

CFASMB3.1V3.0

Develop a branding strategy to support social marketing strategies



Overview

This unit is about creating, developing and maintaining a brand for a social marketing programme. The brand and its characteristics underpin the desired relationship with the target groups and other key stakeholders. This unit is not intended to cover the design of possible symbols to represent the brand. Developing a brand strategy is a cyclical activity, with many iterative loops, so the performance standards are not necessarily in chronological order.

This unit is for people in strategic or managerial roles involved in creation and development of brand strategies to support social marketing programmes and interventions. Such marketers may be employed directly by the organisation, or work for an agency/consultancy.

CFASMB3.1V3.0

Develop a branding strategy to support social marketing strategies

Performance criteria

- You must be able to:*
- P1 establish and agree with key stakeholders the case for developing a distinctive brand for the social marketing programme, clearly arguing your rationale
 - P2 determine and agree with key stakeholders the objectives and strategy for branding the programme
 - P3 ensure effective engagement with the target groups, partners and other key stakeholders throughout the development and realisation of the brand
 - P4 interpret the understanding and insight gained from in-depth research to set out the meaning of the brand, its values and its promise, developing an emotional connection with the target groups and other key stakeholders
 - P5 review current brands to identify whether an appropriate brand already exists
 - P6 select a brand name and design:
 - P6.1 consistent with the strategic objectives and meaning
 - P6.2 easily pronounced
 - P6.3 recognisable and memorable by the target groups and other key stakeholders
 - P6.4 acceptable to key stakeholders and partners
 - P6.5 avoiding confusion with other brands and/or infringement of copyright
 - P7 pre-test the brand to ensure the target groups and other key stakeholders respond positively to it
 - P8 arrange registration of trademarks, where necessary
 - P9 ensure that all necessary components of the marketing mix are in place to deliver the brand values
 - P10 develop and implement an internal engagement strategy to ensure the values of the brand are understood and delivered by the organisation and its partners
 - P11 develop and implement a management plan to ensure that the brand maintains a solid reputation and image through consistently delivered experiences for the target groups
 - P12 develop and implement a brand monitoring and evaluation mechanism to monitor brand image, relevance, trust and loyalty
 - P13 review and develop the brand to build your relationship with the target groups over time in response to feedback from monitoring and evaluation

CFASMB3.1V3.0

Develop a branding strategy to support social marketing strategies

Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 branding principles, methods, tools and techniques
- K2 communication principles, methods, tools and techniques
- K3 co-ordination principles, methods, tools and techniques
- K4 decision-making principles, methods, tools and techniques
- K5 evaluation principles, methods, tools and techniques
- K6 influencing principles, methods, tools and techniques
- K7 legal and organisational/partnership requirements in relation to intellectual property
- K8 legal and organisational/partnership requirements relevant to social marketing
- K9 monitoring principles, methods, tools and techniques
- K10 objective setting principles, methods, tools and techniques
- K11 partnership working principles, methods, tools and techniques
- K12 planning principles, methods, tools and techniques
- K13 principles, methods, tools and techniques for developing evidence-based proposals
- K14 principles, methods, tools and techniques for engaging effectively with target groups and stakeholders, including vulnerable and hard-to-reach groups
- K15 research findings relevant to the activity
- K16 social marketing principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K17 current and emerging trends and developments in the sector internationally, nationally and locally
- K18 industry/sector, organisational/partnership and professional codes of practice
- K19 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K20 codes of practice relevant to your role
- K21 key political, economic, social, technological and legal factors relevant to the context
- K22 organisational/partnership culture, values and ethos
- K23 organisational/partnership policies and procedures relevant to the activity
- K24 organisational/partnership resources
- K25 target groups, their diverse interests, needs, abilities and preferences

CFASMB3.1V3.0

Develop a branding strategy to support social marketing strategies

Additional Information

Behaviours

1. generate and recognise imaginative and innovative solutions
2. show empathy with others' needs, feelings and motivations and take an active interest in their concerns
3. use your own experience and that of others, seeking specialist expertise where required
4. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
5. act within the limits of your authority
6. seek to understand people's needs and motivations
7. identify clearly the value and benefits to people of a proposed course of action
8. present information and arguments convincingly and in ways which gain the commitment and support of others
9. use factual evidence to support arguments
10. deploy a range of legitimate strategies and tactics to influence people
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. demonstrate a clear understanding of the organisation's target and stakeholder groups and their requirements
14. produce and test a variety of solutions before taking a decision
15. take timely decisions that are realistic for the situation

Glossary

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

Stakeholders

These include all those involved in, or affected by, the social marketing strategy and the issues it is seeking to address

Key stakeholders

These 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

Partners

partners are individuals or groups who can work with you in a reciprocal arrangement and who agree to help you achieve the objectives of your intervention

CFASMB3.1V3.0

Develop a branding strategy to support social marketing strategies

CFASMB3.1V3.0

Develop a branding strategy to support social marketing strategies

Developed by CFA Business Skills @ Work

Version number 1

Date approved March 2009

Indicative review date March 2011

Validity Current

Status Original

Originating organisation Chartered Institute of Marketing

Original URN [ORIGINURN]

Relevant occupations Arts, Media and Publishing; Health, Public Services and Care; Health and Social Care; Public Services; Animal care and veterinary science; Environmental conservation; Retailing and wholesaling; Performing Arts; History, philosophy and theology; Social sciences; Sociology and social policy; Education and training; Accounting and finance; Business management; Marketing and sales; Health and Social Services Officers; Health Professionals; Teaching Professionals; Health Associate Professionals; Protective Service Occupations; Government and Related Organisations; Finance; Communications; General; Personal Service Occupations; Sales and Customer Services Occupations; Business and Finance Associate Professionals

Suite Social Marketing

Key words social marketing strategies; corporate social responsibility strategies; branding strategy
