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marketing's unique principles. All 4Ps must reinforce the brand promise. Reach for the low-hanging fruit first. Understand how the target audience adopts innovation. Give new meaning to the target behavior. ...Changing Behavior Through

Social Marketing Behavior change marketing, also known as social marketing, is the term public health professionals use to refer to marketing that builds awareness about a social issue, like wear your seatbelt, don't smoke, get a mammogram and recycle. But social

<p>marketing is more than just building awareness.8 strategies to motivate behavior change: social marketing ...Social Marketing: Changing Behaviors for Good is the definitive textbook for the planning and implementation of programs designed to influence social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and</p>	<p>applying them to campaigns and efforts to influence social action.Social Marketing: Changing Behaviors for Good   SAGE CompanionFor social marketing, the "product" is a certain behavior you are trying to change. It might be ending child abuse and neglect, or stopping people from committing suicide, or convincing people to not throw trash on the ground--or any other behavior that</p>	<p>members of your community want to modify.Chapter 45. Social Marketing of Successful Components of ...Social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole. Combining ideas from commercial marketing and the social sciences, social marketing is a</p>
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proven tool for influencing behaviour in a sustainable and cost-effective way. What is social marketing? | The NSMC Social marketing can help achieve sustainable behaviour change. Social marketing has long been confused with advertising and social media. But social marketing is much more than just promotion; it is a discipline, which draws on psychology, sociology,

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...The “product” in social marketing is generally a behavior, such as a change in lifestyle (e.g., diet) or an increase in a desired health practice (e.g., screening). In order for people to desire this product, it must offer a solution to a problem that is weighed with respect to the price to pay. Changing health behaviors with social marketing | SpringerLink

social marketing seeks to bring about behavior change through comprehensive, multifaceted approaches that provide coordinated interventions to specific audiences. Examples of these audiences include breastfeeding mothers and their support systems, health care providers, members of a particular community, and the general public. Strategy 8 - Social Marketing

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