



## Summary: Ten Commandments of Social Marketing

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1. **If staff running the campaign are not trained in marketing and do not have a good grasp of marketing concepts and theory then more than likely the campaign initiative will not succeed.**
2. **There are 4 Ps to marketing** but check out social marketing campaigns and see how many actually address the 4 Ps of marketing... very few. Most campaigns tend to be social communications or advertising campaigns but few are really social marketing.
3. **Segmentation is the key to effective social marketing** but many campaigns are not targeted and focus on the "general public". Some campaigns use demographics and geographic segmentation but remember with social marketing you are dealing with behaviour change and the most important type of segmentation in social marketing is psychographics, but how many social marketers have used psychographic segmentation to develop campaigns... very few.
4. **Examine the factors influencing the adoption of the behaviour change** (i.e. perceived barriers/potential benefits for targeted behaviour as well as competing behaviours /forces).
5. **Pay attention to social norms** which are people's beliefs about the attitudes and behaviours that are normal, acceptable, or even expected in a particular social context. In many situations, people's perception of these norms will greatly influence their behaviour.
6. **Employ upstream efforts**, which aim to change the political, social, legal, and physical or public policy environment by giving messages to industry or government.
7. **Objectives must be measurable.** Also set objectives for the following **3 types of objectives: Behaviour objectives, Belief objectives, Knowledge objectives**
8. **Positioning is a key element to social marketing.** In social marketing, products are hard to promote because of their high "price." Products like behaviours and attitudes require long term commitments and do not sell as easily as a bar of soap or a car.
9. **Innovation in methods/tactics used to deliver messages is key to success in social marketing.** Three tactics that tend to be overlooked are: **Face-to-face marketing, Strategic Alliances, Social Media Marketing.**
10. **Evaluate evaluate evaluate.** If you have measurable objectives, evaluation should not be difficult.

The full document can be retrieved from the MARCOM Web site.