

Social Marketing in Sports & Leisure

Dr Barbara Bell
MMU Cheshire

APSE Sports and Leisure Management Advisory Group

Outline and introductions

- * What is social marketing ?
- * Key features and principles
- * Approaches in Social marketing
- * Implications for Sport and PA in public Leisure sector
- * National campaigns and sources of further information
- * Q&A

National Centre for social marketing:

SOCIAL MARKETING IS:

“the systematic application of marketing, alongside other concepts and techniques, to achieve specific behavioural goals, for a social good.”

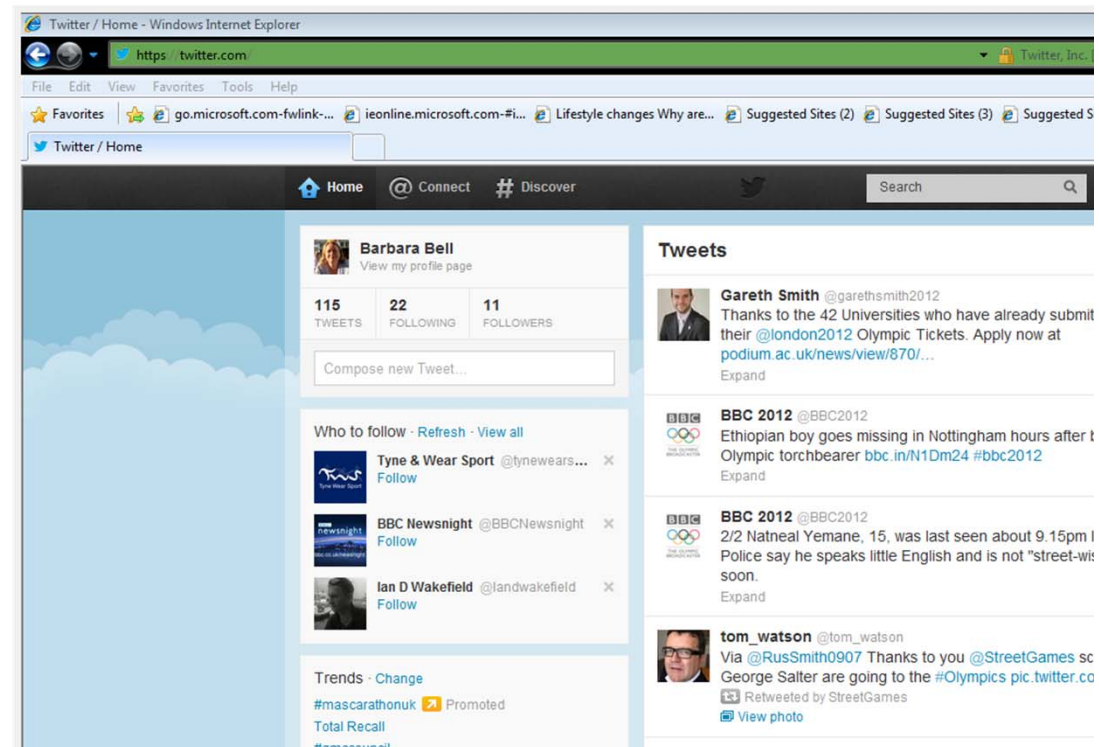
HEALTH-RELATED SOCIAL MARKETING IS:

“the systematic application of marketing, alongside other concepts and techniques, to achieve specific behavioural goals, to improve health and to reduce inequalities.”

French, Blair-Stevens 2006

Not to be confused with ‘social media marketing’

- * tools for (social) marketing communications
- * E – commercial marketing
- * Social media and growth of mobile communications



Benchmarks for social marketing (1)

- * Behaviour Change
- * Consumer research
- * Segmentation and targeting



Methods and approaches (benchmarks pt 2)

- * Marketing Mix (beyond P's)
- * Exchange principle
- * Competition



social marketing orientation: the customer triangle (NSMC)



Marketing mix: beyond P's

All those things **you** can control

Publics and purse strings

price, place, product, promotion

Physical evidence, people and processes

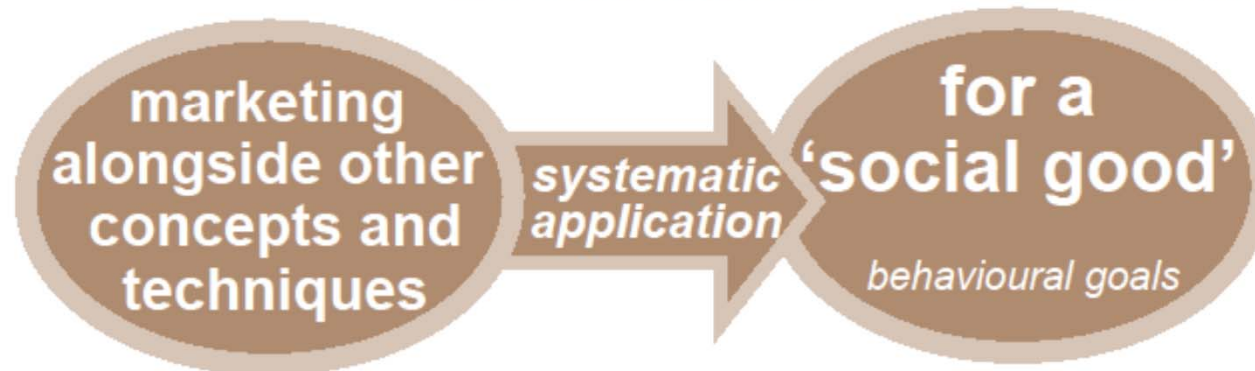
Key differences?

- * Aiming to change behaviour – long term and for social not commercial benefits
- * Might work at different levels
 - * Strategic
 - * Operational
- * Interventions to individuals or communities (campaigns or projects)
- * With ideas and policies not just ‘products or services’
- * ‘upstream’ policy makers

Social marketing is...

*the systematic application of marketing,
alongside other concepts and techniques,
to achieve specific behavioural goals,
for a social good.*

French, Blair-Stevens 2006



Health-related social marketing

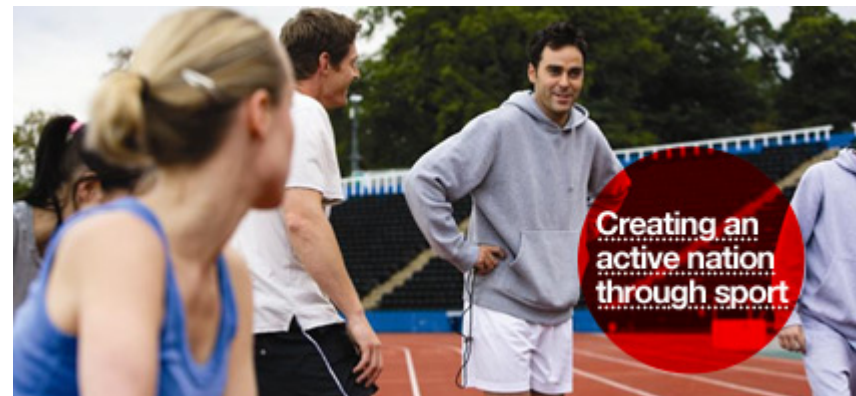
Achieving behavioural goals
to improve health and
reduce health inequalities

Social marketing approaches

- * Keep it simple fun and easy to implement!
- * Be clear about the behaviour (what is it you would like your target audience to do?)
- * Make it sustainable
- * Implications for sports and leisure sector?
- * If you're not using (social) marketing to develop services and benefit your public, someone else will (competition)
- * assumed social benefits not being returned but commercial ones may be

Sport & Physical Activity – the challenge for social marketing

- * Research base for interventions
- * Understand the barriers and costs to the potential consumers
- * Design for outcomes
- * Segmentation and targeting
- * National media campaigns – can you identify a national social marketing campaign?



Sport – or Activity? Whats the ‘product’ or ‘message’?

- * European definition would include **all** forms of activity
- * Sport – organised competitive and structured around the club/governing body – not that attractive
- * Product development: Adapting the ‘offer’ – back to, no strings, 20:20 versions, breeze cycling etc
- * Bring back those who are interested and motivated

Market development

- * new markets for existing products/services
- * Rates of participation /activity stubborn to move
- * Getting the inactive/non sporty active
- * 'Free swimming' as a limited benefit (assumed the only barrier to more swimmers was cost?) – not supported by a fully developed social marketing campaign
- * Swim4Life

Change4Life

Healthy food & activity tips for you & your kids | Change4Life - Windows Internet Explorer

http://www.nhs.uk/change4life/Pages/change-for-life.aspx

File Edit View Favorites Tools Help

Favorites go.microsoft.com-fwlink-... ieonline.microsoft.com-#i... Lifestyle changes Why are... Suggested Sites (2) Suggested Sites (3) Suggested Sites (4) Suggested Sites (5) Suggested Sites (6)

Healthy food & activity tips for you & your kids | ...

Page Safety Tools



Eat well Move more Live longer

Enter search term

Search

About Change4Life

Families

Adults

Find places to get active

Healthier recipes

Partners & supporters

Games4Life



let the games begin!

It's a great summer for sport! As well as watching, why not get going? Join Games4Life and we'll give you loads of ideas to get you started. We've even got personalised activity plans for you, and kids too.

Explore Games4Life



Give your baby a Start4Life

Are you a new mum or dad, or mum to be? Get some simple, straightforward tips for a healthy pregnancy and a healthy baby.

See our tips



Recipe finder

Want to refresh your menu with some healthier, low-cost meals? Our recipe finder is crammed with tasty ideas for all mealtimes. You can search by ingredient, create your own shopping list and even make a 7-day meal plan.

Find a recipe now



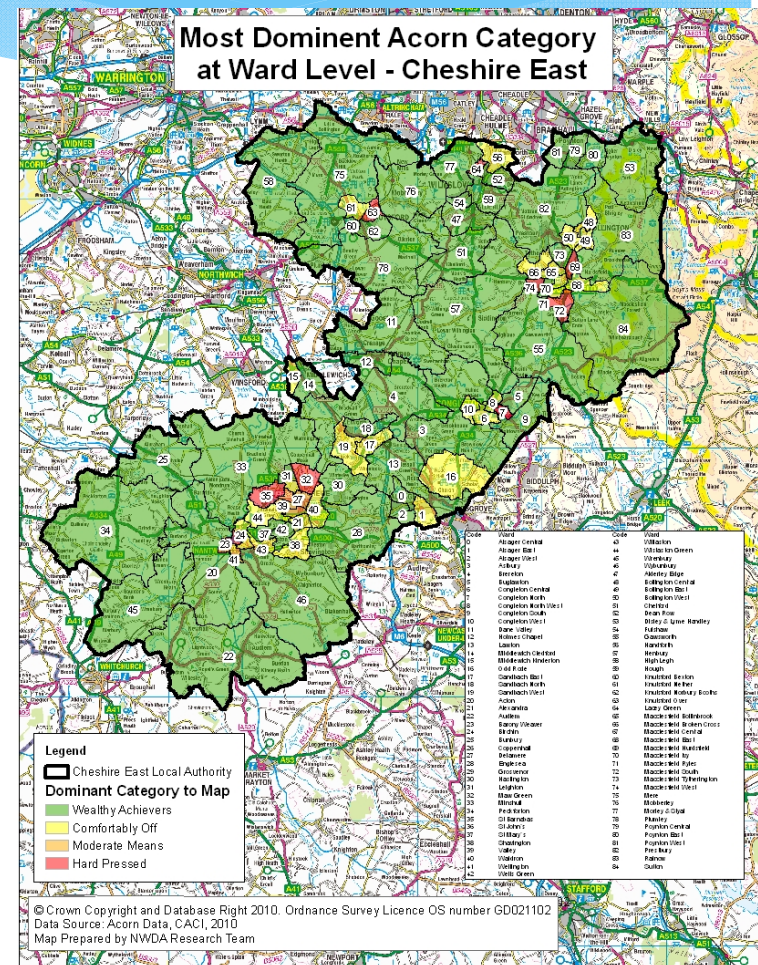
Internet | Protected Mode: On



100%

Research-based interventions

- * Getting the data
- * Using the data
- * Sharing resources and expertise
- * National Centre for Social Marketing
- * Sport England Segmentation data
- * NHS, DoH
- * Commercial marketing or other data – ACORN
- * Intelligence
- * Insight



Segmentation and Sport England

Market Segmentation - Sport England - Windows Internet Explorer

http://segments.sportengland.org/

File Edit View Favorites Tools Help

Market Segmentation - Sport England

Market Segmentation

SPORT ENGLAND

Home Segments Sports Characteristics Raw data Case studies Resources FAQs

Welcome to the Sports Market Segmentation web tool

Why do some people play sport? And why do some simply not want to join in? Sport England has developed nineteen sporting segments to help us understand the nation's attitudes to sport, their motivations and barriers. For more detail on the development of these segments click [here](#).

Using this site you can:

- Find out more about [Segments](#) and answer questions such as 'what is the dominant segment in my local authority area' or 'which segment lives within the catchment of my sports centre' or 'where can I find Leanne?'
- Explore a particular [Sport](#) and answer questions such as 'which segments are more likely to play my sport' or 'which segments play team sports' or 'in this area, where are the people located who are more likely to play tennis?'
- Investigate further [Characteristics](#) about the segments and answer questions such as 'where are people located who would like to play sport to lose weight?'

Possible output formats include:

Percentage of population from chosen segments

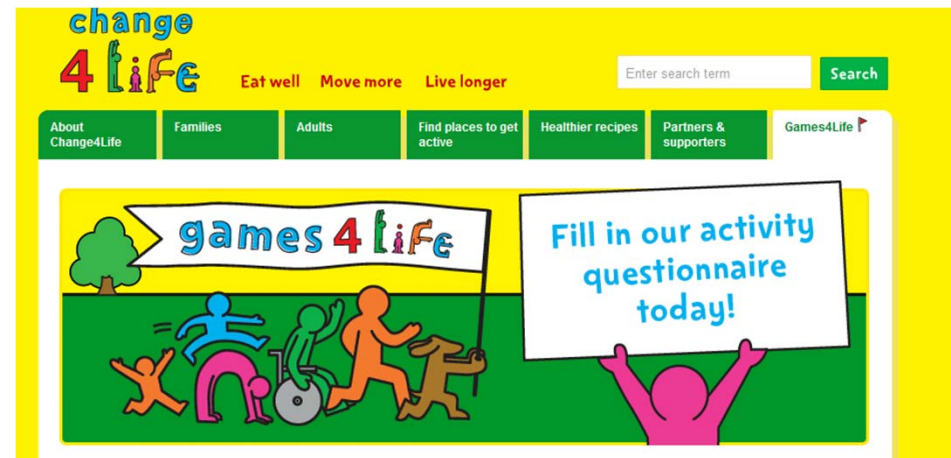
Filters Options Print Export

View map View bar chart View tabular data

Internet | Protected Mode: On 100%

NHS choices and Change for Life

- * National policy and media supported campaign
- * Local authority or strategic links
- * Cross sector advantages for resources and outcomes



Need to know more?

- * National Centre resources and links:
- * <http://www.nsmcentre.org.uk/>
- * Health – the NHS/DOH; [Publications Policy And Guidance](#)
- * Transport/education/housing/planning – and central marketing services re communications and e-tools- check out your organisational resources
- * Sport England: <http://segments.sportengland.org/>