



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.”

Mandarin translated definition:

全球社会营销共识定义：

“**社会营销**旨在发展并整合营销概念与其他方法，以影响有利于个人和社区的行为，进而服务于更大的社会利益。社会营销实践受到伦理原则的指导。它寻求整合研究、最佳实践、理论、受众及合作伙伴洞察，以指导交付竞争敏感且细分的社会变革计划，这些计划旨在有效、高效、公平且可持续。”

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