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Motivating Behavior
Change through Social
Marketing **Using Social**

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**Marketing to Create
Change for Good** *How
social media makes us
unsocial* | Allison

Graham | *TEDxSMU*

~~Behavioral Change in
the Age of Social~~

~~Media: Marshall~~

~~Goldsmith Social~~

~~Media Dangers~~

~~Documentary —~~

~~Childhood 2.0~~

Shoshana Zuboff on
surveillance capitalism |

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VPRO Documentary

*Using Community
Based Social Marketing
to Change Behavior*

Series Kick Off Seth

*Godin - Everything You
(probably) DON'T*

Know about Marketing

Keynote: Jeff French -

*Social marketing and
human behaviour*

change ~~Venezuela /~~

~~Most Dangerous City on~~

~~Planet / How People~~

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Live You Will Wish
You Watched This
Before You Started
Using Social Media |
The Twisted Truth A
*year offline, what I have
learned | Paul Miller |
TEDxEutropolis Jaron
Lanier interview on how
social media ruins your
life Social Media
Marketing -- How it
Affects Your Business
Top 8 Books for Social*
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Media Marketing

*Entrepreneurs What is
Social Media Marketing
in 2 minutes. What is*

*Social and Behavior
Change*

Communication? **13TH**

| FULL FEATURE |

Netflix

Should You Get OFF

Facebook? | How to

Take Advantage of

Social Media | Social

Dilemma ~~Is Social~~

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~~Media Hurting Your
Mental Health? | Bailey
Parnell |~~

~~TEDxRyersonU~~

~~Michael Moore~~

~~Presents: Planet of the
Humans | Full~~

~~Documentary | Directed
by Jeff Gibbs 5 Crazy~~

~~Ways Social Media Is
Changing Your Brain~~

~~Right Now Quit social
media | Dr. Cal Newport~~

~~| TEDxTysons **MTAC**~~

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Seminar: Kacey Wetzel: An Introduction to Social Marketing for Behavior Change

A Brief History of
Nudge ? Learn the
power of nudge to win
at behavioral change

Social Marketing is so
much more than
communications Social
Marketing Changing
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Buy Social Marketing:
Changing Behaviors for
Good Fifth by Lee,
Nancy R., Kotler, Philip
(ISBN:

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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...

Social Marketing:
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Good - Nancy R ...

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Social marketing can help achieve sustainable behaviour change
Taking a consumer-centred approach through using social marketing to communicate sustainability helps you understand people and their...

Social marketing can help achieve sustainable

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behaviour change

Social marketing—using marketing tools and techniques to facilitate

behavior change—is a proven approach that's been used for decades in programs addressing public health, social and environmental issues, and international development. It's not just about creating clever ads, conducting

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focus groups or
leveraging social media.

Using Social Marketing for Behavior Change

This type of initiative provides a platform for change agents, opinion leaders or “Connectors” to make the case for the behavior change and engage in a meaningful dialogue with the target audience. Regardless of

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Marketing agents
how change agents
emerge, they can play
powerful roles in
community building and
social change. The
challenge for behavior
change initiatives is to
identify and empower
change agents to lead.

Barriers and Benefits:
Changing Behavior
Through Social ...
Good Communication is

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not always the key to any behaviour change program Good communication is certainly important but there is more to social marketing than communications. The most successful behavior change initiatives focus on removing barriers to desired behaviors. This takes more than a good

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Social

communications
campaign.

10 Tips for Changing
People's Behaviours
through Social ...

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

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your seatbelt, don't smoke, get a mammogram and recycle. But social marketing is more than just building awareness.

8 strategies to motivate behavior change: social marketing ...

Social marketing : behavior change for social good | Kotler, Philip; Lee, Nancy |

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Social marketing :

behavior change for
social good ...

Social Marketing and
Behaviour Change.

Simply put, this is our
bread and butter. We are
about people, purpose
and change. From road
safety and recycling to

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tackling obesity and raising awareness about cancer and heart disease, we are not afraid to take on tough issues.

Social Marketing and Behaviour Change ::
Social Change
Changing Behaviour,
Improving Outcomes: A
new social marketing
strategy for public

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health This document sets out the DH's three year social marketing strategy for changing health-related lifestyle...

Changing Behaviour,
Improving Outcomes: A
new social ...

Social marketing uses
marketing techniques to
promote healthy
attitudes and behaviors.

As in traditional

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marketing, the development and implementation of social marketing programs is based on the four P's: product, price, place, and promotion, but it also incorporates the partnership and participation of stakeholders to enhance public health and engage policy makers.

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Changing health
behaviors with social
marketing |

SpringerLink

Turning Principle into
Practice Social

Marketing: Changing
Behaviors for Good is
the definitive textbook
for the planning and
implementation of
programs designed to
influence social change.

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No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action.

Amazon.com: Social Marketing: Changing Behaviors for Good ...
Social marketing draws on some of the

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principles of commercial marketing and uses behaviour change theory to influence behaviour for 'social good'.²⁷ The benefit is for society, not for the organisation doing the marketing. Segmentation of the relevant market allows for interventions to be targeted.

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Marketing Change
Models and Strategies:
(EUFIC)
Changing

Behaviors For
Good Society

It's summed up in one key point: commercial marketing tries to change people's behavior for the benefit of the marketer; social marketing tries to change people's behavior for the benefit of the consumer, or of society as a whole.

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Chapter 45. Social
Marketing of Successful
Behaviors For
Components of ...

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Successful social
marketing holds the
power to change the
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marketing campaigns.

Bestselling authors

Nancy R. Lee and Philip

Kotler present a proven

10 Step Strategic Social

Marketing Planning

Model and guides

students and

practitioners through

each stage of the

process.

Social Marketing |

SAGE Publications Inc

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Marketing is marketing designed to create social change, not to directly benefit a brand. Using traditional marketing techniques, it raises awareness of a given problem or cause, and aims to...

What is Social
Marketing? (With 7
Stellar Examples ...
Our practical Social

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Marketing Guide and Toolkit can help you develop, plan and deliver behaviour change projects that work. Drawing on lessons learned through years of research and practical experience, we take you through the six key stages of successful projects and provide tools and templates to support you through the

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process.
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