



The Chartered  
Institute of Marketing

Social Marketing

# The best in social marketing



# Social Marketing – who we are

## Social Marketing

The Chartered Institute of Marketing's Social Marketing Market Interest Group (MIG) is for people who work, or are interested in, social marketing.

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers with members worldwide and offers you:

- **More knowledge** – access exclusive industry intelligence.
- **More connections** – access our networks and events.
- **More development opportunities** – access practical advice and support throughout your career.

Social marketing, in a nutshell, is deploying marketing techniques and tools to influence voluntary change in behaviour to the benefit of individuals and society. The discipline is guided by insight from the target audience. Its principles and techniques can be used by public, voluntary and commercial sector organisations to achieve behaviour goals.

Many social marketers work in or with social media – using social media such as Facebook and LinkedIn to communicate and engage with people. While 'social marketing' is seen as a discipline within marketing, 'social media' can provide tools to help achieve some of the objectives social marketers work towards.

The group now boasts almost 1,000 members, coming from a wide range of backgrounds, including charities, the NHS, local authorities, multinationals, SMEs, social marketing consultancies and the National Social Marketing Centre (NSMC), with whom we have close links.



# Social Marketing – what we do

## Our purpose is...

To bring together like-minded professionals for shared learning, peer support and to stimulate networking opportunities.

To raise the profile, understanding and competence of social marketing.

To encourage the application of its principles among CIM members, other marketing practitioners and related professionals.

## We aim to do this by...

Establishing the Social Marketing MIG as an authority on social marketing practice for CIM members, other marketers and related professionals.

Promoting the exchange and sharing of knowledge amongst members by creating and fostering networking and learning opportunities.

Establishing and creating early networking and learning opportunities.

Providing and sharing examples of good practice.

Delivering expert seminars which meet the interests and learning needs of members.

Recruiting members from a variety of sectors.

## Resources

We have developed a range of social marketing resources, including various papers and a newsletter, which you can access via CIM's website:

[www.cim.co.uk/socialmarketingmig](http://www.cim.co.uk/socialmarketingmig).

## LinkedIn Group

Our LinkedIn Group – CIM Social Marketing Market Interest Group – now has 170 members. The role of our LinkedIn Group is to provide an informal forum where social marketers can share information, ask questions, seek help, discuss hot topics and network.

# Developing social marketers

## National Occupational Standards in Social Marketing

In April 2009, the first NOS in social marketing were established. They provide a comprehensive functional map of the discipline and a benchmark of good practice. They are useful for everyone who needs to understand and apply social marketing. A short guide on the NOS in social marketing is available from the NSMC at:

[http://themsc.org/projects/NSMC\\_NOS\\_Guide.pdf](http://themsc.org/projects/NSMC_NOS_Guide.pdf).

## Introduction to Social Marketing

This one-day course familiarises you with the core principles and processes of social marketing. It shows how and where social marketing can be applied; how to apply some key tools and techniques for scoping, planning and measurement; how to get started; and how to design a social marketing strategy. This fully interactive course provides 7 hours of CPD training. For more information visit [www.cim.co.uk/1248](http://www.cim.co.uk/1248).

## Knowledge at your fingertips

CIM has many reports, journals and articles, across all sectors, that may be of interest to social marketers. Members can access Key Note, MBD, Mintel and Snapshot reports on a wide range of industry sectors and issues.

Many of the Institute's resources can be accessed for free online – members have access to the full text of more than 2,700 quality magazines and journals, 10,150 substantial company profiles, and over 5,200 full text industry reports.

To see the full range of resources available please visit [www.cim.co.uk/marketingresources](http://www.cim.co.uk/marketingresources).

Alternatively, for a tailored search of our resources please e-mail [library@cim.co.uk](mailto:library@cim.co.uk) or call **01628 427333**.

## What about you?

You don't need to have 'social marketing' in your job title. Come and join the group to:

- Develop your skills for influencing behaviour.
- Apply your marketing experience for social, health and/or environmental good.
- Network and share experience with like-minded professionals.

If you are already a CIM member you can join the Social Marketing MIG free of charge. E-mail [membership@cim.co.uk](mailto:membership@cim.co.uk) or call **01628 427120**.

If you are not a CIM member and would like to join the MIG you will need to join CIM first. To find out more about joining us visit [www.cim.co.uk/join](http://www.cim.co.uk/join).

## Contact details

If you have any queries regarding the Social Marketing MIG contact Philip Preston; e-mail [philippreston@cim.co.uk](mailto:philippreston@cim.co.uk) or call **07920 808432**.

