



## Develop a Social Marketing Plan in ONE DAY

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Influencing opinion and changing behaviour is becoming increasingly important. Social marketing seeks to influence and change behaviour to benefit the target audience and society at large. The problem facing most public sector and non-profit managers in trying to develop a social marketing plan is that they have more information than can possibly be absorbed. They are also under pressure to have the plan done "yesterday".

The Centre of Excellence for Public Sector Marketing personnel have been delivering social marketing campaigns for government and non-profit organizations for many years.

This workshop has been designed not only for social marketers but for all those involved in the planning of marketing strategies. It will be very relevant to those responsible for efforts focused on influencing attitudes and behaviours that will improve health, prevent injuries, protect the environment, improve money management practices, prepare citizens for emergencies, convince youth to stay in school, and a multitude of today's issues.

The workshop takes you through a proven planning process to develop a customized, structured social marketing plan for your organization. You will also receive a **comprehensive workbook** which allows you to **develop your social marketing plan in ONE DAY**. In addition we are offering a complementary 30-minute telephone consultation to discuss strategies related to your social marketing initiative.

This workshop will show you how you can develop an end-to-end social marketing plan **on your own** resulting in an ability to run with your initiative immediately. It is also offered as a solution to those looking to acquire value-added skills to improve their expertise in strategic marketing planning based on results.

### What you will learn:

- Social marketing need not be expensive;
- A Step-by-step structured approach makes preparing a social marketing plan in one day possible;
- Social marketing is different from public education and other communication strategies in that its ultimate goal is to influence and change behaviour;
- Social marketing gives you a single approach that may include: mobilizing communities, influencing the media, lobbying/advocacy, building strategic alliances with business etc.

