areas with clean drinking water or sanitation facilities (example of the partnership of Coca Cola and UNDP).

Designing CSR Program

1) Identify the needs of your community
2) Involve stakeholders into this process by receiving proposals from different NGOs, clubs, schools or community based organizations
3) Consider your budget after analyzing the proposals and examining their authenticity.
4) Set priority areas and the total budget to be spent on these activities
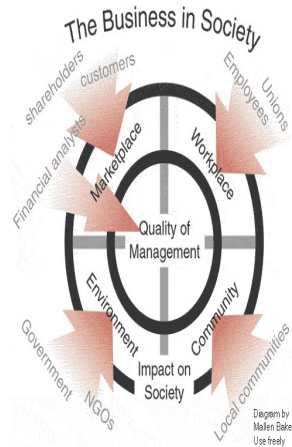
The Business in Society

Advantages of CSR

- Sponsoring both partners get known

- It improves the firm's image

- CSR should avoid excessive regulations

- Companies socially responsible actions can be profitable

- It will be attract investors

- It will increase employee motivation

- It helps to correct social problems caused by the business

Key contributors

- **Private companies** willing to invest or implement CSR activities, probably through sponsoring, giving money so that their brand can be seen doing good things.

- **Known NGOs** which are directly or indirectly involved in the process. They can be a connecting bridge between the companies and the local level. The NGO can also be a known reference to work with for the private company.

- The **implementing organizations** at the local level which will execute the SSWM project and benefit from CSR.

Disadvantages of CSR

- If a partner with a bad reputation is chosen, this will affect the name of your organization

- It could be that costs will be passed on to customers

- It could reduce economic efficiency and profit

Example of CSR

UNDP and Coca Cola partnership (2014)

- The goal was to support the long-term reconstruction with a focus on sustainable, community-based water and sanitation activities in tsunami-affected areas of Thailand, Sri Lanka, Indonesia and the Maldives.
- The Coca-Cola Company and its bottling partners immediately used manufacturing capability for the large scale production of bottled drinking water.
- Coca-Cola contributed just over US$1 million of its direct cash support to the United Nations Foundation, which helped to coordinate a partnership initiative with UNDP designed to build on the UN's post-tsunami recovery efforts in the region.

Havells India's Mid-Day Meal Program

Havells India's Mid-Day Meal Program
In the year 2004, Havells researched to find out the logic behind unavailability of sufficient human resource for its Alwar Plant.

Impact of Mid Day Meal Program:
- Better Academic Performance
- Higher Enrolment Rate
- Develops Academic Interest and Improves Concentration
- Reduced Dropout Rate of Schools
- Enhanced Nutritional Intake
- Decreased Teachers' Burden

WASH (Water, Health and Hygiene)
Program

To improve the sanitation condition, Havells constructed more than 4000 eco-friendly bio-toilets in around 400 government schools

- **Preserving Heritage**
  - The company connected with the AKFI (Aga Khan Foundation India) to donate funds for the construction of the Humayun's Tomb Interpretation Center at Delhi
- **Bench Donation**
  - The company has also innovatively utilized its wooden scrap for manufacturing furniture. This furniture is donated to government schools for better infrastructure.

WASH

- **Health Care**
  - Havells adopted two children suffering from genetic disorder 'thalassemia' and funded their expensive 'Bone Marrow Transplant' procedure
- **Skill Development**
  - The brand has focused more on the growth of the nation's children and youth. Thus, it has opened Electrical Skill Development Center at ITI, technical schools located at Nagaon, Assam and Pusa, Delhi
- **First 'Water Positive Company'**
  - Being responsible towards water conservation, Havells made sure that all its plants are installed with the modern water harvesting systems and zero discharge facilities

Lesson 3
Social Change Campaign in India

Introduction

- Social movements can be viewed as collective enterprises to establish a new order of life.
- They have their inception in the condition of unrest, and derive their motive power on one hand from dissatisfaction with the current form of life, and on the other hand, from wishes and hopes for a new scheme or system of living.
- Social movements are generally known as new phénomènes and capitalist economies, whether or not situated in the "initial" nation.

Examples
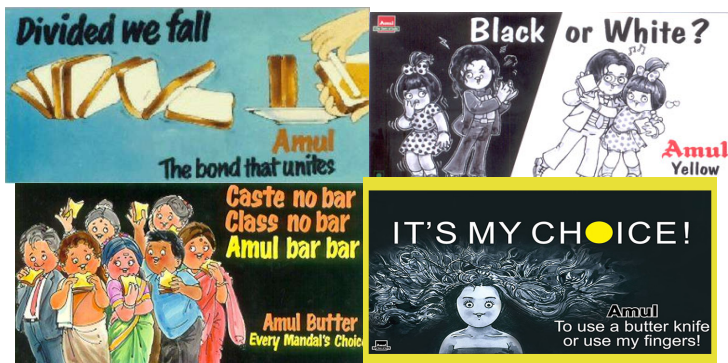
Case Studies

- In the year 2018 for International Women's Day, Vodafone Group released an ad to help end gender inequality. The video featured young girls and boys in various occupational roles, questioning why certain gender roles exist.
- In the context of the global advocacy efforts on Equity for Children, under the new Sustainable Development Goals, #FairStart makes the case for reducing persistent gaps in equity in India
- 50 years of Amul: How an advertisement for butter transformed into witty social commentary-Living News , Firstpost

Must Bol campaign

- Must Bol is a call to young people to examine violence in their lives and speak out against it.
- The campaign is targeting youth in Delhi who are active and potential social media users, and uses creative media to generate thought-provoking discussions on gender and violence.
- The campaign has taken up issues of relevance to the inner circle of young people's lives - self, body, family, peers, intimate relationships and workplace.

Navigating the New Normal

- NITI Aayog, the government think tank on Thursday launched a behaviour change campaign called 'Navigating the New Normal' in partnership with Bill and Melinda Gates Foundation (BMGF), Centre for Social and Behavioural Change (CSBC), Ashoka University, and the Ministries of Health and women and child development .
- The campaign focuses on Covid-safe behaviours, especially wearing masks, during the 'Unlock' phase of the ongoing pandemic.

We The Change Campaign

- The United Nations (UN) in India has launched a new climate campaign called We The Change.
- It is a climate movement that brings together young climate change activists to begin a dialogue with decision-makers.
- From around the country and different social strata, these leaders will amplify solutions, inspire collective action and work with the government to ensure that India's future is green, sustainable and just.

Development of social media marketing campaign
Lesson 4

Development of Social Media Plan

Social Media Plan

1 Listen	**2 Plan**	**3 Strategy**	**4 Tools**
• Locate consumers	• Define business Objectives	• How and where will you do it?	• Decide what social tools you will use.
• Assess their social activities	• How can your brand's strengths be extended online?	• How will relationships with consumers change?	• How will you monitor acitivities and measure success?
• Look for small, focused audiences		• Who will be leading this effort?	

Development of Social Media Plan

S Specific	**M** Measurable	**A** Achievable	**R** Relevant	**T** Timely
What do you want to do?	How will you know when you've done it?	Can you accomplish it?	Is it worthwhile?	When exactly do you want to accomplish it?
• Define your goals clearly. • Who is involved? • What do your want to accomplish? • Where will it be done? • Why are you doing this (reasons, purpose) • What are your constraints?	• Can you track the progress and measure the outcome? • How much, how many, how will you know when your goal is accomplished?	• Is the goal reasonable enough to be accomplished? • How? • Don't choose goals that are out of reach, or below standard.	• Is the goal worthwhile and will it meet your needs? • Is each goal consistent with other goals you have established • Do they fit with your immediate and future plans?	• Your goals should include a time limit. Completed in… month/day/year. • It will bring a sense of urgency and improve time management.

Importance of understanding Social Media Trends

Understanding the social media space and managing your social presence amplifies your marketing strategy. Social media delivers invaluable insight into your brand awareness, customer sentiment, marketplace trends, and your competitor's actions, whilst enabling you to reach more prospects than any other marketing channel.

- Every negative social interaction has a cost Customers are content creators
- Brands are turning online influencers into advocates Social is now a prominent point of purchase
- Brand focus is shifting to measuring quality of interactions Reviews can increase sales and add credibility
- Social is multifunctional – used for marketing, listening, response, customer care, troubleshooting

SOCIAL MEDIA MARKETING LANDSCAPE
DIFFERENT CHANNELS ARE USED FOR DIFFERENT PURPOSES

Social networks
Relationship networks help brands and people connect to share information and ideas. With a large & regular user base, they are a must- have and the "mass-market" approach to social marketing.

Use for: customer care, education, daily comms, breaking news

Media & content sharing networks
Find and share media online, including photos, video, and live video or other curated content.

Use for: brand awareness, lead generation, audience engagement, targeted advertising, influencer marketing

Blogs & forums
Publish, find, discuss, and share news, information, and opinions. Usually allow users to remain anonymous, leading to more honest opinions.
Use for: market research, influencer marketing, product advertising, SEO results

Messaging & chat apps
Most widely used apps that enable messaging, video and voice calls. Business can conduct e-commerce conversations via live agents or chatbots.

Use for: customer care, conversational commerce, payments, status updates, to replace SMS

Consumer review networks
Manage online reviews and reputation. Positive reviews bring social proof to your value proposition. Negative reviews provide you with an opportunity to resolve an issue publicly.

Use for: customer care, reputation management, market research

Interest-based networks
Help connect with others around a shared interest or hobby and tend to focus solely on a single subject and provide a dedicated experience for users.
Use for: targeted marketing, brand awareness, trend watching

SOCIAL MARKETING USE CASES
HOW TO USE SOCIAL TO MEET YOUR OBJECTIVES

Manage own page
Draft and publish organic content to owned page(s)

Define and manage content strategy and calendar Manage content approvals

Generate insights
Listen/capture social conversations about LTA, coaches, or venues and identify trends
Keep up with competitors and stay informed of their social engagement, content and campaigns Understand target audience demographics, sentiment, and channel preferences

Nurture community & reputation
Grow your community of social followers and supporters

Find and nurture advocates and influencers who can credibly promote your brand to an extended audience

Identify and manage potential crises

Engage with customers
Respond to consumer problems when they have questions or concerns
Be part of the conversations about your venues, coaches or brand

React with relevant content – use what you see and hear to help inform future marketing strategy
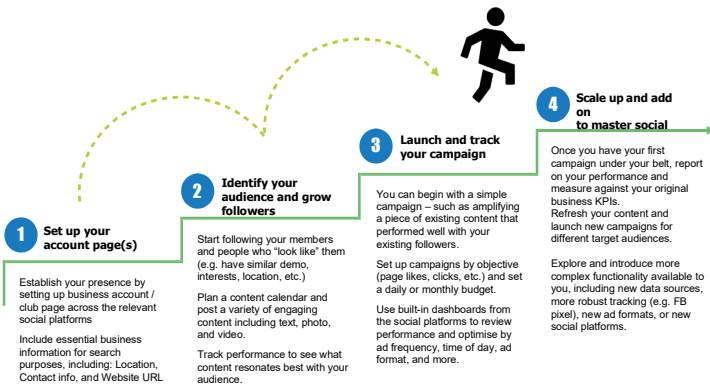
Grow through amplification
Push paid content to custom audiences to reach your marketing objectives
Identify and amplify relevant user content for authentic engagement
Social commerce – increasing number of businesses are using social as a payment channel

EXECUTING A CAMPAIGN - WHERE TO START
G E T T I N G   T H E   B A S I C S   R I G H T

1 Set up your account page(s)

Establish your presence by setting up business account / club page across the relevant social platforms

Include essential business information for search purposes, including: Location, Contact info, and Website URL

2 Identify your audience and grow followers

Start following your members and people who "look like" them (e.g. have similar demo, interests, location, etc.)

Plan a content calendar and post a variety of engaging content including text, photo, and video.

Track performance to see what content resonates best with your audience.

3 Launch and track your campaign

You can begin with a simple campaign – such as amplifying a piece of existing content that performed well with your existing followers.

Set up campaigns by objective (page likes, clicks, etc.) and set a daily or monthly budget.

Use built-in dashboards from the social platforms to review performance and optimise by ad frequency, time of day, ad format, and more.

4 Scale up and add on to master social

Once you have your first campaign under your belt, report on your performance and measure against your original business KPIs. Refresh your content and launch new campaigns for different target audiences.

Explore and introduce more complex functionality available to you, including new data sources, more robust tracking (e.g. FB pixel), new ad formats, or new social platforms.

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MEASURING PERFORMANCE
F A C E B O O K   A D   M A N A G E R

1: Main Navigation Menu 2: Create New Ad Campaigns 3: Account Overview
4: Campaign View 5: Ad Set View 6: Ads View 7: Columns 8: Campaign Breakdown
9: Reporting & Editing 10: Campaign Results 11: Total Ad Spend

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