

Redefining Social Marketing

Dr Stephen Dann
Australian National University



Summary

[[American Marketing Association](#) (2007)
+ [Chartered Institute of Marketing](#) (2005)
+ [National Social Marketing Centre](#) (2007)
+ [Kotler, Lee and Rothschild](#) (2006)]
x [text mining](#)^ ([Leximancer.findings](#))
/ [Conceptual Framework](#) = [New Definition](#)

Why a(nother) new definition?

- Commercial Marketing Definition Changes
 - AMA definition in 2007
 - CIM (2005)
- New Social Marketing Definitions in UK/Europe
 - NSMC (2007)
- An answer to Andreasen (2006)
 - Analysis of social marketing self identification

New Definition

Social marketing...

the **adaptation** and **adoption** of commercial marketing activities, institutions and process as a means to **induce behavioral change** on a temporary or permanent basis.



The Definition Factory

FAC1337



Method

Ingredients

- 4 **American Marketing Association** definitions
- 2 **Chartered Institute of Marketing** definitions
- 1 **National Social Marketing Centre** definition
- 1 **leading social marketing author team** definition
- 45 social marketing definitions processed in Leximancer

Instructions

- Combine the commercial marketing definitions with the NSMC and leading author team definition. Take care to separate the component elements for comparison. Leave to form a model.
- Peel, prepare and sift the remaining definitions through Leximancer text analysis. Gently fold the qualitative analysis results into the combined definitions, and press gently into the model.
- Bake under peer review for several iterations. Illustrate with table and diagram. Serves 1 discipline



AMA

AMA:

the **activity, set of institutions, and processes** for **creating, communicating, delivering,** and **exchanging offerings** that have **value** for **customers, clients, partners,** and **society at large**



CIM

CIM:

the **management process** responsible for **identifying, anticipating** and **satisfying** **customer** requirements **profitably**



Commercial marketing

	Mechanism	How	Why	Whom
CIM (2005)	Management Process	Identify Anticipate	Satisfy (Profit)	Customer requirements (Profit)
AMA (2007)	Activity Processes Institution	Create Communicate Deliver Exchange	Offerings that have value	Client Customer Partner Society

NSMC

NSMC 2007

systematic application of **marketing**,
alongside **other concepts** and techniques, to
achieve **specific behavioural goals**, for a
social good



Kotler, Lee and Rothschild (2007)

a **process** that applies **marketing principles** and **techniques** to **create, communicate**, and **deliver value** in order to **influence target audience behaviors** that **benefit society** (public health, safety, the environment and communities) as well as the **target audience**.

Social and commercial marketing

	Mechanism	Method	Purpose	Market
CIM (2005)	Management Process	Identify Anticipate	Satisfy (Profit)	Customer requirements (Profit)
AMA (2007)	Activity Processes Institution	Create Communicate Deliver Exchange	offerings that have value	Client Customer Partner Society
Kotler, Lee & Rothschild (2006)	Process	Create Communicate Deliver value	Influence behaviors	Society Target audience.
NSMC (2007)	Systematic application	marketing	achieve behavioral goals achieve social good	Targeted audience

Leximancer Results

Leximancer Process

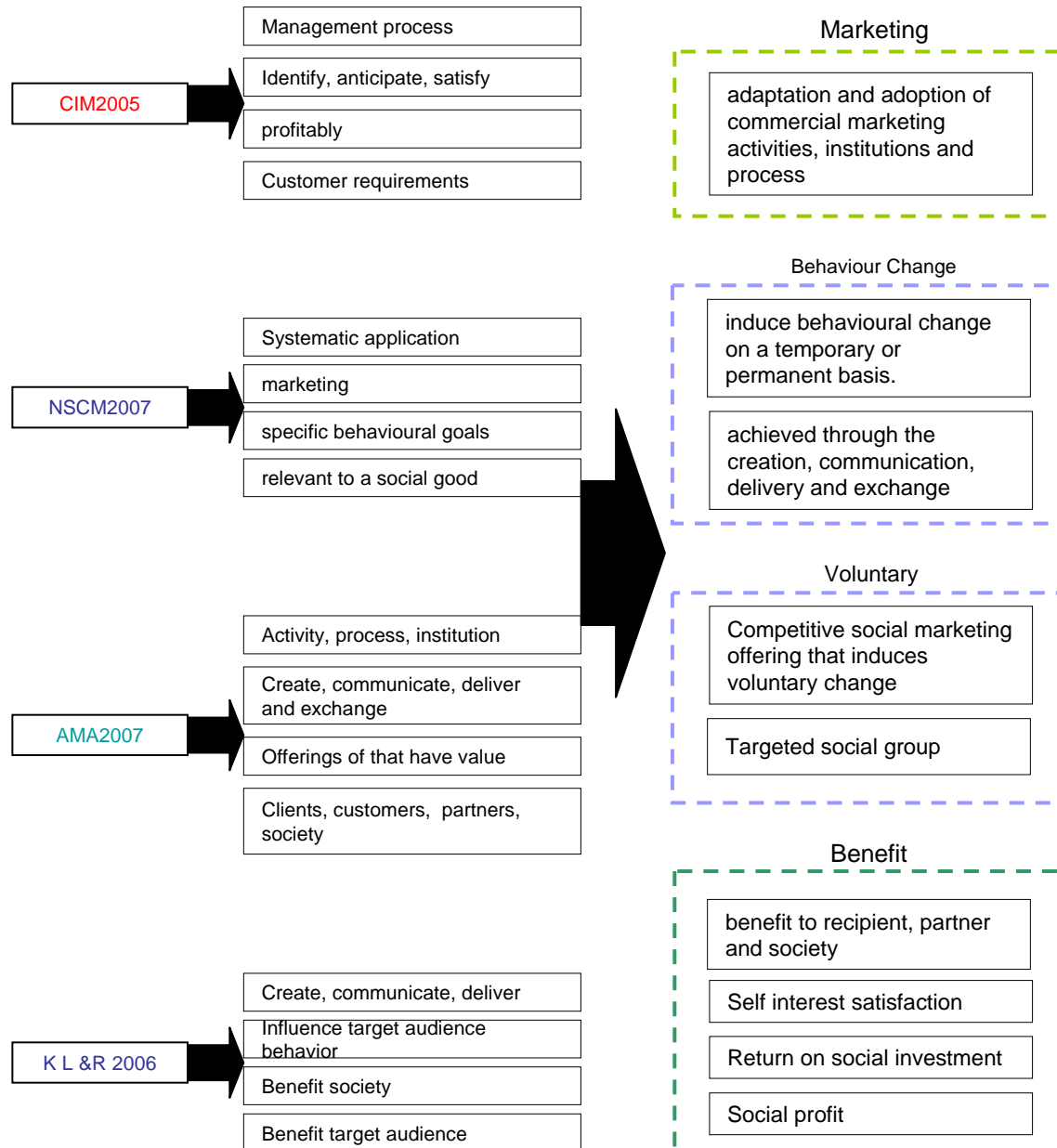
Analyse 45 definitions of social marketing

Results: The Bounding Box

1. Respect the pedigree as part of the marketing discipline
2. Social marketing is a means for behavioral change
3. Voluntary change, either explicitly or through the use of the exchange construct, is a necessary requirement

Social and commercial marketing

	Mechanism	Purpose	Method
Leximancer Results	Marketing	Behavioural focus	Voluntary
Kotler, Lee and Rothschild (2006)	Marketing principles & techniques	target audience behaviors	Influence
NSMC (2007)	systematic application of marketing	achieve specific behavioral goals	Other concepts and techniques?
CIM (2005)	Management Process	Satisfy (Profit)	Identify Anticipate
AMA (2007)	Activity Processes Institution	Offerings that have value	Create, Communicate Deliver and Exchange



New Definition

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Questions?



The Leximancer Process



Leximancer

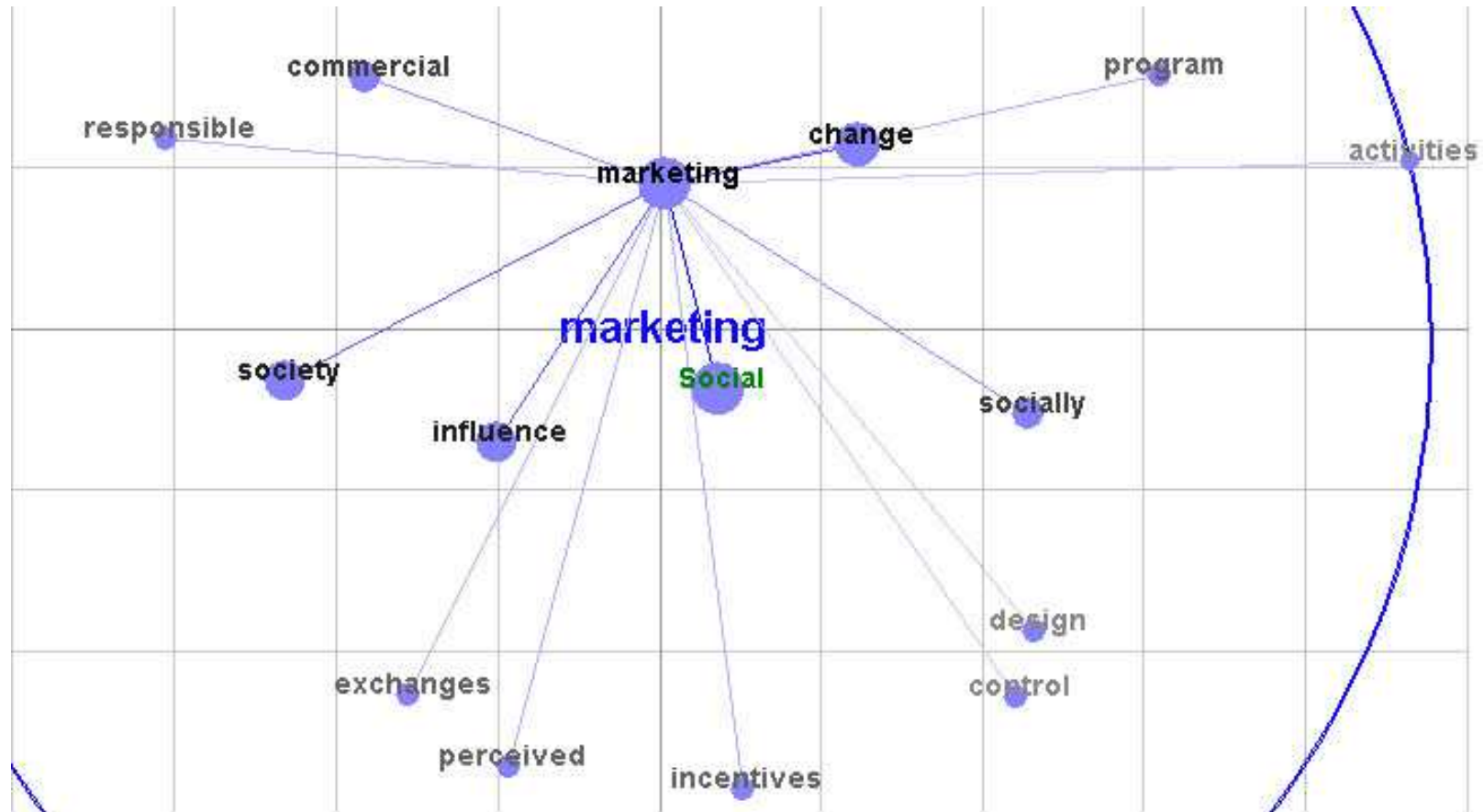
content analysis emulator

uses machine learning protocol

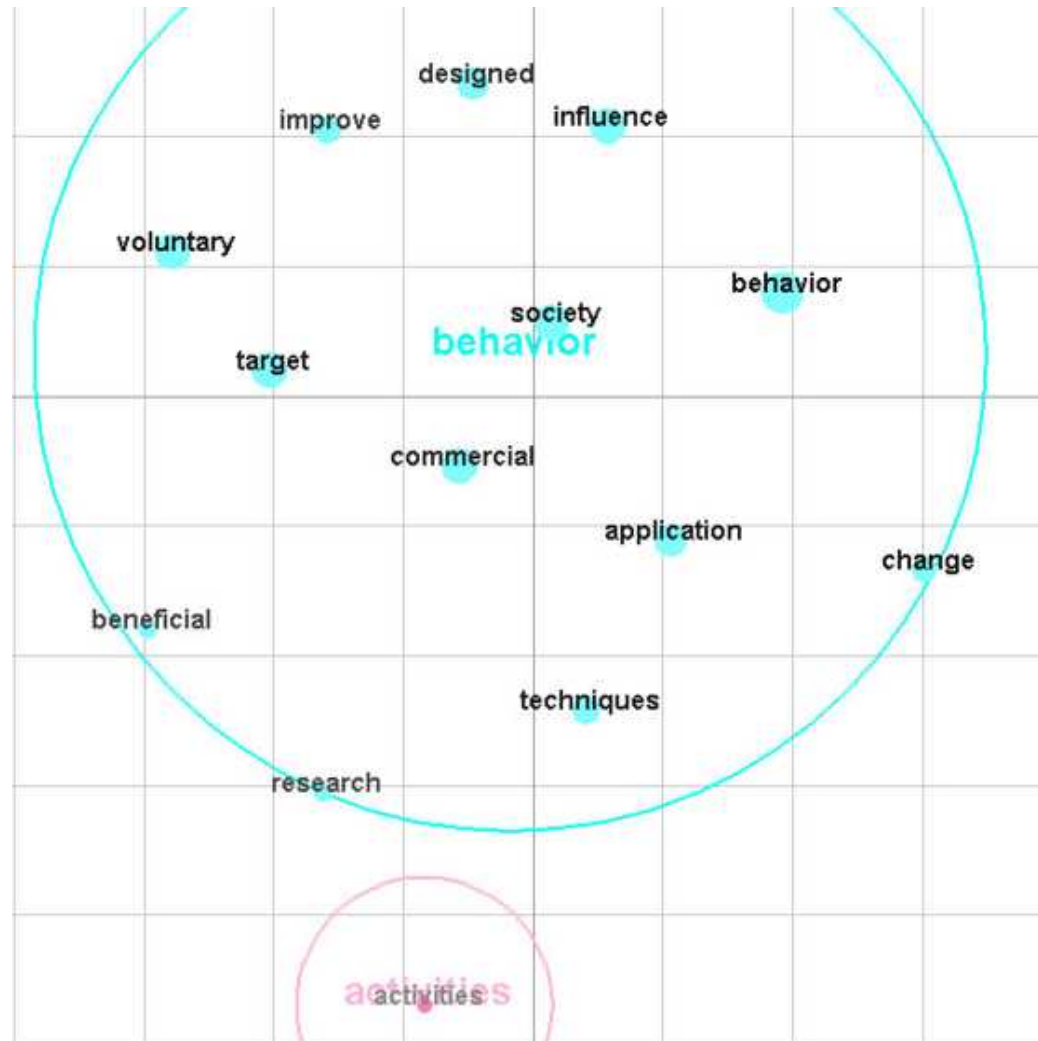
visualization of common themes

related concept groups from textual data

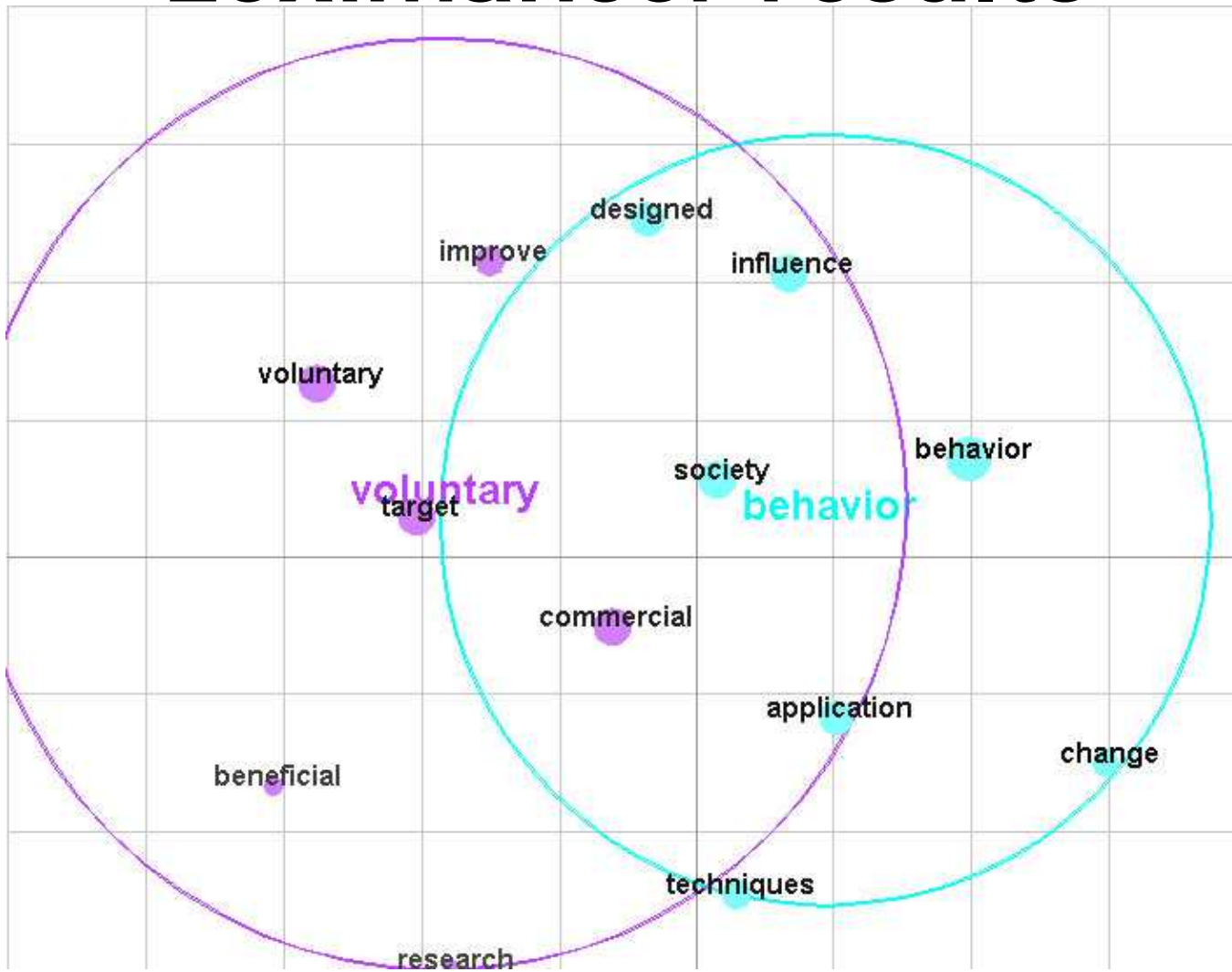
Leximancer results



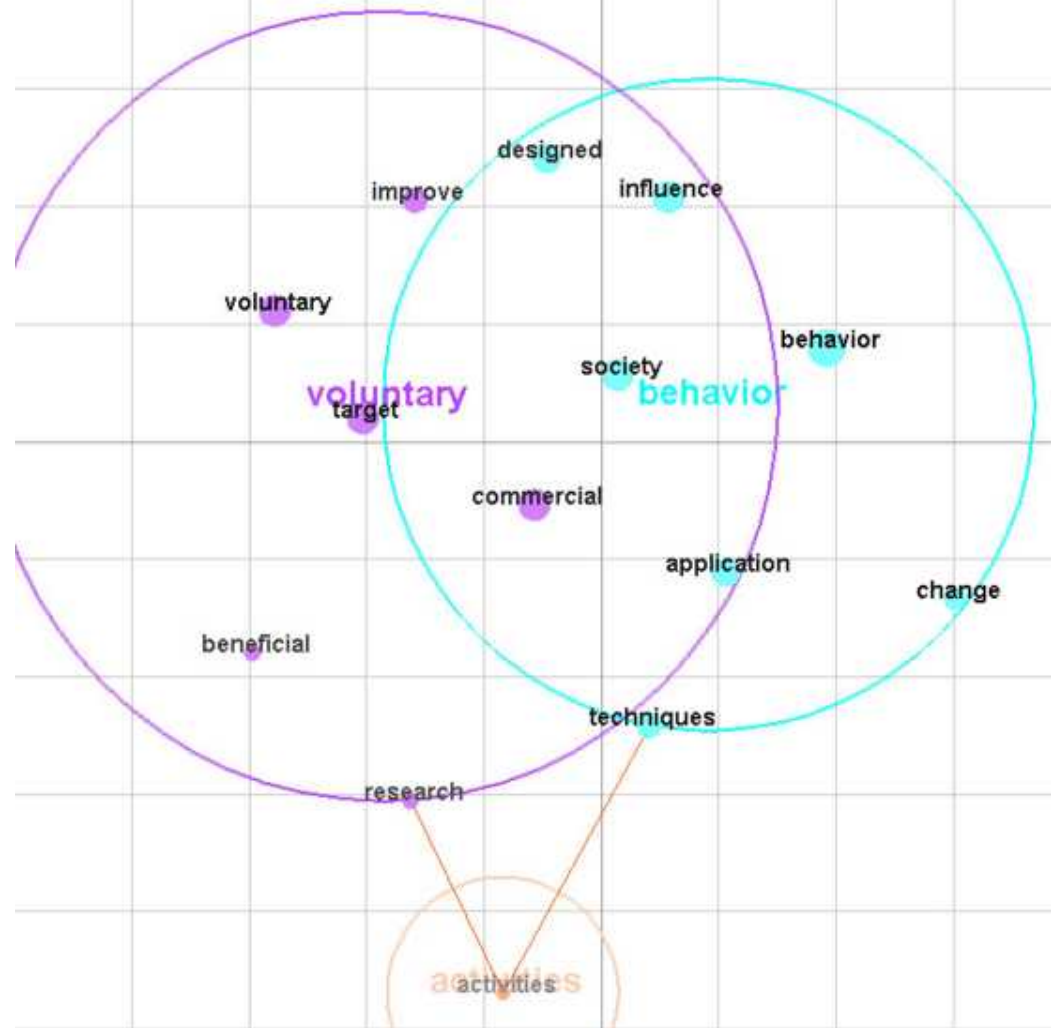
Leximancer results



Leximancer results



Leximancer results



Definition Sub-components



behavioral change

“Behavioral change” [in [social marketing](#)] is achieved through the **creation, communication, delivery** and **exchange** of a [competitive social marketing offer](#) that induces **voluntary change** in the [targeted social group](#), and which results in [benefit](#) to the social change campaign’s [recipients, partners](#) and the [broader society](#) at large.



Benefit

Benefit [in social marketing] is where the

return on social investment

through **actual** or **perceived** returns **exceeds**

the **financial** and **non financial** costs of the

social marketing activity

