



Libyan International Medical University
Faculty of Business Administration



Social Marketing

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1.

Definition of Social Marketing

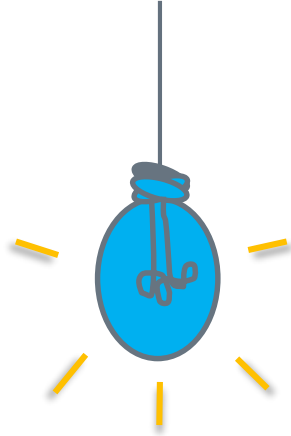
Social Marketing is:

"The design, that application of marketing principles of programs calculated to, influence the acceptability of social ideas and influencing target audience of products that benefit, society, well as the target audience, and marketing research.

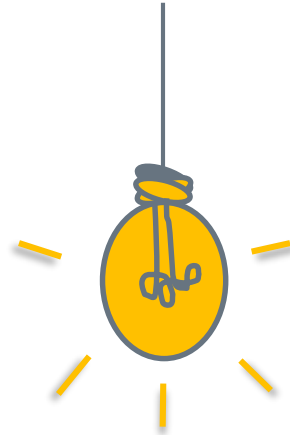
(Kotler and Rothschild, 2006, pp. 64-70).

(Kotler and Zaltman, 1971, pp. 3-12).

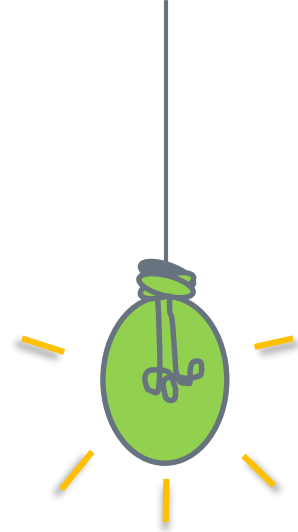
Social Marketing



The Aim



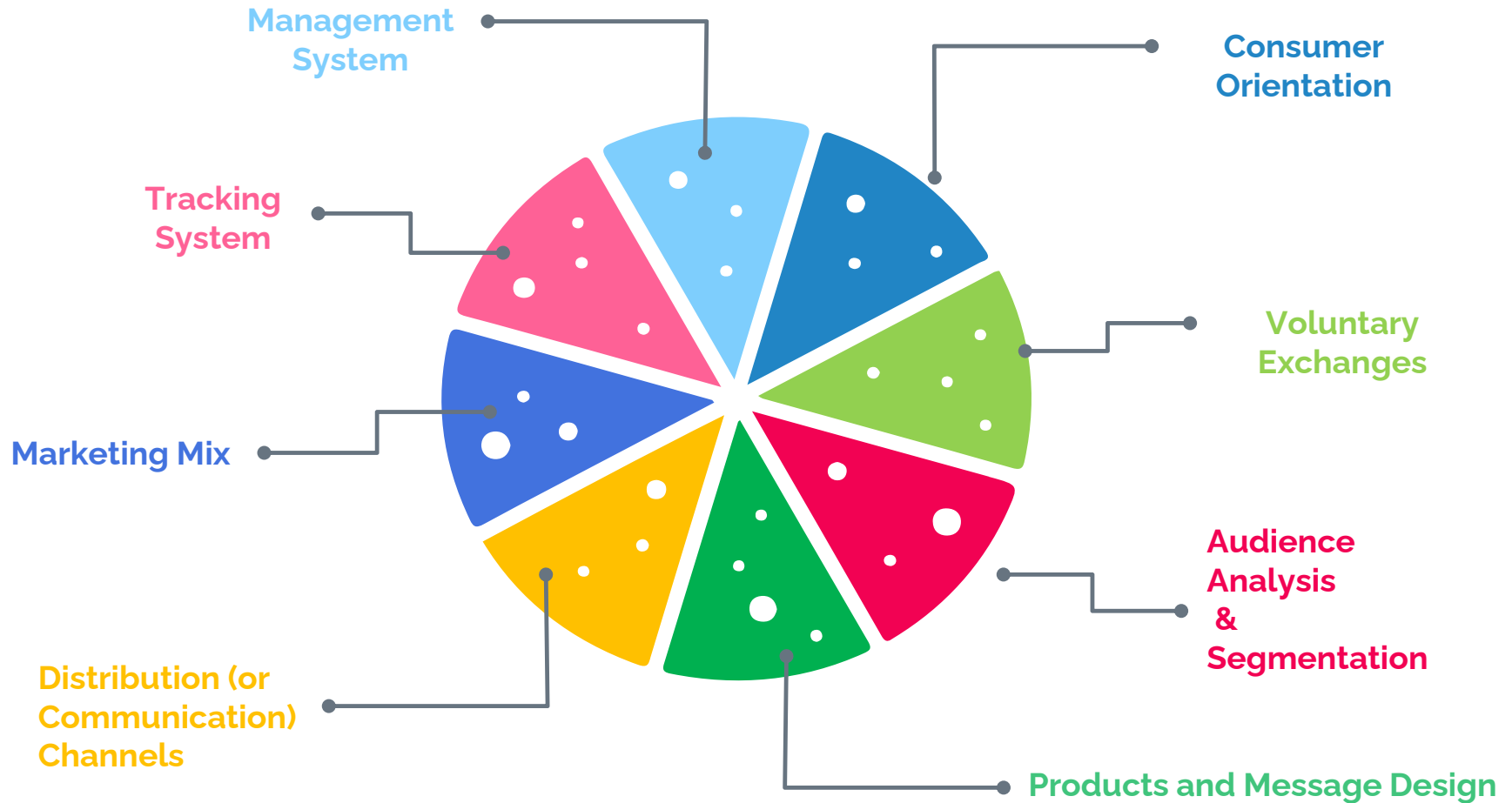
**The Targeted
Audience**



**The
Principals**

2.

Eight Essential Components



3.

Types of Social Marketing

Types of Social Marketing

- It's a planned process, and it involves different stages from scoping to follow-up, to achieve specific goals.



- Formulation of new policies, by creating policies based on an understanding of people's lives
- Development of strategies, enables you to target your resources cost-effectively, and select interventions that have the best impact over time. Both to reach long-term goals.



Together, they enhance or change the audience's behaviour.

4.

Comparison between Social Marketing & Societal Marketing

Social Marketing

- To **transform** habits and attitudes, from perceived negative one to a more positive one.
- **Social Marketing** integrates **social** issues into commercial **marketing** strategies
- Focuses on social change.
- The Citizen.
- Profit and non-profit organizations.

Societal Marketing

- A company attempts to be socially responsive and responsible.
- **Societal Marketing** integrates the **concept of social** responsibility into the commercial **marketing** strategies
- Focuses on social responsibility and sustainable development.
- The Customer.
- Profit organizations.

Comparison

The primary focus of social media has changed from changing attitudes to changing the target audience's mindset. Digital marketing has progressed to a different level with the addition of social media. However, there is a digital gap in our culture. As a result, in order to solve their societal challenges, social marketing must rely on the target demographic living outside of the digital world.

Conclusion

- In my opinion, after going through several of research papers and book explaining social marketing, the concept of social marketing, and the implementation of social marketing I think that social marketing is really important and organizations here in Libya should start implementing it in their marketing since the social marketing not only focuses in marketing products or service, but focuses on the behavior of the consumer. Social marketing is marketing that aims to affect social change rather than directly benefiting a company.
- It promotes awareness of a problem or cause using standard marketing strategies, with the goal of persuading an audience to change their behavior. In order to achieve the desired change, social marketing “sells” a habit or lifestyle that benefits society, rather than a goods.

Reflection

Reference

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Thank You!

