

You Mean Marketing Has Rules?

How to use them for social advantage

Social Marketing in Public Health Conference
June 22, 2007
Beverly Schwartz, Ashoka

The Rule of Resources

Begin and end by knowing there is never enough

The Rule of Reality

“Between the idea and the implementation lies the shadow”

The Law of Focus

Owning a word or space in the audience’s mind

Note: Create Mindshare

The Law of Focus

- Social Entrepreneur
- Social Marketing
- Microfinance
- Family Planning

The Law of Leadership

Be first in the category

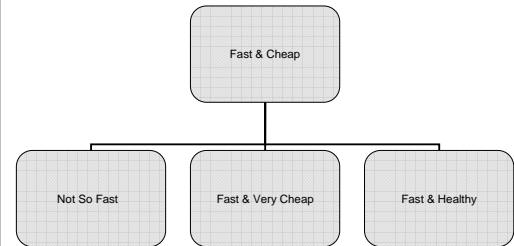
The Law of Leadership

- Rental Cars
- Tissues
- Rescue/Disaster Planning
- Medical Detectives
- Youth Tobacco Prevention
- Lung Diseases

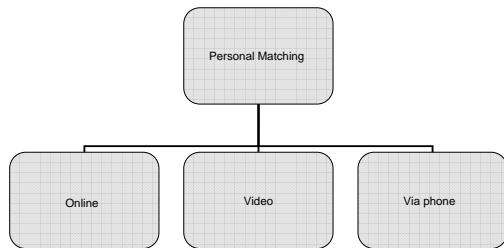
The Law of Category

Create a new category

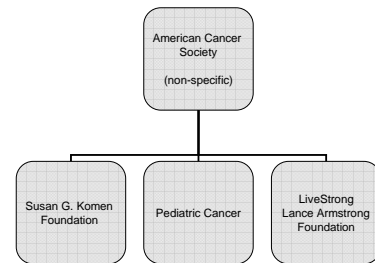
The Law of Category: Fast Food



The Law of Category: Dating Services



The Law of Category: Cancer



The Law of Advertising

Don't advertise a product before it's on the shelf

Note: Refer to Rule of Reality

The Law of Line Extensions

Over-extending the brand

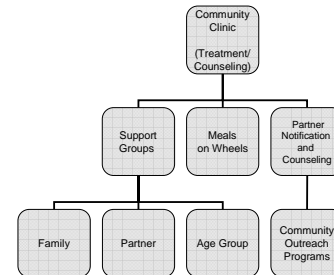
The Law of Sacrifice

Target market, product line, and constant change

The Law of Line Extensions

- ✓ Volkswagen
- ✓ Hamburger Helper
- ✓ Program Proliferation

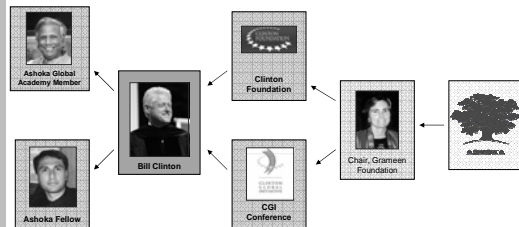
The Law of Line Extensions: HIV/AIDS



The Law of the Few

*The strength of weak ties
and
special kinds of people*

The Law of the Few



The Reality of Media

Media fuels media

The Rule of Relevancy and Values

To your audience be true

The Rule of Relevancy and Values

The Truth Campaign

The Rule of Transactions

***Think transactions,
not conversations***

Think: Cost Benefit Analysis

The Rule of Unintended Consequences

...and unexpected opportunities

Stuff happens

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