

Social Marketing Features

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Summary: The article analyzes the peculiarities of social marketing, presents the concept of social marketing, the advantages and disadvantages of social marketing. Social marketing is described as an effective method used to create and develop activities to shape, change, or maintain the characteristics of consumer behavior. It is a reliable tool for influencing consumer behavior in a strong and effective way (in terms of cost-effectiveness). Social marketing can help you answer the most important questions: who do you work with? how to influence consumer behavior? what are the best ways to achieve your goals? how to evaluate all your activities? The goal of social marketing is always to change or maintain the behavioral characteristics of people, but it is not related to what they think, know, or understand about the problem at hand.

Keywords: social marketing, social marketing advantages and disadvantages, social marketing features

Introduction

Social marketing is an activity-related responsibility of a company for its impact on the environment and society. Businesses, together with public and public sector partners, are looking for innovative systemic solutions to social, environmental and wider economic well-being problems. Corporate social responsibility is an important part of the global and EU debate on globalization, competitiveness and sustainable development. A strategic approach to corporate social responsibility is becoming increasingly important for companies to become more competitive. By taking on social responsibility, companies can make a significant contribution to achieving the objectives of the Treaty on European Union, which are sustainable development and a highly competitive social market economy [14].

1. Social marketing concept

The term social marketing was first used to draw attention to the application of marketing in solving social problems in order to encourage people to behave in a way that improves the lives not only of them but of those around them. Social marketing is closely related to both the social changes taking place in society and the policies that are one of interest in social change. Social marketing is concerned with both the individual and organizations, politics (as a strategy and as a management) because it can affect not only individuals but also interest groups. A socially responsible business is one that, in its culture, activities, and communication, operates with the perception that part of what is received from society must be returned to it. This is not just happening through taxes paid or dependent employees. In the concept of social marketing, what matters is how it is used and for what purposes it is used. In general, business has a very hard time talking about this, but in reality we have a concept like social marketing. When you take advantage of a social problem, you try to create things that will bring in sales. In fact, a business that can do something and starts to do it, even though it might not, is already a kind of expression of the culture we have. Because social responsibility is part of an organization's culture, not an activity. Sometimes actions that a country's politicians treat as socially responsible are simply a kind of business strategy that brings them financial benefits. When we see organizations that may not be doing something, they make a decision that is clearly financially useless to them in the current situation, but it is important to society.

Social marketing can be define differently. Lokhande, M., A. (2003) stated that social marketing is a process of changing the behavior and attitudes of society (target group) achieve social, economic, political and business goals. Andreasen, A. R. (1994) define social marketing that would allow (1) to focus on practicing social marketers the best way to influence results (2) the discipline of social marketing is different from it academic 'competitors' and (3) protects social marketing programs from areas where there is a risk of collapse high. Kotler, P., Zeltman, G. (1971) state that social marketing is the design, implementation and control programs calculated to influence the acceptability of social ideas. Kotler, P. Roberto, P. (1989) state that social marketing is indeed different from other technologies such as 'health education' or 'health promotion'. with which it has many features in common. Richtopia (2020) state Social marketing campaigns are those that borrow from commercial marketing methods to achieve social inclusion.

Table 1. Social marketing definition

Author	Definition
Lokhande, M., A. (2003)	Social marketing is a process of changing the behavior and attitudes of society (target group) achieve social, economic, political and business goals. Social marketing means development understanding of consumers, organizations (i.e. social, political, business, etc.) and the public about: long-term interests of the business world.
Andreasen, A. ,R. (1994)	A definition of social marketing that would allow (1) to focus on practicing social marketers the best way to influence results (2) the discipline of social marketing is different from it academic ‘competitors’ and (3) protects social marketing programs from areas where there is a risk of collapse high.
Kotler. P., Zeltman, G. (1971)	Social marketing is the design, implementation and control programs calculated to influence the acceptability of social ideas and involving product considerations design, pricing, communications, distribution and marketing research.
Kotler, P. Roberto, P. (1989)	Social marketing is indeed different from other technologies such as 'health education' or 'health promotion'. with which it has many features in common (cf. Glanz, Uwis, and Rimeras 1990)? Should any fair play technique be called social marketing if it helps achieve social marketing goals? For example, is the application of a government regulatory regulation like a ban on smoking in public buildings a legitimate social marketing strategy?
Richtopia (2020)	Social marketing campaigns are those that borrow from commercial marketing methods to achieve social inclusion - influencing the target audience to change their social behavior and benefit society. Whether it's related to the environment, public health, safety, or community development, good marketing is a methodology for creating change.
Andreasen, A. ,R. (2002)	Social marketing - an application for commercial marketing technology application that analyzes, plans, executes, and evaluates programs to influence voluntary behavior in target audiences in order to improve their personal well-being and that of their society.
Hastings G. ,B., Stead, M., MacKintosh, A., M. (2003)	An essential feature of social marketing is the need to learn from commercial examples, from consumer orientation, to mutually beneficial exchanges, to focus on behavioral change, and compare commerce with individuality.
Kotler, P., Keller, K. L. (2006)	Social marketing - marketing principles and methods used affect the target audience, voluntarily accept, reject, change or refuse the behavior of persons groups or society as a whole.

Therefore, social marketing should not be confused with other similar concepts: marketing on social media, eco-friendly or sustainable marketing, and commercially focused commercial marketing. Social media marketing is one that uses social media platforms such as Twitter, Facebook, YouTube and LinkedIn. These are collective web property groups that are mostly posted by users to create online communities. They can be used to promote social advertising campaigns, but that is not their main purpose. Sustainable marketing is what a corporation uses to demonstrate its social responsibility. While a commercial enterprise may engage in social marketing, for example by supporting public radio, sustainable marketing to promote its business is not considered social marketing. Social-focused commercial marketing can transform from advertising a new 100 percent recycled plastic water bottle to encouraging people to buy a more economical car (Richtopia (2020)).

Social marketing is characterized by real features. It is different from its competitors. The most important difference is that such a company communicates with customers, i.e. not only talks to them, but also listens to them. Such a company is social and has certain features [10]:

1. Social networks - you can find profiles / pages of both the company and its employees. From them we can form an image of what kind of people work there, communicate with them, understand what their hobbies are, understand what field they are the best specialists in, and where else they have to stretch. Because they are people.

2. Where appropriate, communication tools such as twitter.com are also used, which are ideal for short reports of problems (and their successful elimination!), Short news, links, etc. Consumers "feel the pulse of the company".
3. Such a company might be writing your own blog. In it, customers find useful information about a specific area related to the company's activities and can freely share it with their friends, for whom it may also be relevant.
4. This organization does not distance itself from its customers, let alone wait for them to call or write to complain or suggest ways to improve the services they currently provide. It monitors the most accessible and currently most widely used means of consumer communication - the internet, reads what is written about it on blogs, forums, and so on., because customers value her efforts to improve uninvited.
5. The website of this company is not just a static "business card" with outdated information. It has something for customers to do even without searching for its address or VAT code.
6. Customer service is not limited to the empty words "every customer is important to us" - the service staff is empathetic, understands what they are talking about and keeps their promises (and therefore does not promise what they know they will not deliver)
7. This company not only produces products or provides services, it creates content that consumers want to share, that benefits them and that is, yes, free. This creates very expensive added value, which becomes the fifth (or eighth) P, sometimes compensating for even perhaps a higher price than competitors or a smaller network of distribution channels.
8. Another important thing is that this company does not enter the consumer world, but invites it to join.

2. Social marketing advantages and disadvantages

Social marketing advantages and disadvantages presented in Table 2.

Table 2. Social marketing advantages and disadvantages [based on 11,13]

Social marketing advantages	Social marketing disadvantages
<ol style="list-style-type: none"> 1. Encourages the consumption of socially desirable products. 2. Promotes people's health awareness and helps them to choose a healthier lifestyle. 3. It helps organic marketing initiatives. 4. It helps to eliminate social evils that affect society and quality of life. 5. Social marketing is one of the cheapest ways of marketing. 6. One of the best benefits of social marketing is that anyone can take advantage of it, even from their own home. 7. Better employment: Your business can attract higher level employees due to its BSR activities. Companies like Google, LinkedIn, and Facebook are known for their CSR policies to help attract higher-level staff; 8. Clarity in long-term strategy: The BSR promotes a culture of risk management in business, because before implementing BSR policy, you should examine in detail your organization that assists you in developing long-term strategic planning; 9. Improved staff learning opportunities: BSR initiatives often require staff to learn or acquire new skills, for example by organizing events, etc . 10. The "feel good" factor: People in business can feel good about what they do if they feel they help the community and the world, and customers also feel that buying from your organization helps the community and the world at large. 11. Improved business culture: Employees are likely to 	<ol style="list-style-type: none"> 1. Eco-washing: Some critics believe that social marketing is the simplest step in improving an organization's image. (Green washing is a practice that makes unfounded or misleading claims about the environmental benefits of a product, service, technology, or company.) It is therefore important to carefully consider the nature and impact of your CBSS initiative to ensure its effectiveness; 2. Decreased profits: Critics argue that the company's management has a fiduciary duty to shareholders to maximize profits, which CSR initiatives directly reduce. However, the BSR often increases sales, and thus profits; 3. Resources must be used for non-commercial activities: This is particularly likely for SMEs, which do not have the same resources as larger organizations. However, by properly planning and implementing a BSR initiative that fits your business model, this shortcoming can be addressed. For example, you do not need to implement the BSR initiative quickly - a slower approach may be more appropriate for your resources. Make sure you tell a story about how you identified and developed your organization's BSR initiative, as it will provide a personal connection to your initiative and a good foundation for your business model and external stakeholders. " 4. Implementing CSR costs money. 5. Conflicts with the profit motive. 6. Consumers are smart when washing eco-friendly. Organic washing is used to describe corporate

be more motivated and more committed to the organization if there are good BSR initiatives. Helping external stakeholders usually improves the internal working environment as well;

12. Improved Marketing and Public Relations: The BSR Initiative highlights the good side of your business, and the publicity gained from organizing events and providing assistance to charities through your BSR Initiative is effective free marketing;

13. Increased customer base: With an effective BSR initiative, your organization stands out from the competition and can attract more customers;

14. Increasing Reputation: If your organization can help local communities and / or the world, it gives the impression that it needs to be financially viable because otherwise it would not be able to repay;

15. Productivity: When you return to work, employees can feel better in their work environment, and happier employees increase productivity.

practices that appear to be responsible for the environment but do not actually show changes in how the company conducts its business. For example, a product may be labeled as "natural" even if it is produced as usual. Some dry cleaning services call their activities "organic", which sounds similar to "organic food", but doesn't really make any specific sense. Some customers may respond positively to this type of claim, but others are wary of environmentally friendly solutions.

3. Conclusions

Social marketing is a method used to develop activities that aim to change or maintain people's behavior for the benefit of individuals and society as a whole. By combining commercial marketing and social science ideas, social marketing is a proven tool for influencing behavior sustainably and economically. It helps to decide: what people to work with; what behavior to influence; how to implement it; how to measure it. Social marketing is not the same as social media marketing [15]. Social marketing provides a business with many opportunities, one of the most valued - the opportunity to approach potential customers, make and keep in touch with new customers and even improve their positions in search engines. Social marketing includes all social networks [16]. Social marketing is marketing that aims to create social change rather than directly benefit the brand. Traditional marketing methods increase awareness of a particular problem or cause and aim to persuade the audience to change their behavior. Thus, instead of selling a product, social marketing "sells" behaviors or lifestyles that benefit society in order to create the desired change. This benefit to the public is always the main focus. Social marketing "competes" against unwanted thoughts, behaviors or actions, rather than showing which product is better than competing products [17].

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