

Social Innovation in Industry 4.0
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Lecture 51
Social Marketing Examples

Welcome to the next lecture on Social Marketing Examples.

Contents

- Research Methods in Social Marketing
- Social Marketing in Public health
- Social Marketing in Social Causes
- Data for Decision making in Social Marketing
- Social Media and Online strategies
- Creative Campaign Design
- Monitoring and Evaluation

In this, we will try to cover Research Methods in Social Marketing, Social Marketing in Public Health, Social Marketing in Social Causes, Data for decision-making in Social Marketing, Social Media and Online Strategies, Creative Campaign Design and Monitoring in Evaluation.

Research Methods in Social Marketing

Effective research methods are essential for gathering valuable data and insights in social marketing campaigns.

Some key research methods commonly employed:

- Surveys:
 - Questionnaires to collect quantitative data from a large sample.
 - Measure attitudes, knowledge, and behavior patterns of the target audience.
 - Provide statistical data for analysis and campaign evaluation
- Focus Groups:
 - Small group discussions to explore in-depth perceptions and opinions.
 - Capture qualitative insights, motivations, and underlying attitudes.
 - Generate ideas for campaign messaging and strategies.

The effective research methods are essential for gathering valuable data and insight in social marketing campaigns. Survey is one of the most powerful tools. Surveys will have questionnaires to collect quantitative data from a large sample. Measurable attributes, knowledge, behavioral patterns of the target audience will be recorded.

It provides statistical data for analysis and campaign evaluation. The focused group for doing the survey plays a very very important role. Small group discussion to explore in-depth perception and opinions are taken from the focused group.

Capture qualitative insights, motivations and underlying attitudes. This is a very important underlying attitude. All these things will be brought out by the focus group. Then, based on that, they generate ideas for campaign messaging and strategies.

Research Methods in Social Marketing



- Observational Studies:
 - Direct observation of target audience behavior in real-world settings.
 - Provide rich, contextual data on behaviors, habits, and interactions.
 - Help identify barriers and facilitators to behavior change.
- In-depth Interviews:
 - One-on-one interviews to gather detailed and personal insights.
 - Explore individual perspectives, experiences, and emotions.
 - Useful for understanding complex behaviors and motivation
- Content Analysis:
 - Systematic analysis of written, visual, or audio content.
 - Reveal trends, themes, and messaging effectiveness in campaigns.
 - Assess the portrayal of social issues in media and communication.

The observational studies include direct observation of target audience behavior in a real-world setting. Provide rich, contextual data on behaviors, habits, and interactions.

Help identify barriers and facilitators to behavioral change. These are part of observational studies. In-depth interviews are one-on-one interviews to gather detailed and personal insights. Explore individual perspectives, experience, and emotions. Useful for underlying complex behaviors and motivations are part of in-depth interviews.

Content analysis is systematic analysis of written, visual, or audio content, you try to do in the content analysis. It reveals trends, themes and messaging effectiveness in campaigns. It also helps in assessing the portrayal of societal issues in media and communication. Sometimes, a very small event would have been portrayed in a big way, or a big event would have been portrayed in a small way. So, a content analysis is done. They try to understand the event and accordingly try to have a content analysis, so that they can issue media and communication details.

Social Marketing in Public Health



Social marketing is a powerful tool that can be used to promote

- Healthy behaviors
- Prevent diseases

Social marketing campaigns in Public health:

- Promotes healthy behaviors (exercising, nutrition, smoking cessation)
- Raises awareness about vaccinations and preventive care.
- Targets specific health issues (HIV, AIDS, malaria, Polio, diabetes)
- Provides accessible health information and empowers individuals.
- Segments audiences to address unique needs.
- Collaborates with healthcare providers for wider impact.
- Utilizes social media for engagement and awareness.
- Involves local communities for trust and adoption.
- Evaluates impact and improves future interventions.

Social marketing is a very powerful tool that can be used to promote healthy behavior and prevent diseases. Social Marketing Campaigns in Public Healthcare include promoting healthy behavior. For example, exercising which I try to do regularly, I fail miserably. Next is nutrition and smoking, smoking citations. Next is, it raises awareness about vaccination and preventive care. Then, targeted specific health issues like HIV, AIDS. Then, malaria, polio, diabetes, etcetera. Then, provides accessible health information and empowers individuals.

Next, it can be used for segments audience to address unique needs. Then, collaborate with healthcare providers for wider impact, utilizes social media for engagement and awareness, involves local communities for trust and adoption. Then, evaluate impact and improve further communication.

Successful Social Marketing Campaigns in Public health



National Tobacco Control Programme:

- Utilized social marketing to discourage tobacco use.
- Implemented anti-tobacco advertisements on various media platforms.
- Increased the price of tobacco products.



Mission Indradhanush:

- Aimed for full immunization coverage in children and pregnant women.
- Employed social marketing in remote and underserved areas.
- Mobilized communities to participate in vaccination drives.

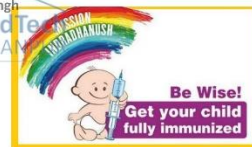


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So, these are some of the Social Marketing Campaigns which undergo in the healthcare segment. The most successful Social Marketing Campaigns in healthcare are the national tobacco control program, utilized social marketing to discourage tobacco usage, implemented anti-tobacco advertisements on various media platforms, and increased the price of tobacco products. These are all under the national

tobacco control program mission, they did it. This is also one thing which they levied huge tax on tobacco products, Discouraging people to go towards it.

The next one is Mission Indra Dhanush aimed for full immunization coverage in children and pregnant women. Employed social marketing in remote and underserved areas, mobilized communities to participate in vaccination drives. This is also a social marketing campaign, very successful in public healthcare.

Social Marketing for Social Causes

Social marketing is a powerful tool that can be used to address a wide range of social issues, including:

- Environmental Conservation:
 - "Say No to Plastic" - Encouraged people to reduce plastic usage and adopt eco-friendly alternatives.
 - "Save the Trees" - Promoted tree plantation and conservation for a greener environment.
- Education:
 - "Each One Teach One" - Encouraged individuals to educate at least 1 under-privileged child.
 - "School Enrollment Drive" - Mobilizing communities to enroll all children.

For social causes, social marketing is a powerful tool that can be used to address a wide range of social issues which includes environmental conservation, say no to plastic. So, here encouraged people to reduce plastic usage and adopt eco-friendly alternatives.

This is one major initiative for social causes. Save trees, so it is promoted tree plantation which can remove soil erosion because now you see, a lot of floods and other things are happening and conservation for a greener environment. So, nowadays people are also trying to say no to even papers, they say digital technologies are used, and then try to make it a paperless office. Today, kids are also moving towards paperless schools. So, here the entire thing, the notes, they will try to record it digitally, and they will try to type, and send the assignments, whatever it is.

So, education, each one, teach one, is one very powerful thing. I always used to make fun of each one, catch one. So, each one, teach one is a very powerful thing which is used for education. So, here, it encourages individuals to educate at least one underprivileged child. So, as part of Abdul Kalam's mission, he has said that try to make sure at least 5 people, you remove them or you move out from alcohol and smoke and try to educate at least 5. And, in his mission statement, he says that let every individual in this country plant and maintain 10 trees.

So, this is all in the way of social marketing for social causes. Save the tree, say no to plastic, educate each one, teach one, then, school environmental drive. So, it is mobilizing communities to enroll all children. This is also a social cause, a very successful thing.

Social Marketing for Social Causes

Poverty Alleviation:

- "Employment for All" *skill development & job opportunities for unemploy-ed.*
- "Microfinance for Empowerment" *Small business individuals/groups.*

Social marketing empowers communities and fosters collective action for a better society.

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Then, poverty alleviation, employment for all is a skill development program and it also tries to talk about job opportunities for the unemployed. Then, microfinance for empowerment is to access microfinance for small business individuals or groups.

These are some of the social marketing which is done for social causes, and it is very successful. Social marketing empowers community and fosters collective action for better society.

Using Data for Decision-making in Social Marketing

Data is essential for making informed decisions in social marketing.

By collecting and analyzing data, social marketers can-

- Gain insights into their target audience
- Identify the barriers and benefits to change
- Measure the effectiveness of their campaigns

Some of the ways that data can be used for decision-making in social marketing:

- Informing strategies *data can be used to identify the target audience set goals & objectives & develop messages & channels.*
- Optimizing campaigns *data can be used to track the performance of campaigns, identify areas for improvement & make necessary changes.*

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So, using data for decision-making in social marketing, the data is essential for making informed decisions in social marketing. By collecting and analyzing the data, social marketers can gain insight into the target audience, identify the barrier and benefit to change, and measure the effectiveness of

the campaigns. So, some of the ways that data can be used for decision-making in social marketing are informing strategies. So, here the example is going to be, data can be used to identify the target audience, set goals, and objectives and develop messages and channels.

Then, when we try to optimize the campaign, it is here, the data can be used to track. First was identified, it is to track the performance of campaigns, identify areas for improvement and make necessary changes. This is the most important thing which happens because of the data getting collected, and based upon the data, we try to make decisions. Today, data analytics, social marketing model generation is the talk of the town. There are only a few players in this industry and it is a very very challenging event. So, all these things could happen because with data you can see the pattern. With pattern, you can see whether your effort is fruitful or not.

So, for all these things data is used. So, that is why I said, some of the ways the data can be used for decision-making is informing strategies and optimizing campaigns.

Using Data for Decision-making in Social Marketing



- Measuring effectiveness :-

Data can be used to track changes in behaviour, measure the reach + frequency of messages and assess the cost-effectiveness of Campaigns

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So, when we are talking about measuring effectiveness, the effectiveness can be measured with the data, and the data can be used to track changes in behavior. These are measuring effectiveness behavior, measuring the reach and frequency of messages and assessing the cost-effectiveness of campaigns. This is the measuring effectiveness. It is used to track the change behavior.

Social Media and Online Strategies



Social media plays a pivotal role in promoting and amplifying Social Marketing campaigns.

Some of the ways that social media can be used in social marketing:

- Creating awareness *sharing educational content, video + infographic.*
- Influencing behavior *sharing motivational stories, providing tips & advice + offering incentives.*
- Building community *creating online forums, groups and chats where people can meet and share experiences.*

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Social media and online strategies, social media plays a pivotal role in promoting. Today, social media plays a very very important role for any business to happen, in promoting and amplifying social marketing campaigns. Some of the ways that social media can be used in marketing are creating awareness, this is sharing educational content, video and infographic. So, that is by creating awareness in the way of social media. Next is influencing behavior. It is sharing motivational stories, and then providing tips and advice and offering incentives.

These are part of influencing behavior. Then, building community is going to be creating online forums, groups and chats or blogs where people connect and share experience. So, this is the way, some of the ways that social media can be useful in marketing is creating awareness, influencing behavior and building communities. So, influencing behavior motivational stories.

Social Media and Online Strategies



Some examples of successful online initiatives in social marketing:

"Cauvery Calling" Tree-Planting Campaign:

- Objective: Revive the Cauvery River and promote environmental conservation.
- Approach: Social media-driven campaign encouraging tree planting along riverbanks.
- Aim: Raise awareness about water resource management and sustainability.

"Save Our Tigers" Campaign:

- Objective: Tiger conservation and protection of natural habitats.
- Strategy: Leverage social media for awareness and engagement.
- Focus: Raise awareness about endangered tiger species and conservation.

Some of the examples of successful online initiatives in social marketing are Cauvery Calling tree-plantation campaigns. Objective is to revive the Cauvery River and promote environmental conservation.

The approach was a social media-driven campaign encouraging tree-plantation along the river bank Cauvery. I belong to the Bank of Cauvery. So, I have a passion for this. I have played a very important role in connecting people under the initiative of Cauvery calling tree-plantation campaign. The aim is to raise awareness about water resource management and sustainability. It is not only preventing soil erosion, but also trying to do that to save our tiger campaign.

The objective is tiger conservation and protection of natural habitat. Strategies are leveraging social media for awareness and encouragement. The focus is predominantly on raising awareness about endangered tiger species and conservation. So, save tiger, the campaign they run. The story telling, then, cartoon figure, then, they tell stories about tigers, and need for tigers, they dress like tigers. So, all these things are part of promotions which they do.

Creative Campaign Design



Creative campaign design is essential for the success of any social marketing campaign.

A creative campaign will-

- Capture the attention of the target audience.
- Resonate with their values.
- Motivate them to take action.

Tips for Designing Creative and Impactful Campaigns:

- Know your audience :- Understand their needs, values + motivation to tailor the campaign effectively.
- Clear message
↳ Define campaign goals + communicate a concise and understandable message.

So, some of the Creative Campaign Design. So, creative campaign creativity is very important. Creative campaign design is essential for the success of any social marketing campaign. So, here the creative campaign will capture the attention of the target audience, and resonate their values. Then, motivate them to take action. Resonate their values. I am an Indian, I have my own tradition, I own my own value practices, I resonate the advertisement with my values.

Then, it tries to hit me very hard and I digest the matter. Tips for designing creative and impactful campaigns is to know your audience. So, first is you always try to understand their needs, values and motivation to tailor the campaign effectively. Next, a clear message is to define campaign goals and communicate a concise and understandable message. This is clear messaging, whenever we try to talk also, we try to talk so many things.

In fact, advertisement is one industry where you have to be as precise as possible. The jingle has to be as appealing, the logo or the words have to be as appealing. The maximum duration for an advertisement will be around about 1 minute or 30 seconds. So, clear messaging is one thing which is very important to make it more creative and impactful.

Creative Campaign Design

- Creative visuals :- Images / logos / video & infographics
- Tell a story - Engage audience emotionally with relatable narratives.
- Use humor or wit (appropriately)
- Be authentic
- Track results

→ Monitor & adjust the campaign to achieve your goals.

Some of the creative campaign designs are creative visuals. So, here you use images, logos, video, and infographics to capture the attention of individuals. Tell a story.

So, engage the audience emotionally with relatable narratives. Then, use humor or wit. So, here we try to make it memorable, but avoid trivializing the subject. So, you have to be very sharp. You can do a comedy show, but the comedy show should have a message.

Be authentic, and track results are monitored always, whatever you develop or track it monitors, and adjusts the campaign. Because, in the initial days you will have a different set of audience, then, later you will have a new set of audience. So, you should always try to monitor and adjust your campaign to achieve your goals. So, creative campaigning design is very challenging.

Monitoring and Evaluation of Campaigns

Monitoring and evaluation (M&E) is an essential part of any social marketing campaign, It allows to-

- Track the progress of your campaign,
- Identify what is working and what is not
- Make necessary adjustments.

Effectiveness of a social marketing campaign can be measured through following indicators:

- Reach - no. of people
- Frequency - no. of time people getting exposed to your campaign
- Engagement - level of interaction people have had with our campaign.
- Behavior change - extent to which people have change.

So, the next one is monitoring. Monitoring and Evaluation (M and E) is an essential part of social marketing. Track the progress of your campaign. Identify what is working, what is not working. Make necessary adjustments, whatever it is. The effectiveness of a marketing campaign can be measured through the following indicators. One is reach, the number of people it has reached. So, the next one is frequency, it is the number of times people getting exposed to your campaign.

Then, engagement is the level of interaction people have had with our campaign, and the last one is behavioral change, it is extended to which people have changed because of your campaign. So, these are the four indicators. So, monitoring and evaluation will be done through tracking the progress, identifying what is working, and making changes. Then, the effectiveness will be done by reach, frequency, engagement, and behavioral changes.

Summary

- Social marketing is a powerful tool that can be used to change behavior.
- The social marketing process can help you to increase your chances of success.
- The four Ps of social marketing can help you to define the desired behavior change, identify the barriers and benefits of the change, choose the right channels to reach your target audience, and develop effective messages and activities.
- Social norms theory can help you to understand how people's perceptions of what is normal or acceptable can influence their behavior.
- By understanding these concepts and using them effectively, you can create social marketing campaigns that will help you to achieve your goals.

To summarize this lecture on social marketing, social marketing has demonstrated success in various areas, such as polio eradication, sanitation improvement, tobacco control making a tangible impact on people's lives and views.

Public health campaigns leveraging social marketing have played a pivotal role in promoting healthy behavior, disease prevention and healthy education. Social marketing has been instrumental in raising awareness and driving action on environmental conservation, education and poverty alleviation.

Harnessing the data-driven insight and social media platform amplifies the campaign reaching and engaging the people with more effectiveness. Innovative and resonant campaigns capture attention and inspire meaningful change among a diverse audience. Regular assessment ensures ongoing improvement and accountability.

As part of this lecture, the assignment is named five different social marketing cases which have influenced you and your society in which way. How did it happen? How did you get influenced? How did you influence society? What is the benefit the society is getting through this social marketing of five products?

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These are some of the references which you have been using and thank you very much.