

CFASMA1.6V4.0

Develop social marketing propositions and test their potential to influence the behaviour of target groups



Overview

This unit is about developing social marketing propositions¹, testing them with representative sample(s) of the defined target groups and evaluating their potential to influence the behaviour – including the underlying beliefs, values and attitudes – of target groups. It covers a wide range of activities from relatively simple, such as presenting propositions to focus groups, to far more complex, such as piloting a mix of propositions in a geographical area. When handling complex activities, this unit will need to be used in conjunction with unit

This unit is for research managers and managers of social marketing programmes who are responsible for developing social marketing propositions and testing their potential to influence the behaviour of target groups.

CFASMA1.6V4.0

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Performance criteria

- You must be able to:*
- P1 engage the target groups and other key stakeholders effectively in all phases of developing and testing propositions
 - P2 develop propositions to be tested, based on the evidence from research and analysis of information from the target groups
 - P3 establish and agree with those commissioning the test:
 - P3.1 the purpose of the test
 - P3.2 the scope of the test
 - P3.3 criteria to be used to evaluate the effectiveness of the propositions
 - P3.4 the resources available for the test
 - P3.5 the timeframe in which the test is to be carried out
 - P3.6 risks involved in the test and how these risks are to be managed
 - P3.7 the format(s) in which the results of the test are to be delivered
 - P4 identify and work with partners who can help facilitate the test
 - P5 identify and select samples which are representative of the target groups and sufficient to provide valid data
 - P6 select methodologies and systems which are cost-effective and capable of measuring the potential of the propositions, when employed either individually or in combination, to influence the behaviour of the target groups
 - P7 identify and comply with your duty of care towards the target groups with which the propositions are being tested
 - P8 identify any ethical considerations or sensitive issues and agree with those commissioning the test and other key stakeholders how these are to be resolved and handled
 - P9 implement the test, allocating responsibilities and resources to competent people
 - P10 monitor the progress of the test, paying particular attention to any risks, ethical considerations or sensitive issues
 - P11 adapt the test, with the agreement of those commissioning the test and other key stakeholders, in response to problems or opportunities arising
 - P12 abort the test if emerging data indicates that the proposition(s) are having a negative impact on the behaviour of the target group
 - P13 verify the data from the test, taking appropriate action to deal with unreliable, incomplete or ambiguous data
 - P14 evaluate the tested propositions against the agreed criteria and make judgements about their effectiveness in influencing the behaviour of the target group in relevant situations
 - P15 report the test results in the agreed format at the agreed time, clearly

CFASMA1.6V4.0

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describing the evidence, assumptions made, the level of confidence that can be placed in the results and the degree of caution with which they should be used

P16 check with those commissioning the test that the test results fully meet their requirements

CFASMA1.6V4.0

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 briefing and debriefing principles, methods, tools and techniques
- K2 decision-making principles, methods, tools and techniques
- K3 duty of care towards target groups
- K4 evaluation principles, methods, tools and techniques
- K5 examples of effective and ineffective social marketing practice relevant to the activity
- K6 legal and organisational/partnership requirements relevant to social marketing
- K7 marketing research principles, methods, tools and techniques
- K8 monitoring principles, methods, tools and techniques
- K9 motivation principles, methods, tools and techniques
- K10 partnership working principles, methods, tools and techniques
- K11 pilot testing principles, methods, tools and techniques
- K12 principles, methods, tools and techniques for addressing ethical issues
- K13 principles, methods, tools and techniques for developing evidence-based proposals
- K14 principles, methods, tools and techniques for developing social marketing propositions
- K15 principles, methods, tools and techniques for engaging effectively with target groups and stakeholders, including vulnerable and hard-to-reach groups
- K16 project management principles, methods, tools and techniques
- K17 reporting principles, methods, tools and techniques
- K18 research and investigative principles, methods, tools and techniques
- K19 sampling principles, methods, tools and techniques
- K20 social marketing principles, methods, tools and techniques
- K21 validation and verification principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K22 industry/sector, organisational/partnership and professional codes of practice
- K23 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K24 organisational/partnership vision, mission and strategic objectives
- K25 sources of advice, guidance and support
- K26 sources of data, information and knowledge
- K27 target groups, their diverse interests, needs, abilities and preferences

CFASMA1.6V4.0

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Additional Information

Behaviours

1. show empathy with others' needs, feelings and motivations and take an active interest in their concerns
2. use your own experience and that of others, seeking specialist expertise where required
3. identify opportunities to develop, match and tailor products/services to meet the needs of target groups
4. design, develop and monitor processes, strategies, products and/or services that are sustainable over the medium and long term
5. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
6. identify and raise ethical concerns
7. establish and agree with key stakeholders measurable objectives
8. accurately calculate risks, and make provision so that unexpected events do not impede the achievement of objectives
9. check the validity and reliability of information
10. present information and arguments convincingly and in ways which gain the commitment and support of others
11. identify and work with people and organisations who can provide support for own work
12. ensure effective engagement with target groups, policy makers and other key stakeholders
13. produce and test a variety of solutions before taking a decision
14. take timely decisions that are realistic for the situation

Glossary

Stakeholders

Include all those involved in, or affected by, the social marketing strategy and the issues it is seeking to address. "Key stakeholders" are those with the greatest interest in or influence on the issues; they will always include the target groups or intended beneficiaries of the social marketing activity

Commissioner

This may be your boss (for example, a Research Manager), someone else within your organisation or someone from another organisation on behalf of which you are carrying out the test. In some cases you may be the commissioner (i.e. you are carrying out the test for your own purposes); in this case it is still important to establish these points

Purpose

This is the reason why the test is being carried out. The purpose can be discovered by asking the question: what are the decisions the results of the test are designed to inform?

CFASMA1.6V4.0

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Scope

This includes both target groups and the behaviours to be addressed. The scope of the test may be far more limited than the scope of the overall social marketing goals (for example, it may be carried out in a defined geographical area and with a small sample of the target group)

Resources

These include: physical (premises, equipment, consumables, energy); financial; human (whether paid or unpaid, internal or external); information.

Risk

This means the chances of an event happening and the seriousness of the consequences of that event. "Risk" does not of itself have a negative connotation; there can be both positive and negative consequences of an event. One of the key risks in carrying out a test marketing activity is that the results become contaminated by changes in other environmental factors

Risk management

This includes: assessing the risks; taking action to avoid events that have negative consequences; planning to minimise the negative consequences and maximise the opportunities if events do occur

Proposition

This means an offer to the target segment that provides a reward or benefit that outweighs the cost of the behaviour change proposed. A proposition may be encapsulated in a message, but may also be expressed in the form of a new service offering, such as more convenient opening times for a social service.

As used in the standards, "social marketing programme" encompasses longer-term (3 years) programmes, medium-term (1-3 years) campaigns and short-term (<1 year) targeted initiatives.

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Suite Social Marketing

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