



*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.”

**Cantonese translated definition:**

**全球社交市場營銷共識定義：**

“社交市場營銷旨在發展及整合市場營銷概念與其他方法，以影響有利於個人及社區的行為，從而服務於更大的社會利益。社交市場營銷實踐受到倫理原則的指導。它尋求整合研究、最佳實踐、理論、受眾及合作夥伴洞察，以指導交付競爭敏感且細分的社會變革計劃，這些計劃旨在有效、高效、公平且可持續。”

**Acknowledgments:** Translated by Dr Bo Pang, Deputy Director, Social Marketing @ Griffith, Griffith Business School.