Assignment 1: Responsible marketing Presentation plan for behavior change.

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This report explains how to advertise a social marketing plan. Smith, J. (2023). This explains the strategic approach that aims to promote behavior change using social marketing strategies, including the best use and techniques of marketing strategies and principles and. It involves many applications of marketing concepts which address social issues, such as public health, environmental sustainability, and social justice. The rationale for developing a social marketing plan lies in its potential to effectively influence and engage others by targeting audiences, with leading benefits to promote positive behavioural and social changes and outcomes.

French, J., & Gordon, R. (2015). Introduction: Market research plays a crucial role in understanding consumer behavior and developing effective social marketing campaigns. This essay aims to conduct market research into various social marketing campaigns and identify the best methods to achieve behavior changes in a specific target audience. By analysing existing campaigns, we can gain insights into successful strategies and apply them to our own marketing efforts.

For an online portfolio, the key segments to consider are industry, profession, and geographical location. By understanding the unique needs and preferences of each segment, tailored marketing messages can be developed to resonate with the target audience. For instance, a graphic designer may focus on targeting clients in the creative industry, while a software developer may target technology companies. Product- Health and well-being, speaking out, free advice and guidance, sharing stories and experiences, aimed to promote, health and well-being, sharing life stories and experiences, online communication technologies.

These 7 Ps, social marketers can develop comprehensive and effective strategies that address the unique challenges and opportunities associated with promoting behavior change and social good.

Price- not for profit online organisation, campaigns, social platforms.

Place- Online, Social networking, websites, channels,

Promotion- communication strategies to raise awareness, change attitudes, designed to change behaviours and ideas. Free online services, click links, leads, people reached, interaction, engagement.

People- targeting people with on social platforms and networking.

Partnership- Online website, Online Portfolio, Social enterprise, not for profit organisation, charity based, influencers, community centres, digital platforms.

People- The targeted audience Stockholders involved, not for profit organisation so this could be backed up by the government.

Policy- Policy refers to the regulations, laws, and organizational rules that can facilitate or hinder the adoption of the desired behavior or idea. Social marketing efforts often seek to influence online marketing plans for behavior change.

This report is targeted to help others to encourage and engage by communities coming together building better relationships, showing each other empathy and a caring and understanding platform a safe place for others to speak about their life experiences, this provides a well-being environment for others to be a part of a building a better community for social behavior change framework, developing a healthier sustainable community which enables comfort and support. From research conducted by using emotional appeals to connect with the target audience on a deeper level. Emotional messaging can be powerful in motivating behavior change, as it can evoke empathy, concern, or a sense of shared experience. Storytelling: Share compelling stories that illustrate the benefits and impact of the behavior change. Real-life narratives can make the desired behavior more relatable and tangible for the audience. Gordon, R., McDermott, L., & Stead, M. (2006). This will benefit others for Emotional Appeals: Using this platform for emotional appeals, enabling people to connect with each other in the same field their benefits to speak out and share experiences and knowledge and this will encourage others, help others and support each other. This is a community engagement to target audience on a deeper level. Emotional messaging can be powerful in motivating behavior change, as it can evoke empathy, concern, or a sense of shared experience, a safe place where others can influence, encourage and motivate each other. In conclusion, the rationale for developing a social marketing plan lies in its potential to effectively influence and engage target audiences, create lasting behavior change, leverage social networks and peer influence, and contribute to the overall well-being of society. By utilizing marketing principles and techniques, social marketing can address social issues and promote positive social outcomes. It is a strategic approach that goes beyond simple awareness-raising and aims to create sustained behavior change and social impact.

Targeting: Once the segments have been identified, the next step is to select the most promising target audience within each segment. This involves evaluating the potential profitability and accessibility of each target group. For example, a freelance writer may choose to target small businesses that require content creation services, as they are more likely to have a budget for such services compared to individuals or non-profit organizations.

Positioning: Positioning refers to the unique value proposition that sets an individual's online portfolio apart from competitors. It involves creating a distinct image and reputation in the minds of the target audience. To achieve effective positioning, it is crucial to identify the key strengths, skills, and expertise that differentiate the portfolio from others. For instance, a photographer may position themselves as a specialist in wedding photography, emphasizing their experience, creativity, and ability to capture special moments.

Channels for Message Delivery: Selecting the right channels to deliver the marketing message is vital for reaching the target audience effectively. In the case of an online portfolio, the following channels can be utilized:

•Social Media Platforms: Utilize platforms such as LinkedIn, Instagram, and Twitter to showcase work samples, share industry insights, and engage with potential clients. These platforms allow for targeted advertising and networking opportunities.

•Personal Website: Develop a professional website that serves as a central hub for the portfolio. This website should be visually appealing, easy to navigate, and optimized for search engines to increase visibility.

•Email Marketing: Build an email list of potential clients and regularly send out newsletters or updates to keep them informed about recent work, achievements, and upcoming projects.

•Online Communities and Forums: Participate in relevant online communities and forums to establish credibility, share expertise, and connect with potential clients.

Marketing Today. Johnson, R. (2022). The plan utilizes various strategies, including awareness campaigns, incentives, and partnerships with local businesses. While these strategies have the potential to raise awareness and encourage initial behavior change. The plan's reliance on awareness campaigns and incentives may result in short-term behavior change, but it fails to address the underlying motivations and barriers that prevent individuals from adopting sustainable practices. A more effective approach would involve a deeper understanding of the target audience's attitudes, beliefs, and social norms. By addressing these factors, the plan could develop tailored messages and interventions that resonate with the community, leading to more sustainable behavior change.

Ethical Considerations: Ethics play a crucial role in social marketing, as behavior change campaigns often involve influencing personal choices and societal norms. The plan under review demonstrates a commitment to ethical considerations by promoting the services to any one and everyone. However, the plan could further enhance its ethical stance.

Social Norms Marketing: Utilize social norms to influence behavior. People are often influenced by what they perceive to be normal or acceptable in a given social context. By highlighting positive behaviours and demonstrating that they are widely practiced, social norms marketing can encourage others to follow suit.

Community Involvement: Engage the community in the behavior change process. This could involve organizing community events, creating support groups, or involving local leaders to champion the cause.

Positive Messaging: Emphasize the benefits of the desired behavior rather than focusing solely on the negative consequences of not engaging in it. Positive messaging can be more motivating and appealing to the target audience. Kotler, P., Roberto, N., & Lee, N. (2002). Behavioural Incentives: Offer incentives to encourage the desired behavior. This could include rewards, recognition, or tangible benefits that motivate individuals to adopt the behavior.

Empowerment and Self-Efficacy: Help individuals feel capable of making the desired change. Empowerment and self-efficacy can be fostered through education, skill-building, and providing resources that support the adoption of the new behavior.

The Long-Term Impact: A successful social marketing plan should aim for long-term impact by fostering sustained behavior change within a social context.

Best Methods for Achieving Behavior Change:

Based on the analysis of successful social marketing campaigns, several methods have proven effective in achieving behavior change in target audiences.

Behavior Change and its Sustained Impact:

•Emotional Appeals: Emotions play a significant role in decision-making processes. By evoking emotions such as empathy, fear, or joy, social marketing campaigns can create a connection with the target audience. Emotional appeals can be achieved through storytelling, relatable narratives, or powerful visuals, which can influence behavior change by appealing to individuals' values and beliefs.

•Social Norms and Peer Influence: Humans are inherently social beings, and our behavior is often influenced by the actions and opinions of others. Social marketing campaigns can leverage this by highlighting positive social norms and showcasing influential figures or peers who have adopted the desired behavior. By demonstrating that the desired behavior is widely accepted and practiced, campaigns can encourage behavior change among the target audience.

•Education and Information: Providing accurate and relevant information is crucial for behavior change. Social marketing campaigns can effectively educate the target audience about the benefits and consequences of specific behaviours. By presenting facts, statistics, and expert opinions, campaigns can empower individuals to make informed decisions and adopt desired behaviours.

•Personalization and Targeting: Tailoring campaigns to specific target audiences can significantly enhance their effectiveness. By understanding the demographics, preferences, and motivations of the target audience, campaigns can create personalized messages that resonate with individuals on a deeper level. Personalization can be achieved through targeted advertising, customized content, or interactive experiences, which can increase engagement and encourage behavior change.

Alan R. Andreasen, (2024). The Future plan for Social Marketing: Changing Behaviours for Good" by Alan R. Andreasen From the research conducted, is highly relevant to this topic which provides valuable insights into the process of behavior change through social marketing. Alan R. Andreasen, (2024). The prominent figure in the field of social marketing, offers a comprehensive framework for understanding and implementing social marketing strategies. The book covers topics such as audience analysis, formative research, and program evaluation, providing practical guidance for developing an effective social marketing plan. The reference is credible due to the author's expertise and extensive research in the field.

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