





# *Social Marketing*

- Social Marketing is a process that applies marketing principles and techniques to create, communicate and deliver value in order to influence target audience behaviour that benefits society(public health, safety, the environment and communities) as well as the target audience

-Philip Kotler

| Commercial marketing                                      | Social marketing                              |
|---|---|
| It is the stakeholder that benefits                       | It is the customer that benefits              |
| The level of commitment is much lower                     | The level of commitment is much higher        |
| Business with similar goals compete                       | Organizations with similar goals cooperate    |
| Short time needed to sell a product                       | Campaigns take longer time to change behavior |
| Research is not much hard as compared to social marketing | Should have a deeper knowledge to do research |
|   |   |
|   |   |

| What Is social marketing   | What is not Social Marketing          |
|--|---------------------------------------|
| A social or behavior change strategy                                   | Just advertising                      |
| Most effective when it activates people                                | A clever slogan or messaging strategy |
| Targeted to those who have reason to care and who are ready for change | Reaching everyone through media       |
| Strategic, and requires efficient use of resources                     | An image campaign                     |
| Integrated and works on the “Instalment Plan”                          | A quick process                       |

# *SOCIETAL MARKETING*

**Societal marketing** is a marketing concept that holds that a company should make marketing decisions not only by considering consumers' wants, the company's requirements, but also society's long-term interests.

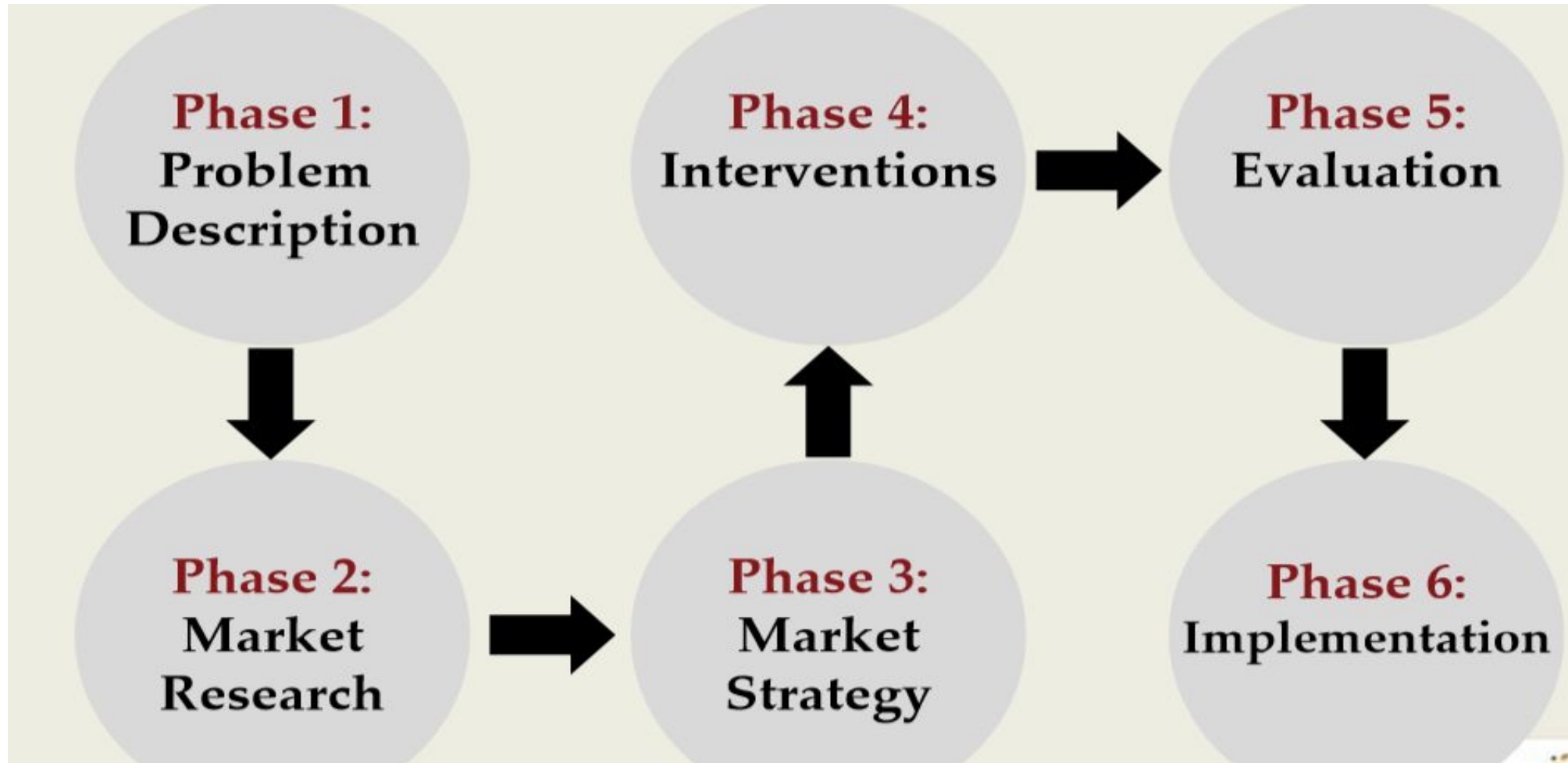




# *Features Of Social Marketing*



# *Phases Of Social Marketing*





# *Key Takeaways*

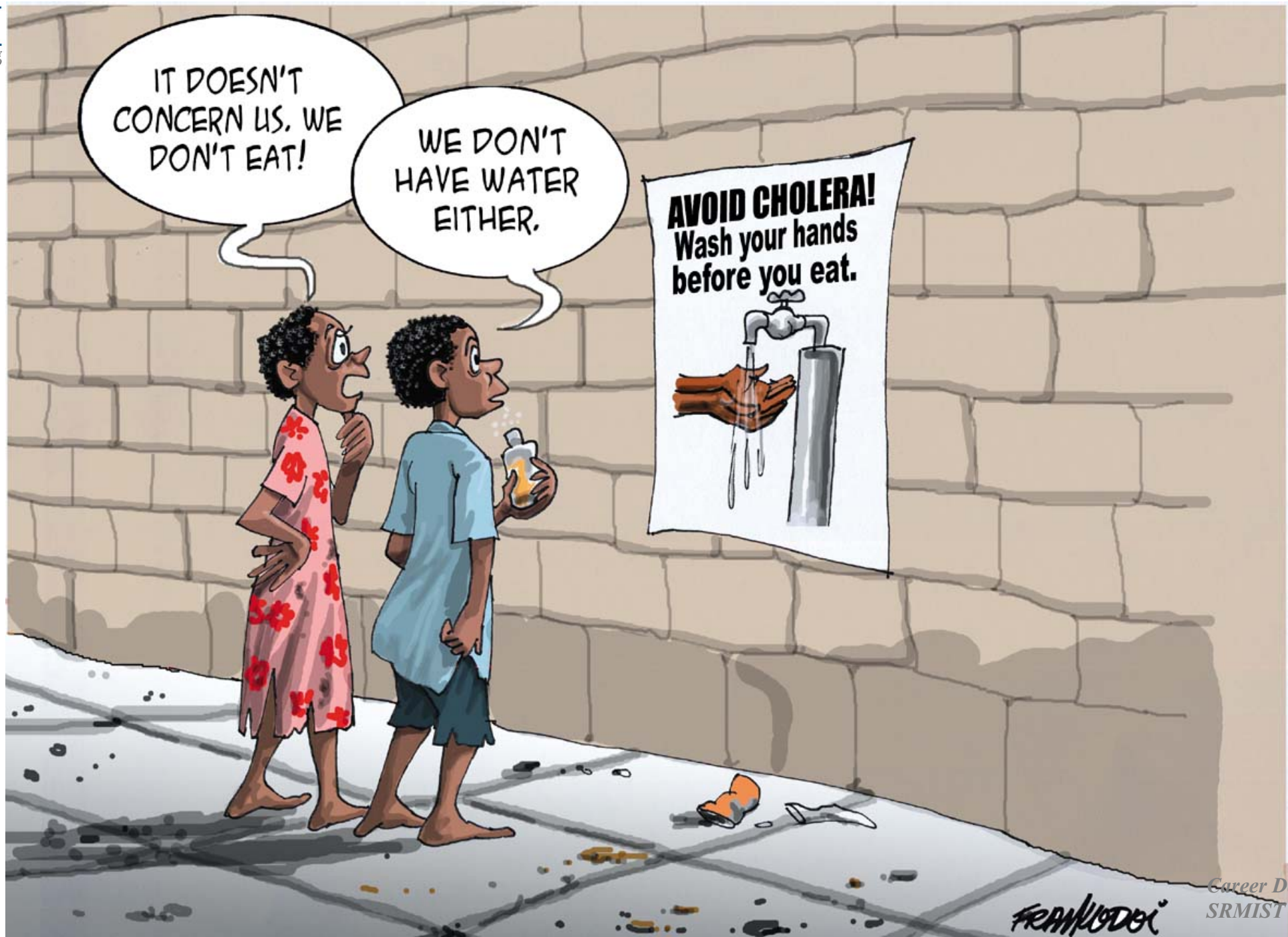
Social Marketing is marketing designed to encourage social change rather than selling a product, it sells a behaviour that benefits society. Well executed social marketing uses creativity and evokes emotions to motivate action , through visuals and catchy slogans. We can see few social marketing campaign in the next slides.....





















- <https://www.business2community.com/digital-marketing/what-is-social-marketing-with-7-stellar-examples-02236451>

