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Social marketing can help achieve sustainable behaviour change

Social marketing—using marketing tools and techniques to facilitate behavior change—is a proven approach that ' s been used for decades

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in programs addressing public health, social and environmental issues, and international development. It ' s not just about creating clever ads, conducting focus groups or leveraging social media.

## Using Social Marketing for Behavior Change

This type of initiative provides a platform for change agents, opinion leaders or “ Connectors ” to make the case for the behavior change and engage in a meaningful dialogue with the target audience.

Regardless of how change agents emerge, they can play powerful roles in community building and social change. The challenge for behavior change initiatives is to identify and empower change agents to lead.

## Barriers and Benefits: Changing Behavior Through Social ...

Good Communication is not always the key to any behaviour change

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program Good communication is certainly important but there is more to social marketing than communications. The most successful behavior change initiatives focus on removing barriers to desired behaviors. This takes more than a good communications campaign.

10 Tips for Changing People ' s Behaviours through Social ...

Behavior change marketing, also known as social marketing, is the term public health professionals use to refer to marketing that builds awareness about a social issue, like wear your seatbelt, don ' t smoke, get a mammogram and recycle. But social marketing is more than just building awareness.

8 strategies to motivate behavior change: social marketing ...

Social marketing : behavior change for social good | Kotler, Philip; Lee,

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Social marketing : behavior change for social good ...

Social Marketing and Behaviour Change. Simply put, this is our bread and butter. We are about people, purpose and change. From road safety and recycling to tackling obesity and raising awareness about cancer and heart disease, we are not afraid to take on tough issues.

Social Marketing and Behaviour Change :: Social Change Changing Behaviour, Improving Outcomes: A new social marketing strategy for public health This document sets out the DH's three year social marketing strategy for changing health-related lifestyle...

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Social marketing uses marketing techniques to promote healthy attitudes and behaviors. As in traditional marketing, the development and implementation of social marketing programs is based on the four P's: product, price, place, and promotion, but it also incorporates the partnership and participation of stakeholders to enhance public health and engage policy makers.

Changing health behaviors with social marketing | SpringerLink  
Turning Principle into Practice Social Marketing: Changing Behaviors for Good is the definitive textbook for the planning and implementation of programs designed to influence social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action.

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Amazon.com: Social Marketing: Changing Behaviors for Good ...

Social marketing draws on some of the principles of commercial marketing and uses behaviour change theory to influence behaviour for 'social good'.<sup>27</sup> The benefit is for society, not for the organisation doing the marketing. Segmentation of the relevant market allows for interventions to be targeted.

Behaviour Change Models and Strategies: (EUFIC)

It's summed up in one key point: commercial marketing tries to change people's behavior for the benefit of the marketer; social marketing tries to change people's behavior for the benefit of the consumer, or of society as a whole.

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Successful social marketing holds the power to change the world. For  
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through each stage of the process.

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Social Marketing | SAGE Publications Inc

Social marketing is marketing designed to create social change, not to directly benefit a brand. Using traditional marketing techniques, it raises awareness of a given problem or cause, and aims to...

What is Social Marketing? (With 7 Stellar Examples ...

Our practical Social Marketing Guide and Toolkit can help you develop, plan and deliver behaviour change projects that work.

Drawing on lessons learned through years of research and practical experience, we take you through the six key stages of successful projects and provide tools and templates to support you through the process.

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