



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.”

French translation

Le consensus global sur la notion de marketing social.

Le marketing social vise à développer et à intégrer des concepts de marketing à différentes approches afin d'influencer le comportement des individus et des communautés dans un souci d'intérêt social.

La pratique du marketing social est dirigée par des principes éthiques.

Elle vise à intégrer la recherche, les bonnes pratiques, la théorie, la réflexion du public et des partenariats, afin de mettre en œuvre des programmes de changement social segmentés et adaptés à la concurrence, qui soient efficaces, efficaces, équitables et durables.

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