

# A Hierarchical model of Social Marketing

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World Social Marketing Conference,  
20 – 22 April 2015 Sydney, Australia



# Session Purpose

This session will seek to begin a discussion and gather views to feed into the AASM, iSMA and ESMA work of developing a globally endorsed set of social marketing principles and concepts to underpin the global consensus definition of social marketing developed by the associations in 2013

# Consensus Definition

- ▶ *Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good.*
  - ▶ *Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.*
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# Why do we need a set of consensus principles?

- ▶ We now have a consensus definition of Social Marketing.
  - ▶ This definition needs a more detailed explanation of the principles that underpin it.
  - ▶ If Social Marketing is to develop an ongoing dialogue, analysis about its nature is required.
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# A hierarchical model of Social Marketing principles concepts and techniques

Journal of  
Social Marketing

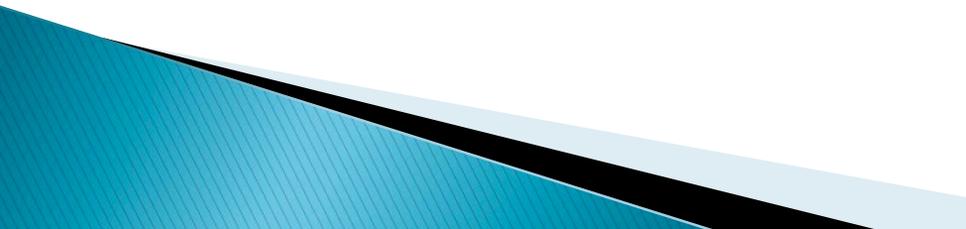
- ▶ French, J. & Russell-Bennett, R (2015) A hierarchical model of Social Marketing principles concepts and techniques, *Journal of Social Marketing*, early cite

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**This paper set out a new hierarchy that builds on existing lists of non-equivalent and undifferentiated social marketing criteria.**

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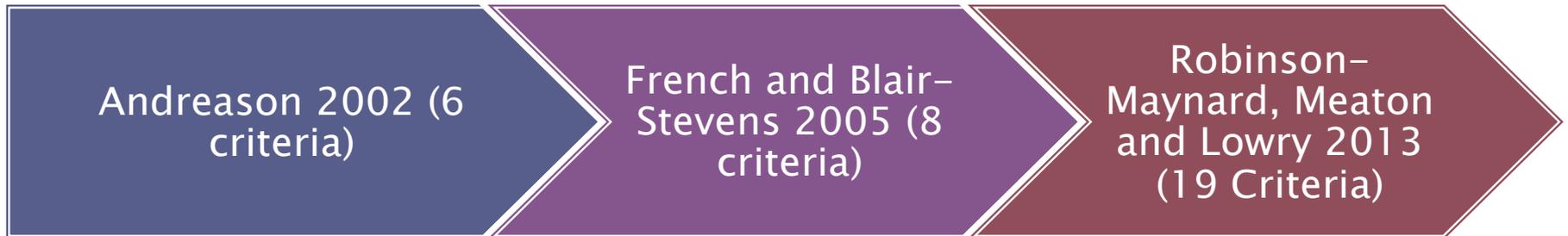
**The paper does not seek to set out a definitive conceptual model of social marketing rather it seeks to differentiate existing descriptive criteria and place them in a hierarchy of importance**



# Benchmark criteria

- ▶ In order to differentiate the Social Marketing contribution to influencing social behaviour, a number of sets of benchmark criteria have been developed to date.
  - ▶ These attempts have sought to codify the core elements of Social Marketing practice as a distinct approach to behavior change intended to bring about social good
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# A (brief) history of the benchmark criteria



# With current benchmark criteria, there are three weaknesses:

## Equivalence

- The criteria are a mix of principles , techniques and approaches

## Relative Importance

- Some criteria seem to be more important than others

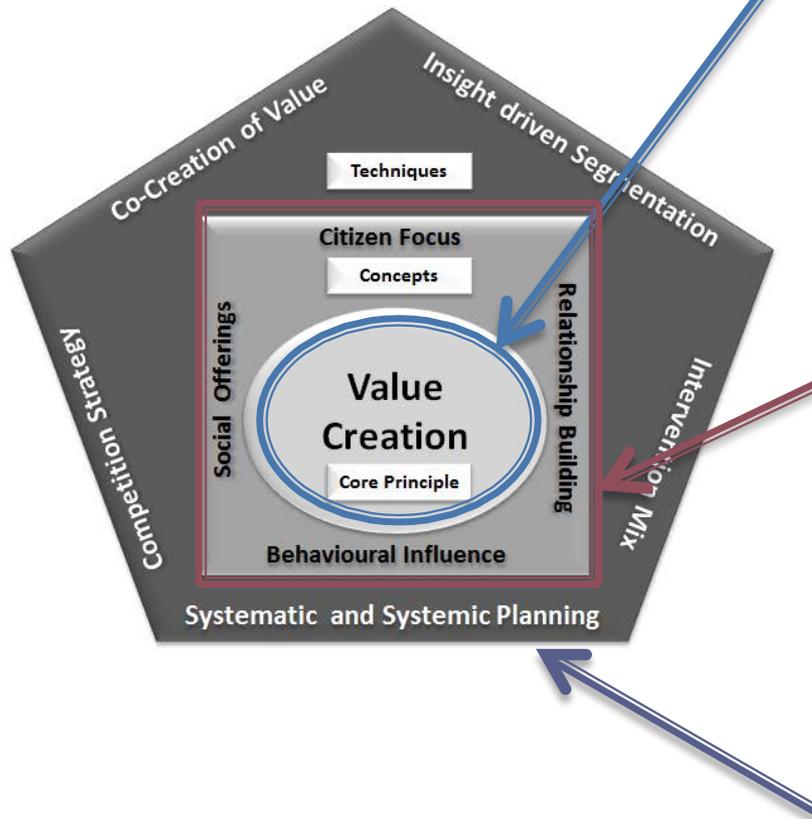
## Essentiality

- It is not clear how many or which criteria are needed for an intervention to be called social marketing

# Our proposed categories

- ▶ We propose that Social Marketing benchmark criteria can be classified into three categories that have a hierarchical relationship. These categories of criteria are:
    - ▶ Principle
    - ▶ Concepts
    - ▶ Techniques
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# The Social Marketing Principle: Social Value Creation through exchange.



## Core Social Marketing Concepts

1. Social Behavioral Influence
2. Citizen/ Civic Society orientation and focus
3. Social Offerings
4. Relationship Building

## Social Marketing Techniques

1. Integrated Intervention Mix
2. Competition analysis and action
3. Systematic planning & evaluation
4. Insight driven segmentation
5. Co-creation through Social Markets

# Our view of Essentiality

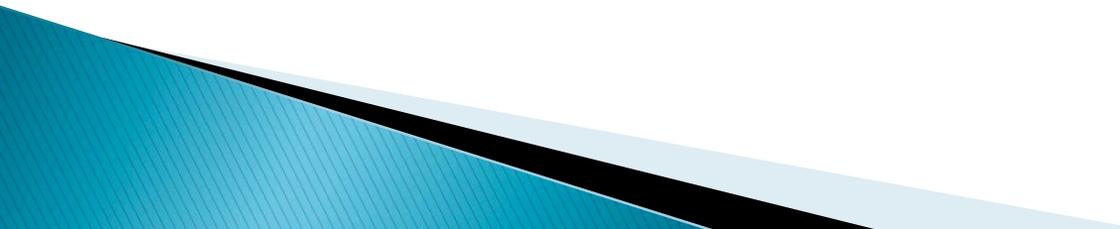
An intervention can be identified as being SM when it can demonstrate that it is informed by the core Principle and the four core concepts of SM. E.g.:

## Value through Exchange +

1. Social Behavioral Influence goals:
  2. Citizen/ Customer/ Civic Society Orientation Focus)
  3. Social Offering (Idea, product, service experience, policy etc.)
  4. Relationship building
- ▶ These criteria will vary in importance based on context and thus should be used with caution.

Questions about the model and rationale

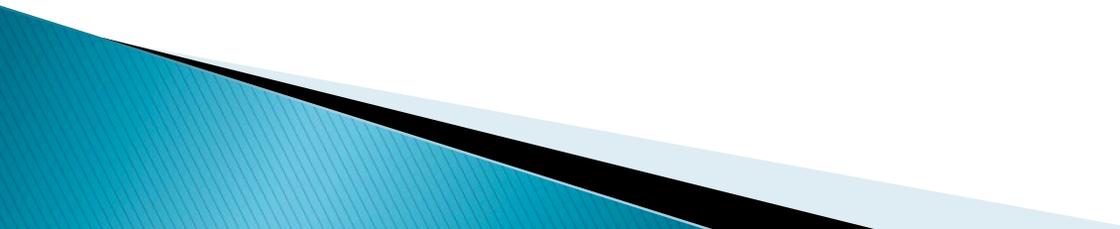
Do you agree with the need to develop a set of principles concepts and techniques that identify SM?



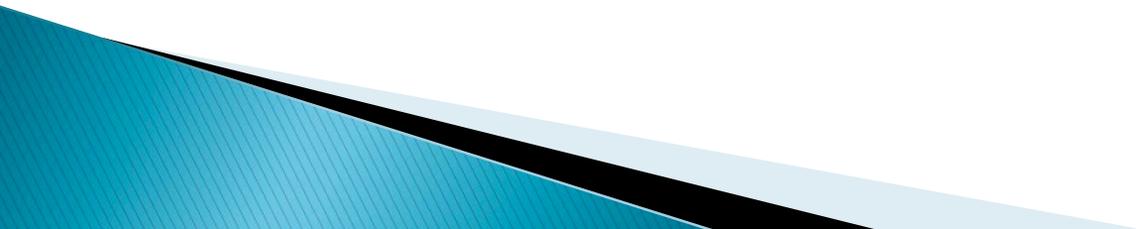
Is the distinction  
between principle,  
concept and technique  
helpful?



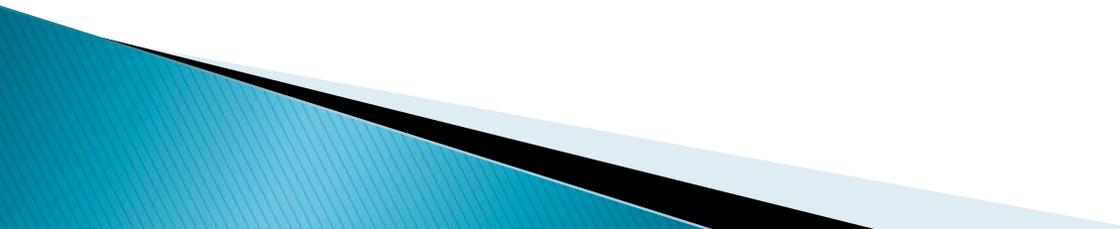
What strengths are there in such an approach?



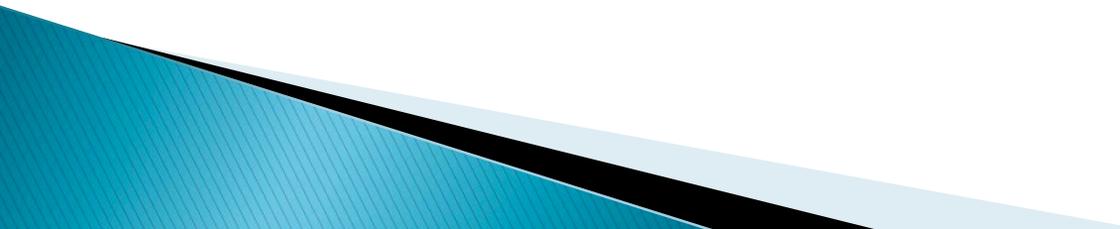
What weaknesses do you see in the suggested Hierarchical model?



What omissions do  
you see in the  
suggested model?



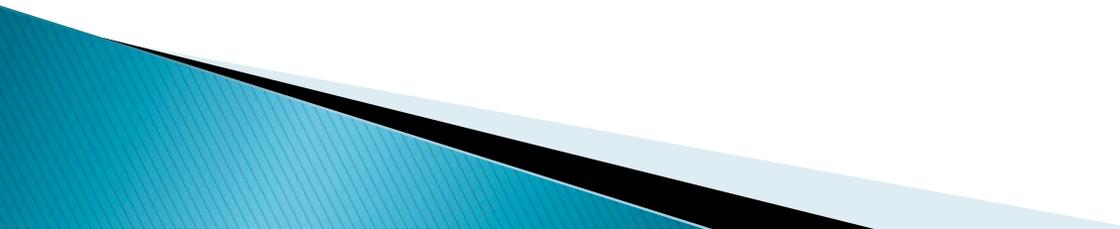
Would you be willing to be part of a reference group to develop a set of consensus principles, concepts and techniques?



# Suggested next steps

1. Set up of a small working group to develop a set of draft recommended principles, concepts and techniques that can be shared with members of all relevant specialist SM associations.
  2. Members would then be asked for comments and suggestions.
  3. A second draft paper would then go to the Boards of participating organisations for endorsement.
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# Possible Timetable :

- **Group formed by June 2015**
  - **1<sup>st</sup> Draft paper by November 2015**
  - **Members engaged and comments gathered by Feb 2016**
  - **Final paper to participating Boards for endorsement by April 2016**
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# Open Discussion