



Short Note on Importance of Social Marketing

Smith Yin *

Department of Communication Studies, Tzu Chi University, Hualien, Taiwan

DESCRIPTION

Social marketing is defined as the application of promoting within the solution of social and health problems. Within the initial days social marketing means marketing of products which are useful in social change but nowadays it focuses mainly on influencing individual behavior to bring desired behavioral change. Social marketing in many cases involve a product offering but there are cases like anti-tobacco campaign where thrust is solely on behavioral changes. As many social and health problems have behavioral causes and marketing influences human behavior, therefore social marketing offers a promising strategy for promoting improvements in health and well-being of society.

Some people may get confused about Social Marketing with Social Media Marketing, Sustainable Marketing, and Commercial Marketing [1].

Social marketing is finished when various marketing techniques are performed for creating people change their behavior towards society. Social marketing is one amongst the powerful sell techniques used for targeting the audience for creating them alert to the social good that may benefit individuals likewise as broader society.

Social marketing is primarily geared towards human behavior, which is additionally the merchandise of this way of selling. So, social marketing is principally channelized for promoting ideas that may play a big role in boosting positive and constructive etiquettes and inclinations like using eco-friendly solutions, following driving rules, choosing right social manners, not smoking publically places [2].

Importance of social marketing

Social marketing is one among the simplest ways to influence people for taking action towards society and dealing on behavioral change. Various campaigns for social marketing can quickly develop an interest within the public. One can easily target their audience with the strategies they perform for social marketing. It is cost-effective than the other marketing, in

concert can easily find the target audiences by the performance they delivered publicly. One can quickly get their target audiences through social marketing. There'll be less research and development as compared to other social marketing.

As in commercialization, social marketing plays a major role in influencing people. And without social marketing, commercialization is incomplete as every business must house social marketing to let people know that their aim is for changing the society permanently [3-5].

Social marketing promotes physiological condition look after people and influence people to adopt a fit and healthier lifestyle. It also lets people know that one must bear in mind of the behavioral changes for society, and one must live a top quality life within the community. Social marketing can quickly achieve great advertisement just by promoting it on various platforms like social media, by sharing photos, blogs, and also videos

CONCLUSION

Social marketing as a discipline remains at its growing stage. It's not yet established as a full-fledged discipline. It must assimilate the theories of economic marketing like 4P (Product, Price, Promotion and Place) in its own way and develop its own variants. It'll help social marketing to differentiate itself with other types of marketing like cause related marketing. Therefore social marketing should compete for same budget and wishes to prove that it's capable of achieving better outcome. Social marketing was able to bring desired change in individual behavior. Particularly just in case of minority and other disadvantaged communities the foremost problem related to public health isn't the dearth of medical facilities but larger problem is lack of awareness about the health.

REFERENCES

1. Neiger BL, Thackeray R, Barnes MD, McKenzie J. Positioning social marketing as a planning process for community education. 2003;18(3):75-81.

Correspondence to: Smith Yin, Department of Communication Studies, Tzu Chi University, Hualien, Taiwan, E-mail: smith_yi@hotmail.com

Received: 02-Feb-2022, Manuscript No. JSC-22-16135; **Editor assigned:** 04-Feb-2022, Pre QC No. JSC-22-16135 (PQ); **Reviewed:** 17-Feb-2022, QC No. JSC-22-16135; **Revised:** 21-Feb-2022, Manuscript No. JSC-22-16135 (R); **Published:** 28-Mar-2022, DOI: 10.35248/2167-0358.22.11.109.

Citation: Yin S (2022) Short Note on Importance of Social Marketing. J Socialomics. 11:109.

Copyright: © 2022 Yin S. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

2. French J, Russell-Bennett R, Mulcahy R. Travelling alone or travelling far? Meso-level value co-creation by social marketing and for-profit organisations. *J Soc Mar k* . 20 1 7;7(3):280-296.
3. Fujihira H, Kubacki K, Ronto R, Pang B, Rundle-Thiele S. Social marketing physical activity interventions among adults 60 years and older: A systematic review. *Soc Marke Quarterly*. 2015;21(4):214-229.
4. Stead M, Gordon R, Angus K, McDermott L. A systematic review of social marketing effectiveness. *Health Edu*. 2007;107(2):126-191.
5. Prakash A. Social marketing, public policy and managerial strategies. *Business strategy the marketing environment*. 2002;11(5):285-297.