



**TRAIN**



# Social Marketing Communications

**Professionalization of Literacy and Basic Education –  
Basic Modules for Teacher Training  
- Module 1 -**

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## Module Overview

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- Marketing philosophies
- Marketing in the not-for-profit sector
- Social Marketing communications
- Marketing for social change
- The Marketing Mix
- Marketing Promotion
- Advertising/Direct Marketing/E-marketing
- Public Relations
- The Marketing Communications Process

## Module Overview (contd.)

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- Target Marketing
- Marketing Activities for Learners Recruitment
- Developing the marketing message
- The Marketing Planning Process
- The Marketing Audit
- Marketing Strategy
- Setting Marketing objectives
- Developing a Marketing Plan for your Literacy Scheme

## What is Marketing?

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- It's getting as close as you can to the customer and using the knowledge that you gain to inform every aspect of your operations - Ford Motor Co.
- It's a Societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value to others – Kotler
- The role of marketing is to establish, develop and commercialise long term customer relationships, so that the objectives of the parties involved are met. This is done by a mutual exchange and keeping of promises - Gronroos

## Core Marketing Concepts

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- Needs, wants, demands
- Products and services
- Value, satisfaction and quality
- Exchange, transactions and relationships
- Markets

## Marketing Impact on Society as a Whole

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- **False wants and too much materialism** – marketing urges too much interest in material possessions, people are judged by what they own rather than what they are
- **Too Few Social Goods** – business has been accused of over-selling private goods (cars) at the expense of public goods (roads)
- **Cultural pollution** – our senses are being constantly interrupted and assaulted by advertising
- **Too Much Political Power** – large corporations influencing politicians which in-turn influence public policy in favour of corporations

Adapted from Kotler

## Some Key Marketing Terms

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- **Product:** Anything that can be offered to a market for attention, acquisition, use or consumption that satisfies a want or need
- **Service:** Any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything
- **Market:** A set of all actual and potential buyers of a product or service
- **Customer Value:** The consumer's assessment of the product or services overall capacity to satisfy his or her needs. It's the difference between the value a customer gains from owning and using a product and the costs of obtaining that product.

# Marketing Management Philosophies

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5 concepts under which organisations conduct their marketing activities

## 1. Production Concept

- Consumers will favour products that are available and highly affordable and that management should therefore focus on improving production and distribution efficiency.
- Ex's: Retailers – airlines – Ryanair - Lidl

## 2. The Product Concept

- Consumers will favour products that offer the most quality, performance and features, so the organisation should devote its energy to making continuous product improvements  
Ex's: Cars, certain technology products – Volvo, Apple Computers

## 3. The Selling Concept

- Consumers will not buy enough of an organisations products unless it undertakes large scale selling and promotion effort
- Ex's: Encyclopaedias, unsought after goods - Kleeneze

# Marketing Management Philosophies

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- **4. The Marketing Concept**

- Achieving organisational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than the competitors do
- Ex's: Ikea, Dell, Amazon.com, Superquinn

- **5. The Societal Marketing Concept**

- The organisation should determine the needs, wants and interests of target markets and deliver the desired satisfactions more effectively and efficiently than competitors in a way that maintains or improves the consumer and society's well being
- Ex's: Body Shop, NSPCC, public sector organisations, adult literacy service

## For Profit and Not-for-Profit Marketing

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- Difference between for profit and not-for-profit marketing
- Case studies “Body Shop” and “The Full Stop campaign of NSPCC”

### **“Social Marketing Communications”**

- “A basic challenge that makes social marketing communications so difficult but so rewarding if done successfully, is that the aim is to transform the perceptions, then the attitudes of an audience on a subject they would probably prefer not to think about at all”
- Ed Jones, Satchi & Satchi’s Cause Related Marketing

## Marketing for Social Change

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Not a new concept, examples include:

- Abolishing slavery / Granting voting rights to women / Abolishing child labour

Today's social marketing campaigns have tended to focus on health reforms, environmental reforms, educational reforms, economic reforms

- Anti-smoking
- Prevention of drug abuse
- Clean air
- Literacy
- Provide training to unemployed

## The Challenge of social change campaigns

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- **Cause** – a social objective that change agents believe will provide a desirable answer to a social problem
- **Change Agent** – an individual, organisation or alliance that attempts to bring about a social change
- **Target adopters** – individuals, groups or entire populations who are the target of appeals for change by social marketers
- **Channels** – communication and distribution pathways through which influence & response are exchanged
- **Change Strategy** – the direction and programme adopted by the change agent to effect the change in the target adopters attitudes and behaviour

## The Marketing Mix

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- The Functions of Marketing - 4 P's

Product

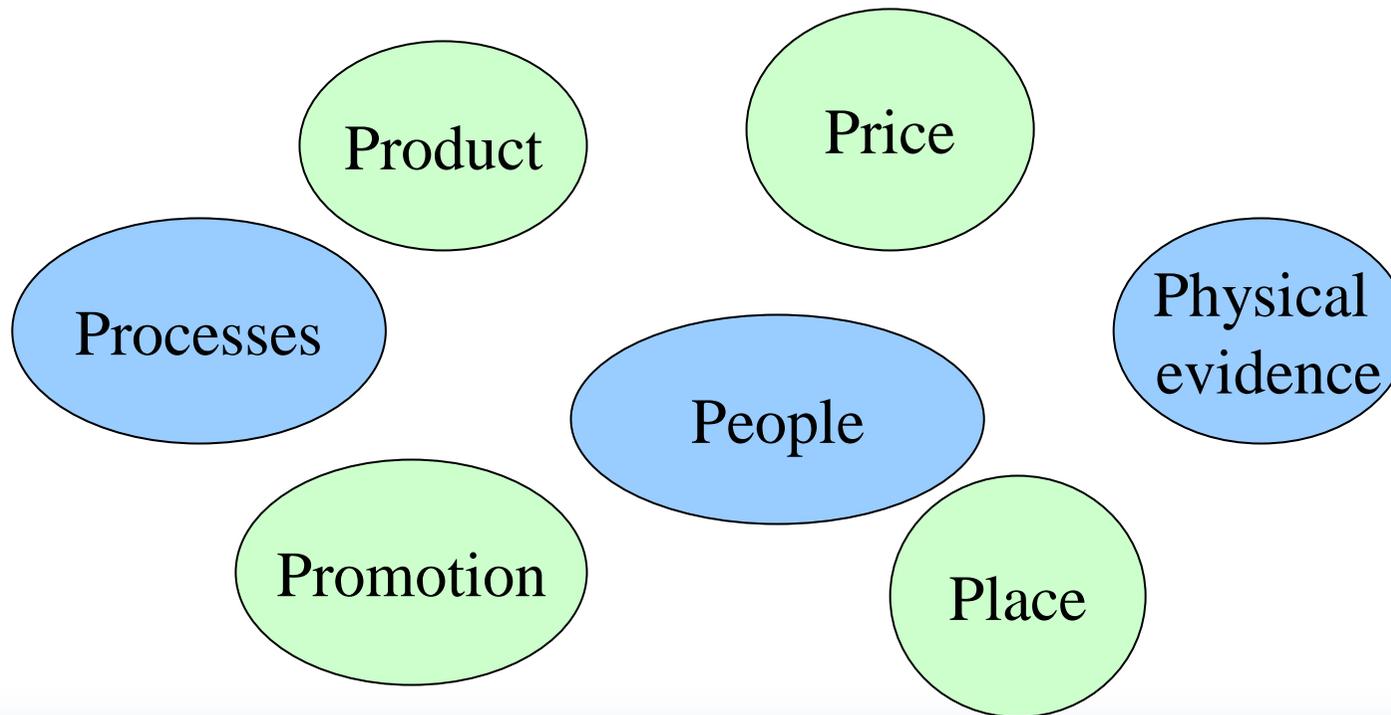
Price

Promotion

Place

# The Marketing Mix

- The Functions of Marketing - 7 P's



## The Marketing Mix – The 4 P's

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### **Product/Service**

- What will be sold?
- A tangible: physical good
- Intangible - a service
- An idea (political parties, charities)
  
- What products do for customers is more important than what the products themselves are
- Features of products (how they work) less important than
- Benefits of products (what they do)

## The Marketing Mix – The 4 P's

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### Price

- The price of a Product/Service will depend on many different factors:
  - The cost of production
  - The competitors price
  - The size and nature of the target market
  - The value the customer puts on the product

## The Marketing Mix – The 4 P's

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### **Promotion or communications**

- Promotion is the activities an organisation uses to tell its market about its products/services and to persuade people to buy them. The tools of promotion are called the promotion mix and include:
  - Personal selling
  - Advertising
  - Public Relations
  - Sales Promotion
  - Direct and on-line marketing

## The Marketing Mix – The 4 P's

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### **Place or distribution**

- Place means making your product/service easy for customers to buy
- For services it means where and how the service will be delivered
- Ex's: on-line, help-desk, on-site, hours of business

## Marketing Mix – The 7 P's

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### **7 P' for services:**

#### **People**

- For services this is one of the most important elements of your marketing mix
- Who is delivering the service?
- How much do they know about the product/service?
- How much do they know about the customers?
- Can you think of any examples of a company that has an excellent product or service but your experience was not satisfactory because of people?

## Marketing Mix – The 7 P's

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### **Physical evidence**

- Surroundings – where the service is being delivered. What impact this has on the marketing message

### **Processes**

- How the service is being delivered, issues include consistency, quality etc.

## The Promotion Mix

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### **The Marketing Mix/ The Promotion Mix**

- “The specific mix of advertising, personal selling, sales promotion and public relations that an organisation uses to pursue its marketing objectives” Kotler
- Direct Marketing – using non-personal tools to communicate directly with customers (mail, telephone, email etc)

## Your Marketing Mix

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Before you decide on what your marketing mix will be you need to think about:

- Who is your target audience?
- What are your objectives?  
also
- What resources are available to you?

## Elements of our Marketing Mix

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### **Advertising**

**Paid form of non-personal promotion**

### **Personal Selling**

**Oral presentation**

### **Direct Marketing**

**Using non-personal tools to communicate**

### **Public Relations**

**Structured, planned programmes to  
Manage organisation and product/service image**

### **Sales Promotion**

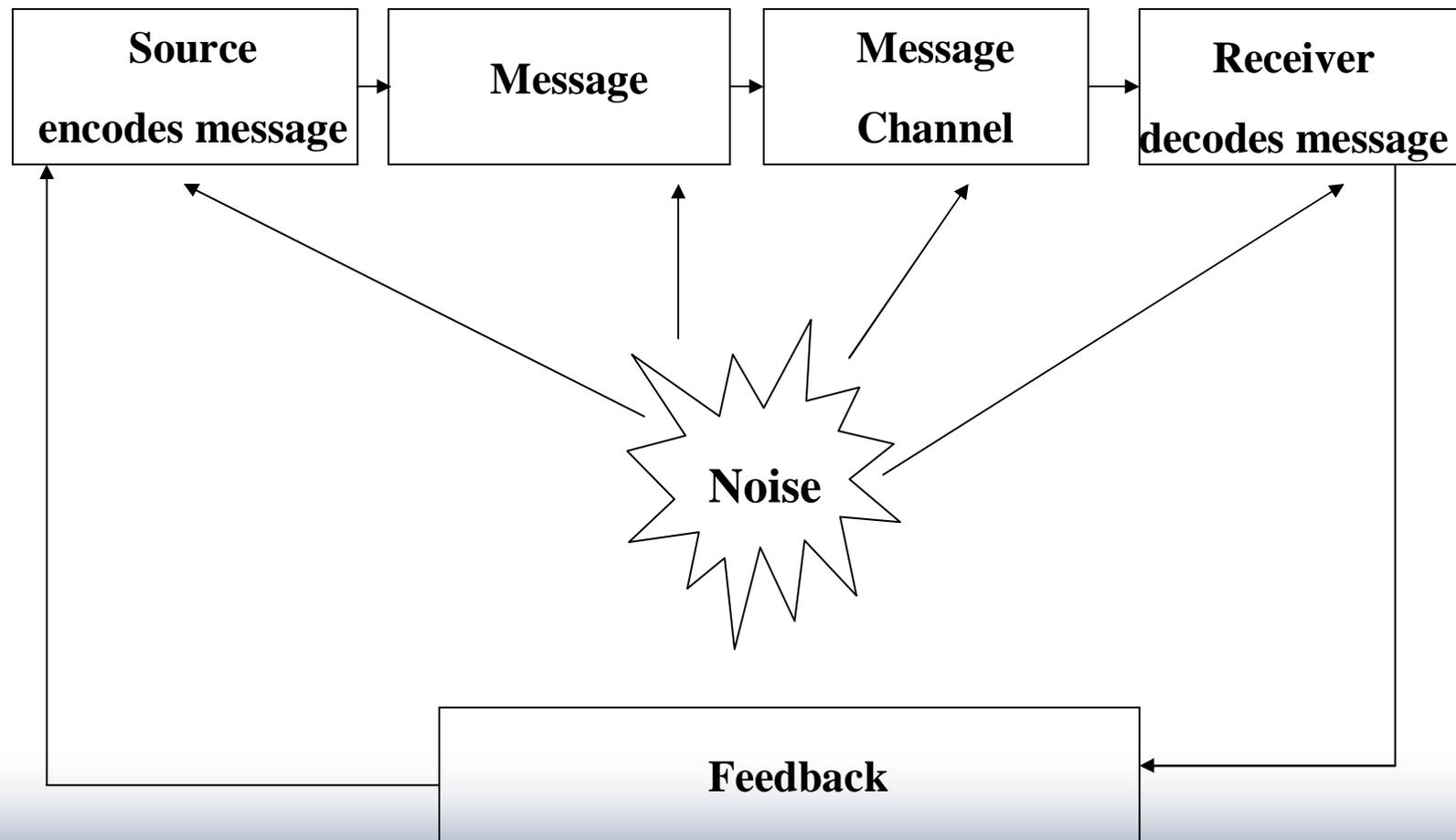
**Short term incentives to  
Increase sales**

# Social Marketing Communications

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## Elements in the Communications Process



## Key Factors in Good Communication

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- need to know what audiences they wish to reach and response desired
- must develop feedback channels to assess audiences response to messages
- must be good at encoding messages that target audience can decode (especially for difficult to reach audiences such as literacy learners)
- must send messages through media that reach target audiences

## The AIDA concept

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- **Awareness** – know about service;
- **Interest** – focus on relevance to target audience / personal gain / fear of loss / a question;
- **Desire** – move to action; and
- **Action** - facilitate / encourage response deadline phone, fax email / provide a clear course of action.

# The Marketing Communications Process

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- Identify target audience
- determine communication objective
- determine communication strategies
- design the message
- select the channels
- establish the budget
- decide the promotion mix
- measure the results
- manage and co-ordinate the process

## Developing effective Communication

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- Step 1 Identify target audience
- Step 2 Determining the communication objectives (buyer readiness stages)
- Step 3 Designing a message
  - Message content (rational, emotional, moral appeal)
  - Message structure (draw conclusions, argument type, argument order)
  - Message format (headline, illustration, copy and colour)

## Developing effective Communication

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- Step 4      Choosing media
- Step 5      Selecting the message source
- Step 6      Collecting feedback

## Setting the Promotion Mix

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- Advertising: reach many buyers, repeat message many times, impersonal and expensive
- Personal selling: personal interaction, relationship building, most expensive promotional tool
- Sales promotion: rewards, quick response, efforts short lived
- Public relations: very believable, dramatise a company or product, under-utilised
- Direct Marketing: non-public, immediate, customised, interactive

## Measuring Results – Managing the Process

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### **Measuring results:**

- Refer to objectives
- Internal statistics
- specific research

### **Managing the process**

- co-ordination necessary due to complexity and number of tools involved

## Informal local marketing activity

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- networks
- local media
- advice centres
- educational establishments
- local community groups
- displays
- noticeboards
- events
- email
- local websites
- local newsletters
- text

## Most commonly used Marketing Tools

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- Article: “Recruitment issues for adults who are not currently participating in literacy and adult basic education programmes”. Kohrig
- Brochures, pamphlets, books, fliers
- Posters
- Store Window Displays
- Bulletin boards
- Inserts in Mailers
- Direct Mailings Newsletters
- Newspaper advertising and feature articles
- Displays, exhibits and booths at Community Events
- Outdoor advertising, signs, billboards
- Radio messages

## Other Ideas for Learners Recruitment

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- Contests for recruitment
- Student group recruitment night or open house
- Organize a march for literacy
- Distribute booklets targeting mothers, workers, farmers
- Video display in supermarkets
- Placemats in restaurant
- Bookmarkers in local libraries
- Advertisements in welfare checks
- On-site workplace education
- Calendars
- Carrier bags

# The Marketing Plan

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The Marketing plan is the

- **formal process**
- for **anticipating future events**
- and **aligning resources** to meet marketing needs

## The Marketing Plan

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- formal process:  
**related to corporate plan**, output of marketing planning process is a written document used to inform both the corporate plan and other functions
- **anticipating future events:**  
the process has a future orientation, involving a full audit of the current marketing environment and assumptions of future changes
- **aligning resources to meet objectives:**  
activities are determined and resources allocated to deliver the marketing objectives. Focuses parts of the organisation involved in implementing the plan towards meeting objectives and developing strategies which are coherent and consistent with the objectives

## Why develop a SMC plan & strategy?

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- Maintains awareness level and keeps the organisation's message in the audiences' eye;
- Ensures all possible SMC opportunities are identified;
- The full potential of each SMC opportunities will be developed;
- Ensures effective use of resources; and
- Avoids information vacuums developing which the media can fill with their own agenda;

## SMC plan & strategy

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### Typical approach taken to developing an SMC Strategy:

- **Research** - what has SMC activity been done in the past, why and what was the result. Examine what related organisations have done;
- **Assess** the current socio-political climate;
- **Identify** exactly who do you want to inform, educate and change their perception; and
- **Define** what is your organisation trying to achieve through SMC.

## SMC plan & strategy (contd.)

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- **message** - identify the exact objectives and thereby the message that the organisation want to transmit;
- **target audience** - Who do the organisation want to reach and influence? Segment the audience into target groups e.g. politicians, civil servants, business, the community, community groups; and
- **medium** - By what means do we reach and influence these target audiences e.g. media coverage, newsletter, lobbying, letters, public meetings?

## SMC plan & strategy (contd.)

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### **Analysis:**

- SMC audit;
- Previous activity ;
- SMC needs (audience perception & knowledge);
- Compare with similar organisations;
- Previous goals;
- Strengths, weaknesses analysis, opportunities and threats; and PESTLE analysis
- Future SMC Goals.

## The Marketing Planning Process

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- 1. The marketing audit
- 2. Setting marketing objectives
- 3. Setting marketing strategy
- 4. Marketing programmes
- 5. Implementation, evaluation and control

## The Marketing Planning Process

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- **Stage 1: The marketing audit**
  - Comprises an external audit - where we consider external factors which are not under the direct control of the organisation but which will have an influence or impact on future sales or profits. (Could cover new legislation or new market opportunities)
  - And an internal audit which assesses the competencies of the organisation in relation to the marketing opportunities

## The Marketing Planning Process

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- **Stage 2: Setting the Marketing Objectives**
- These objectives should be in line with organisational strategy and
- SMART:  
Specific, measurable, achievable, realistic,  
time bound.

## The Marketing Planning Process

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- Set 3 marketing objectives for your literacy programmes:
- Ideally, choose ones you would like to work through in your assignment.
- How will you measure success/ failure?
- Working in pairs, check that each objective is SMART

## The Marketing Planning Process

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- **Stage 3: Set marketing strategy**
  - Sets out how the marketing plan will be delivered.
  - Includes defining target market, type of customer and details strategies to be used for each target market using the marketing mix of the 7 p's.  
(product, price, promotion, distribution, people, process and physical evidence)

# The Marketing Planning Process

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- **Stage 3: Set marketing strategy (contd.)**
  - Defining target market
  - Defining customer segments
  - Developing a positioning strategy for each segment

## The Marketing Planning Process

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- **Stage 4: Marketing programmes**
- Once positioning strategy has been set out for each segment then a marketing programme is designed to meet the marketing objectives

## The Marketing Planning Process

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- **Stage 4: contd.**
  - Marketing programmes use the marketing mix (4 p's)  
Questions that need to be addressed:
    - What needs to be undertaken (targets, tasks, support structures)
    - How much will it cost?
    - How should it be done?
    - When should it be done?

## The Marketing Planning Process

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- **Stage 5: Implementation, evaluation and control**
- Decide what measures will be used to monitor progress
- How will the plan be evaluated?
- What control systems will be used?

## Your Marketing Plan

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- **Need to consider:**
  - How you will monitor progress
  - What will you do if your objectives are not being met?
  - What kind of contingencies can you put in place?
  - Who will be responsible for monitoring the plan's progress

## Your Marketing Plan

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- Your plan should be for a 12 month period
- Go through the Marketing Planning Process slide to ensure you have covered each area
- If you have marketing materials already produced that you want to use in your plan you can include them in your project