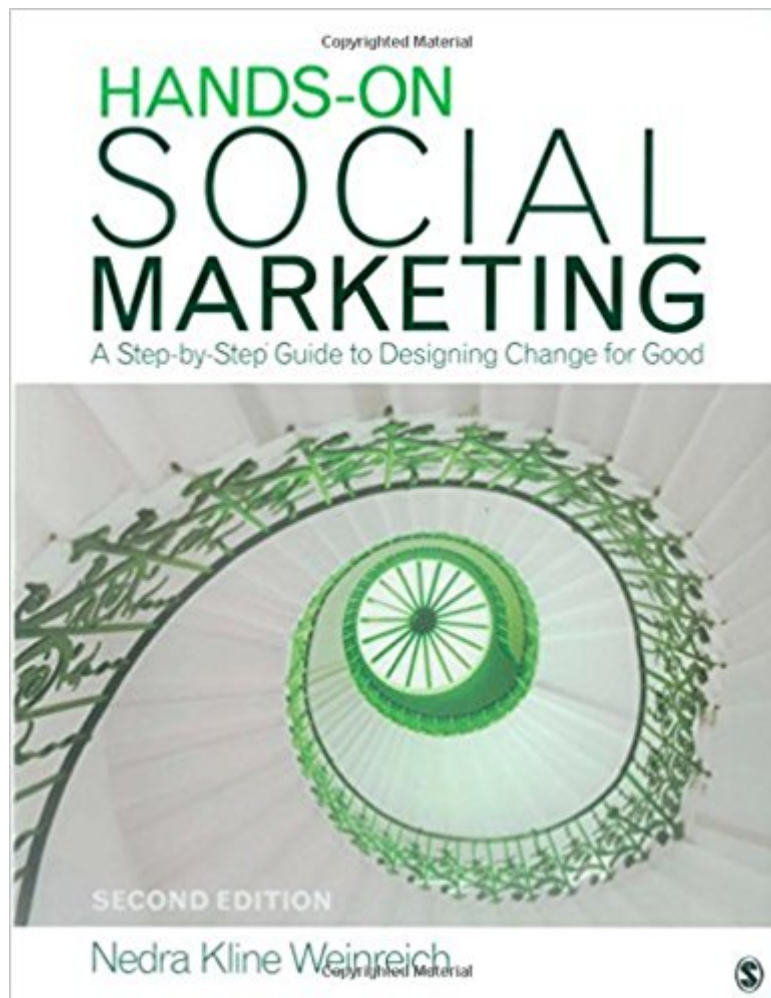




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Hands-On Social Marketing: A Step-by-Step Guide To Designing Change For Good



Synopsis

This book shows students and practitioners how to develop social marketing programs through a simple, six-step process of strategic planning and design. Nedra Kline Weinreich starts by introducing the concept of social marketing and then walks the reader through each of the six steps of the process: analysis, strategy development, program and communication design, pretesting, implementation, and evaluation and feedback. The Second Edition incorporates developments in marketing practice over the last 10 years and focuses on how to apply the design approach to campaigns to effect behavior change. All organizations can do social marketing, Weinreich insists, if they follow the steps and start to think from a social marketing perspective.

Book Information

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Customer Reviews

" The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education. "--Michele Vancour (10/08/2010)" The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education. --Michele Vancour (10/08/2010)""The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy

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I found that this book is very useful for me as an educator who teach social marketing for undergraduate student. Its provides an hands on perspective and very practical in terms of usage. Its can be used together with other text book in social marketing

This work book is chock-filled with practical help for preparing an effective social marketing plan. I enjoyed the easy-to-use forms. Many great ideas for applying social marketing too. It's so hard to find resources that relate to the unique nature and challenges of this kind of marketing. If you are a non-profit change oriented social marketer you need this book on your shelf!

From discussions of each media form to a very pragmatic and useful discussion of how social change communications varies from traditional marketing, Nedra delivers a text that should be in every nonprofit communicators hands. If there was one book, this would be it. There are many, many books out there about marketing and fewer books, but still quite a selection on nonprofit management. Of late there has been a growing but still sparse lexicon of books dedicated to social marketing, or how to affect change through a cause or other nonprofit. None of them are as comprehensive and hands on as Nedra's fantastic book. In my work with nonprofits I see so many communicators who are change advocates, but they don't have the basic fundamentals of communications or marketing. That's why I really appreciate this book. It answers a need for savoir faire and capacity building in this particular skill set. Please, don't ignore this book for a more popular title that has nothing to do with the sector. Every tool you need is here.

I LOVE this book! I've been to the Social Marketing in Public Health Conference at the University of South Florida several times (it's also fabulous) and this book was a terrific additional help. The step-by-step format and the worksheets make it very easy to do and explain to others when you need buy in. Thanks for such a useful manual!

The book has a lot of what I was looking for in terms of the content. The author really did a wonderful job on putting into a simple perspective, key elements of social marketing, in a very easy-to-read way, and it really helps to put into practice the theory explained, with real and non-real examples. I would have liked that the author would have developed more the marketing research chapter, since it's really helpful to clarify this component of social marketing substantially more, specially for an organization which is getting into this field. Or perhaps, another specific book on social marketing research would be useful, unfortunately, I haven't found any.

I have used this resource with clients who have few resources and little experience in social marketing. It is a well written guidebook that explains the steps in developing social marketing strategies and provides well constructed worksheets. The book is extremely enlightening for organizations who are doing this for the first time or who cannot afford high-priced consultants. As a writer without much social marketing background, it helped me help my clients. It might be worth noting that the reference is designed for U.S. use and cites resources only available here, but I still found the basic approach helpful for an overseas client.

The Social Marketing Handbook is a very practical guide to social marketing. Each chapter is filled with valuable information and checklists and worksheets walk you through the process. When my copy arrived, I couldn't put it down. A must have book for any social marketer interested in incorporating social media.

This book is a good first look at social marketing. I was trying to figure out how to create my own bacon explosion...which I think should replace "viral marketing" as the term. I invited the guys to present and we have a webinar scheduled. You can also access on demand after the event. You can attend a webinar with the BBQ Addicts guys coming Tuesday, April 7th 2009 11:00am (PT) and learn how they did this Social Marketing phenomenon. Hosted by Marketbright (Marketing Automation Software)[...]

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