



iSMA seeks to capture and spread good practice in Social Marketing internationally. iSMA supports the translation of the global consensus definition of Social Marketing into as many languages as possible as part of this process of sharing best practice.

The Global Consensus Definition of Social Marketing:

“Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviour that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable, and sustainable.”

Spanish translated definition:

El marketing social tiene por objetivo el desarrollo y la integración de los conceptos del marketing con otros enfoques, con el fin de influir en comportamientos que beneficien a los individuos y las comunidades para alcanzar un mayor bien social. La aplicación del marketing social se basa en principios éticos y busca integrar la investigación, las buenas prácticas, la teoría, y la percepción y las características de la audiencia y las posibles alianzas para guiar la implementación de programas de cambio social segmentados y con sensibilidad competitiva que resulten efectivos, eficientes, equitativos y sostenibles.

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