

Highlights

SOCIAL MARKETING

HOW
**CHANGE
HAPPENS**

Why Some Social Movements
Succeed While Others Don't

LESLIE R. CRUTCHFIELD

FOREWORD BY BILL NOVELLI

- Successful movement leaders recognize they can't simply mount a clever advertising blitz to win.
- Winning movement leaders are savvy social marketers.
- The key to effective social marketing is to understand that the practice centers around *changing* a consumer's behavior and perceptions, not on *selling* a product or solution. (See chart below)
- Social marketers shift the emphasis from transactions to relationships.
- Social marketers talk *to* the consumer, not *about* the product.
- "You also have to change the *environment* — change people's minds about what's normal." (Bill Novelli)
- A social norm is made up by one's beliefs about what others do, and by one's beliefs about what others think one should do.
- Persuasion, deep listening, encouraging people to adopt to new attitudes and behave differently: this is social marketing at its height.

	COMMERCIAL MARKETING	SOCIAL MARKETING
Product	Goods and services	Desired new behaviors
Goal	Earn profit	Create social impact
Target Market	Greatest profitable sales potential	Prevalence of problem, ability to reach audience, and readiness for change
Marketing Mindset	Sell the product	Listen to the consumer
Competitors	Other similar brands	Current behaviors and their perceived benefits
Trade-offs	Money, time	Giving up behaviors that offer pleasure, safety, comfort, or other perceived benefits