STRATEGIC SOCIAL MARKETING

movetia

Austausch und Mobilität
Echanges et mobilité
Scambi e mobilità
Exchange and mobility

How we can use marketing principles to promote more mobility

Professor Jeff French

President of the International Social Marketing Association

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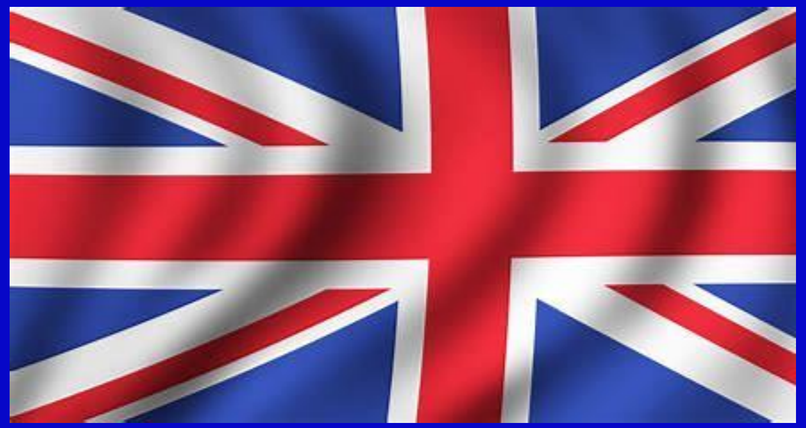

NEWS

Home | Cost of Living | War in Ukraine | Coronavirus | Climate | UK | World | Business | Politics | Tech | Science

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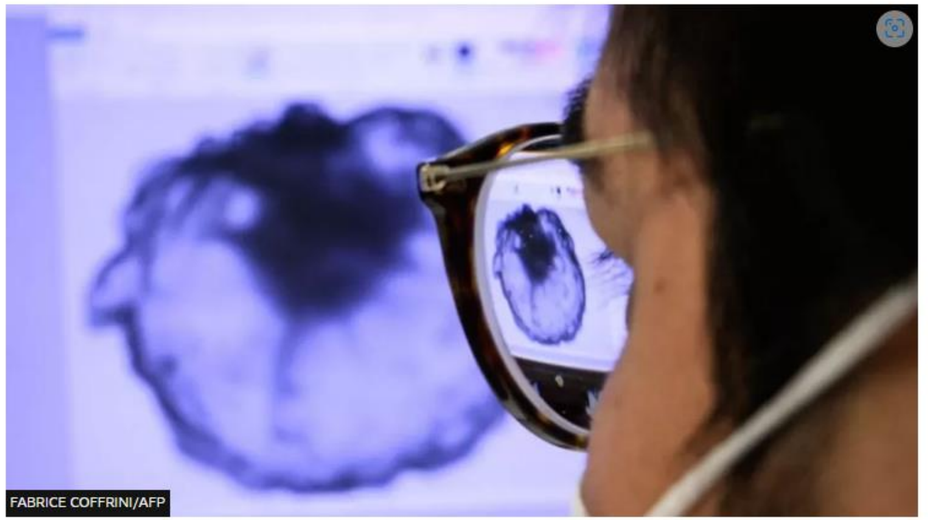
UK-Swiss science deal as both barred from EU scheme

1 hour ago

Brexit



The UK science minister said the Swiss collaboration was the first of a series of planned science agreements (file pic)

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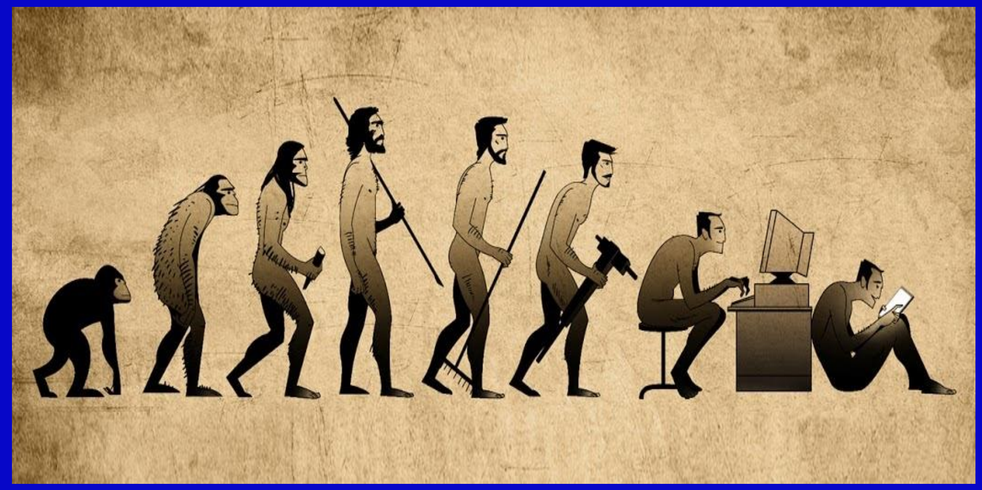
ME

Biologist
Educator
Health promoter
Academic
Consultant
Public health
Policy analysist
Strategist
Civil servant
Author
Social Marketer
Marketer
All of the above



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You

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Shy / Prepared / Proud ?

All important entry points (tunnels, bridges, etc.) are mined against foreign invasion

23% of your population are foreigners

Switzerland has nuclear shelters for the entire population

Military arms bunkers disguised as country homes

Your flag is literally a big plus sign!

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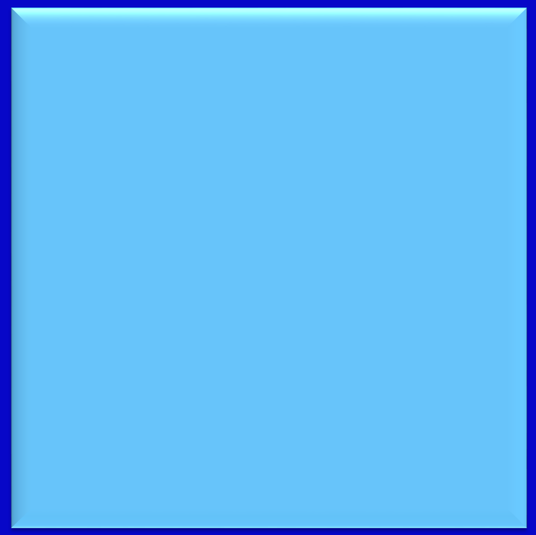
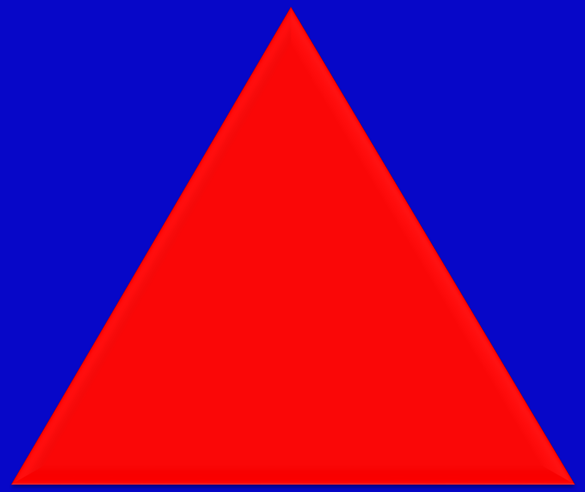
Marketers want to get inside your head

Decide which shape best represents how you operate at work?





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The Yale and Harvard Behaviour and Communication studies programmes (1950 – 60's)

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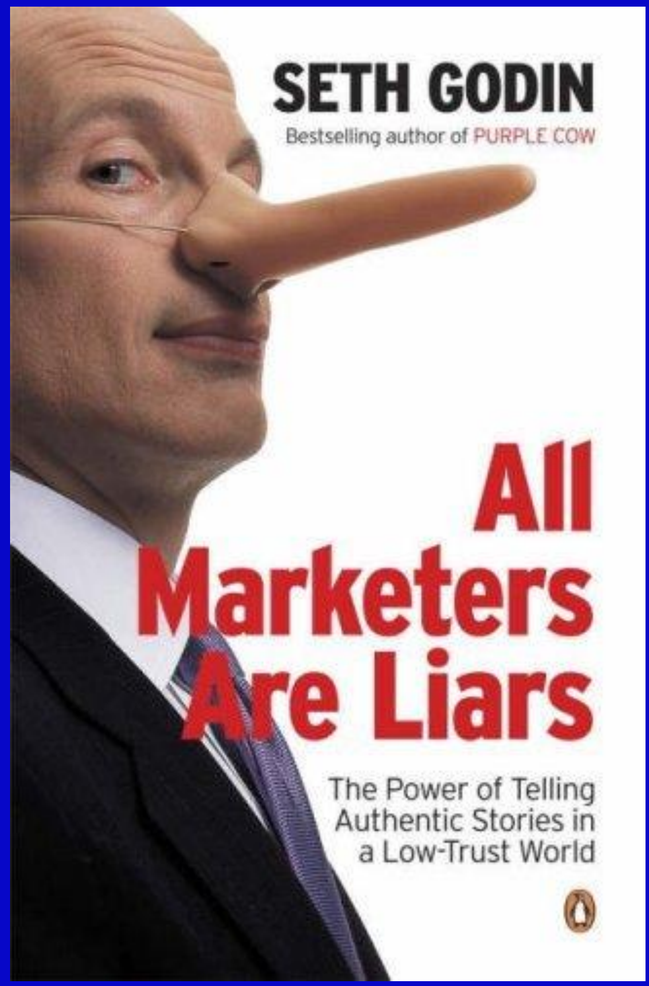
Misrepresentation and misapplication of marketing in many parts of the social sector



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My Thesis (In 25 Minutes!)

Marketing principles can help develop and deliver more efficient, effective and valued programmes aimed at increasing learning mobility

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Social Marketing is not just media and promotions

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Social Marketing is not just social media marketing

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Communication campaigns are important but not enough

Exchanges and mobility → News & Events →
"Learning by going", a communication campaign to motivate all young people to make an exchange or mobility

"Learning by going", a communication campaign to motivate all young people to make an exchange or mobility

Tuesday, August 30

Movetia's mission has never been so topical after two years of health crisis: to ensure that all young people carry out an exchange or mobility at least once during their training. In order to get closer to this national goal and give back the desire to leave and discover, the national agency launches this Tuesday, August 30, 2022 the communication campaign "learningbygoing". The offensive is aimed directly at young people via the most beautiful mobility tool, the shoe. The experience of an exchange in Switzerland or abroad for training purposes strengthens the professional and personal skills of young people in training, as well as the country's training system.

Some key skills cannot be learned in schools. You have to leave and discover new horizons to acquire them. Motivating young people to make their own experiences, developing personally while learning another language, a new culture and professional skills, this is what Movetia has been encouraging and supporting for the past five years. The national agency in charge of exchanges and mobility, mandated by the Confederation and the cantons, is launching a national communication campaign on Tuesday 30 August 2022. The objective of this communication offensive is in particular to achieve the vision of the national strategy which stipulates that all young people carry out an exchange or mobility at least once during their training.

Induce social change
Movetia aims to popularize the vision of the national strategy so that exchanges and mobility become a matter of course. This campaign wants to motivate young people to move, to get out of their comfort zone, to discover new horizons and ultimately induce this social change. The added value of such an experience is extremely rich for young people. Exchanges and mobility make it possible to develop important professional and personal skills, and of course linguistic. These skills facilitate their integration into the labour market. The development of exchanges and mobility also represents an added value for the Swiss education system and for the economy, which are benefiting from new impulses. They also promote Switzerland's national cohesion and international openness.

Significant political will

Download

Press release

Links

learningbygoing website

National Strategy

Video

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S.P.L.A.T.E.R.S.

Some Posters Leaflets, App's, TV, Education, Radio & Social Media

(Thanks Alan Tapp and Co)

spray
&
pray

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K[illegible]e

Att[illegible]udes

Behavio[illegible]r

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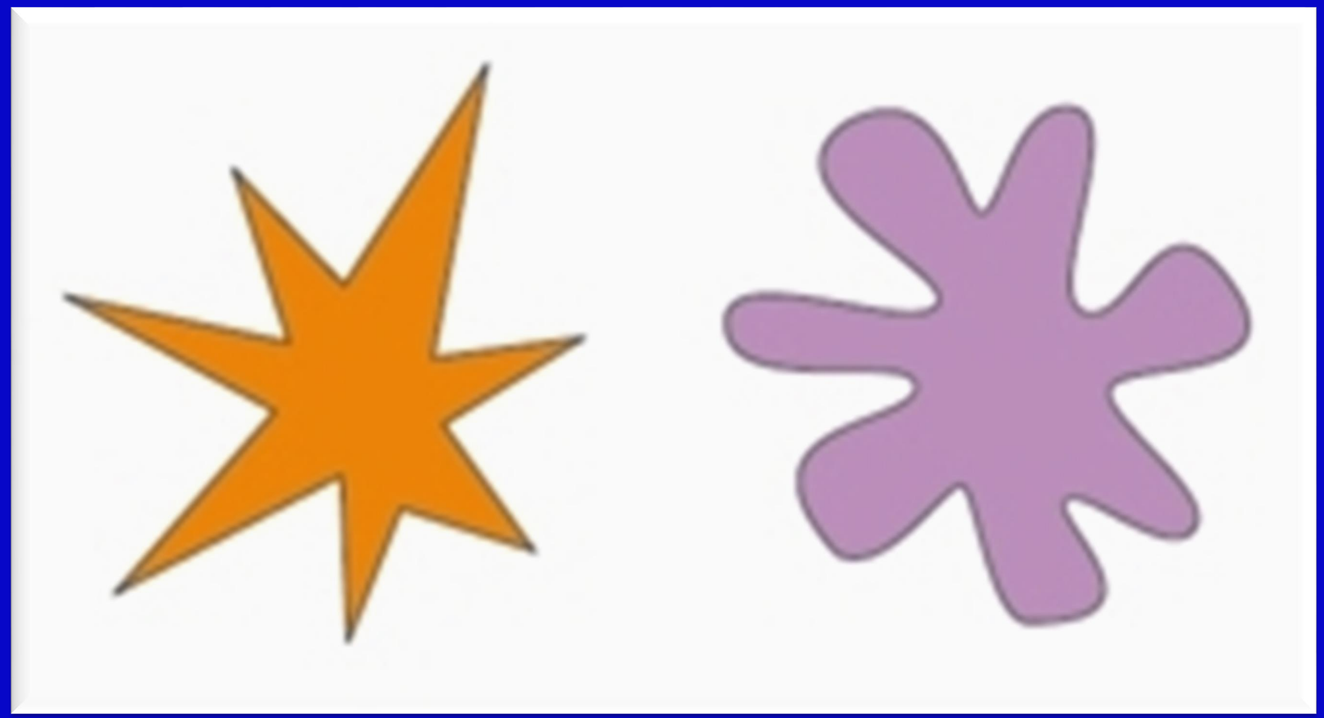
We know a lot about how to influence behaviour



KIKI BOOBA

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New insights from economics, psychology, design, sociology, evolutionary biology neuro science, marketing, etc....

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We need a full intervention mix

	Hug	Nudge	Shove	Smack
Control				
Inform				
Design				
Educate				
Support				

© Strategic Social Marketing

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The context of your challenge

Vision

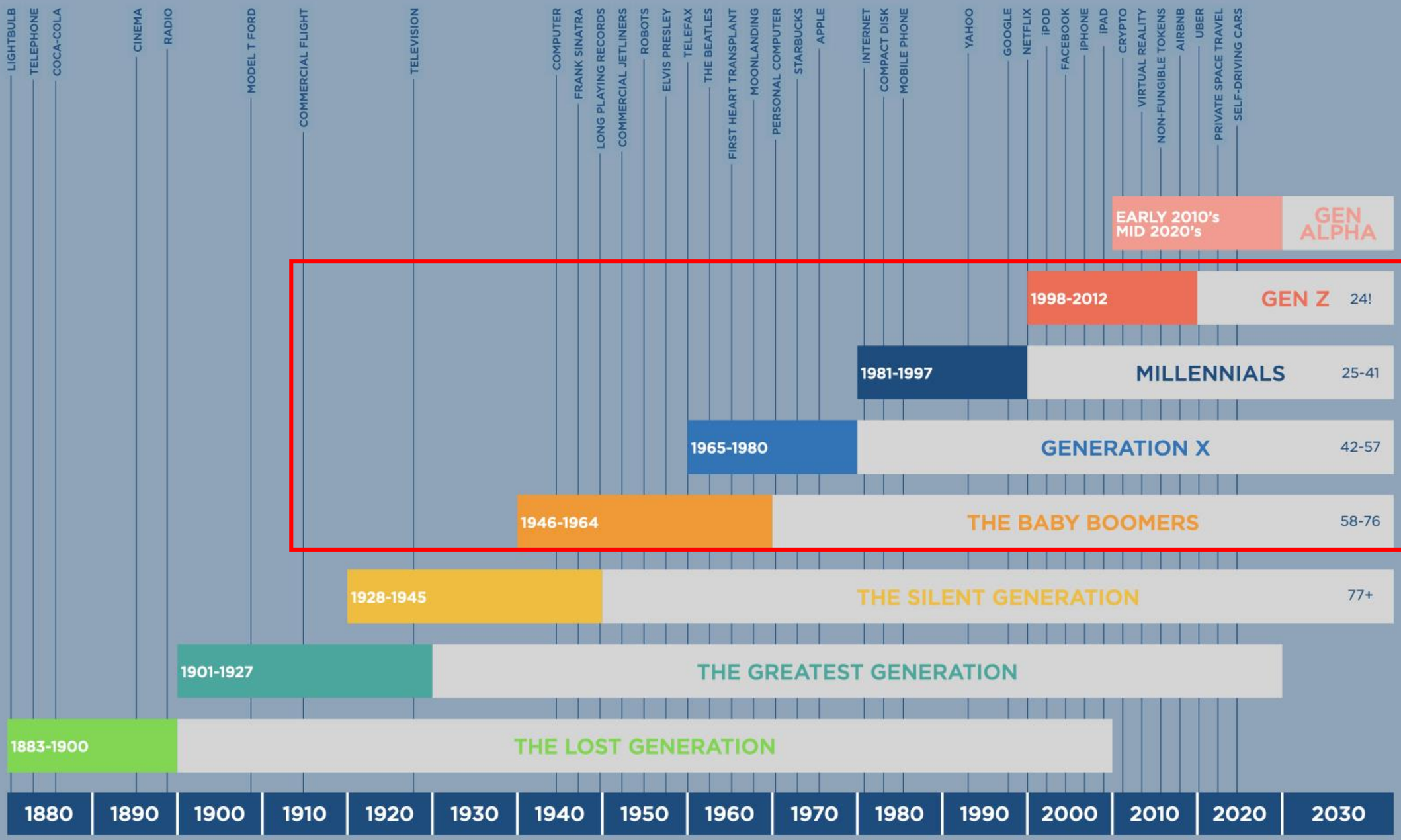
We want all young people to take part in an extended exchange and mobility scheme at least once during the course of their education. And we strive to ensure that exchange and mobility are firmly anchored in education policy.

- **Students** can complete a study visit at a partner higher education institution (HEI) abroad of up to 12 months per study cycle (Bachelor's, Master's, Doctorate). These visits are recognised for the studies at their own HEI.
- **Students** and **graduates** can complete a traineeship in a business enterprise or other suitable workplace abroad of up to 12 months per study cycle (Bachelor's, Master's, Doctorate).
- **Lecturers** have the opportunity to teach in another country for up to two months. This is possible in any faculty.
- **HEI staff** can be supported in their professional development through training and job shadowing at a partner HEI or at any other relevant institution abroad.

Vision / Mission

4 Primary Target Audiences

but they are not all the same



FELIX BNI STRATEGY

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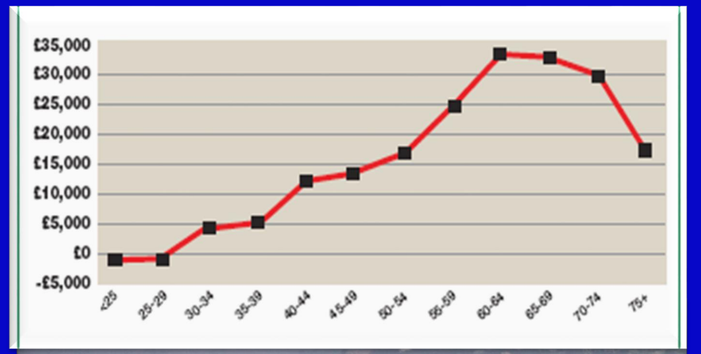
Baby Boomers put your hands up

1946 – 1964



You are the ‘Charmed Generation’

You want it how you want it

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Generation X 1965 -1980

The "MTV Generation“

Critical and strong social-tribal identities

Work-life balance goal.
Entrepreneurial and productive

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Millennials 1981 – 1997

THE
ME ME ME
GENERATION

Digital natives, well educated, hard working, connected

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Gen Z 1998 - 2012

The Zoomers.
Always online, more puritanical, risk averse

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People want to be a listened to and be part of the solution

I do not believe you

I do not trust you

Listen to me

I am in control now

Help me don’t just tell me

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Your Big Audacious Goal

- Average mobility rate in Swiss universities 16%
- Goal 25% in 5 years

Wow ambitious!

You need to up your game

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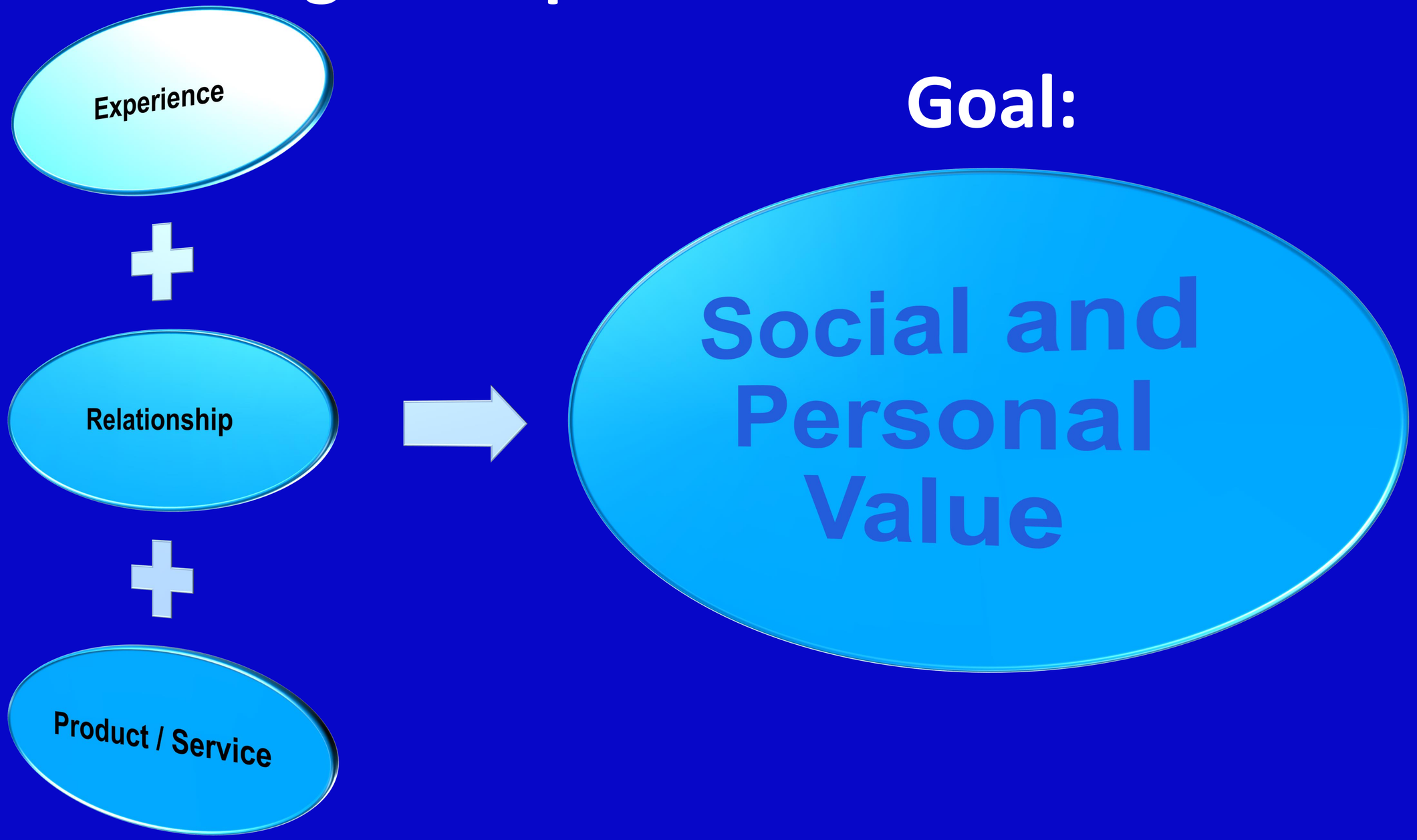
Marketing Principles



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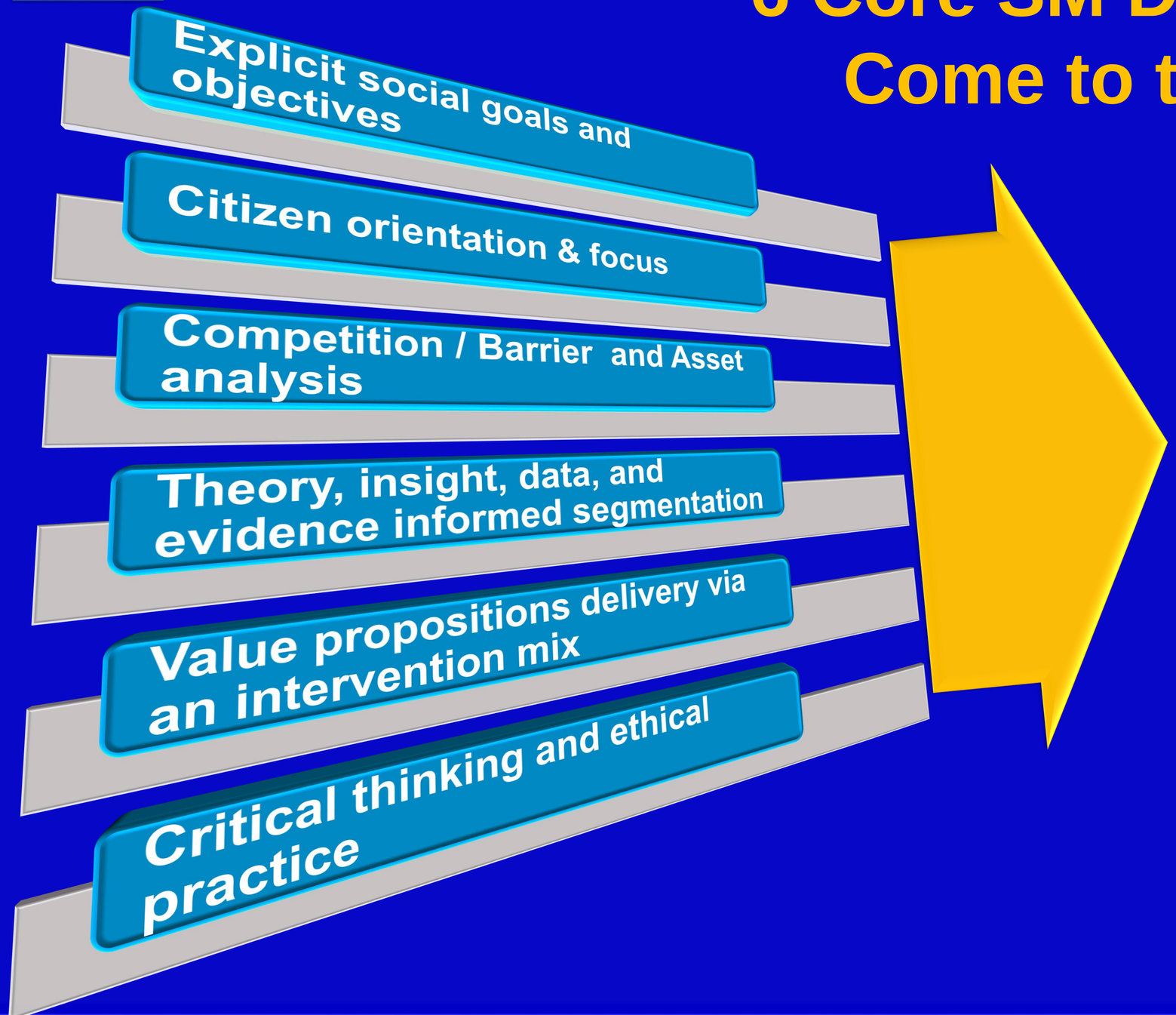
6 Core SM Design Concepts Come to the workshop



Social and Personal Value

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Goal:

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Institutional Perceived Value

Benefits of mobility:

- → Personal development
- → Soft skills: communication skills, willingness to change and intercultural skills
- → Easier career entry
- → Additional career options

For one's own institution: mobility is part of a process called *internationalisation*. More and more institutions are creating their own internationalisation strategy.

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Value Destruction

Main reasons for lack of interest in studying abroad among German students 2021

Reasons not to undertake study-related visits abroad	Proportion in %		Proportion in % total
Separation from my social circle in Germany (e.g. friends, family, partner)	Bachelor's degree	53	53
	Master's degree	49	
	Other degrees	46	
Too much organisation required	Bachelor's degree	40	40
	Master's degree	44	
	Other degrees	38	
Costs too high	Bachelor's degree	37	38
	Master's degree	36	
	Other degrees	39	
Loss of time	Bachelor's degree	28	32
	Master's degree	32	
	Other degrees	48	
No interest in travelling abroad	Bachelor's degree	24	23
	Master's degree	19	
	Other degrees	23	
Inadequate foreign language skills	Bachelor's degree	21	20
	Master's degree	15	
	Other degrees	18	

Source Wissenschaft weltoffen 2021. Facts and Figures on the International Nature of Studies and Research in Germany and Worldwide (wissenschaft-weltoffen.de)

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The need to move from:

Expert Defined Model

Value to Citizen Model

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2 Examples

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Experience

+

Relationship

+

Product / Service

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Experience

+

Relationship

+

Product /
Service

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Product / Service

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Old behavioural patterns are changing

1. More value on experiences
2. Happiness is less connected with possessions and status
3. More emphasis on creating and sharing memories and experiences across all aspects of life

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Service Dominant Logic

Robert Lusch

It's about the intangible as well as the tangible value that you get

Stephen L. Vargo and Robert F. Lusch, "Service-Dominant Logic: Continuing the Evolution,"*Journal of the Academy of Marketing Science* 36(Spring 2008), 1-10

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What tangible and intangible value do your users and partners want?

Have you set these benefits out and do you have ways to measure them?

in the different areas of the education system. By means of the search function, here you will find the program that meets your needs and expectations.

Individual exchanges

Young people from different linguistic regions visit each other in their respective families. Exchange partners discover a Swiss host region, improve their knowledge of the foreign language in real situations and become familiar with new habits and customs.

Class exchange

Classes from different Swiss language regions visit each other's homes and learn a foreign language on this occasion. They can develop joint activities, visit each other or organize a time-limited exchange. Movetia supports primary and secondary school class meetings and vocational school class meetings.

Exchange Schools

This program gives teachers and principals the opportunity to do observation internships and/or teach in a partner school. It aims to stimulate relations between schools, to allow the exchange of pedagogical practices, the transfer of innovations and the deepening of language skills.

ExchangeMores

The ExchangeChœurs exchange program brings together children's and youth choirs across linguistic borders. Choir Exchange Projects taking place in Switzerland and involving children and young people under the age of 25 are encouraged.

National exchanges in NABB vocational training

Apprentices and recent graduates gain work experience in another language region of Switzerland. They develop linguistically, professionally and personally. Movetia subsidizes exchange projects of vocational schools, companies (trainers), cantonal vocational training offices and other institutions related to vocational training.

National Teacher Exchange

Future teachers can improve their language and intercultural skills by completing an internship or semester of study in another language region of Switzerland. As for teacher training institutions, they can launch partnership projects to increase mobility.

Swiss programme for Erasmus+

Erasmus+ is the European Union's programme for education, training, youth and sport and is one of the major instruments for encouraging international stays and institutional collaboration worldwide.

Swiss-European Mobility Programme (SEMP) / Erasmus

The Swiss solution for Erasmus+ in the tertiary sector is called Swiss-European Mobility Programme SEMP. SEMP offers tertiary education institutions the opportunity to financially support students, faculty and administrative staff for study, internship, teaching or continuing education stays in Europe.

Youth in Action

Youth meetings at European level: Youth in Action supports organisations and youth workers in a variety of projects that allow participants to expand their network, benefit from new impulses and gain enriching experience.

Language Assistance Program

Acquiring initial professional experience as a teacher, while improving language skills and enriching intercultural experiences, these are the opportunities offered to language assistants in host schools, in Switzerland and abroad. The host schools in turn benefit from an authentic and motivating language course.

International Program

The International Programme 2022 enables Swiss actors in the field of education and youth work to implement projects aimed at establishing networks, creating training offers or developing the quality of institutional processes in collaboration with European and non-European organisations.

International School Class

Collaborate and develop a common project: The meeting between a Swiss class and a non-European class that gives wings to secondary I and II students.

Cantonal programmes

Some cantons offer individual and group exchange programmes, which are open to their residents. Movetia maintains a list of these cantonal programmes and provides direct links to the websites specific to these programmes.

Your big basket of offers

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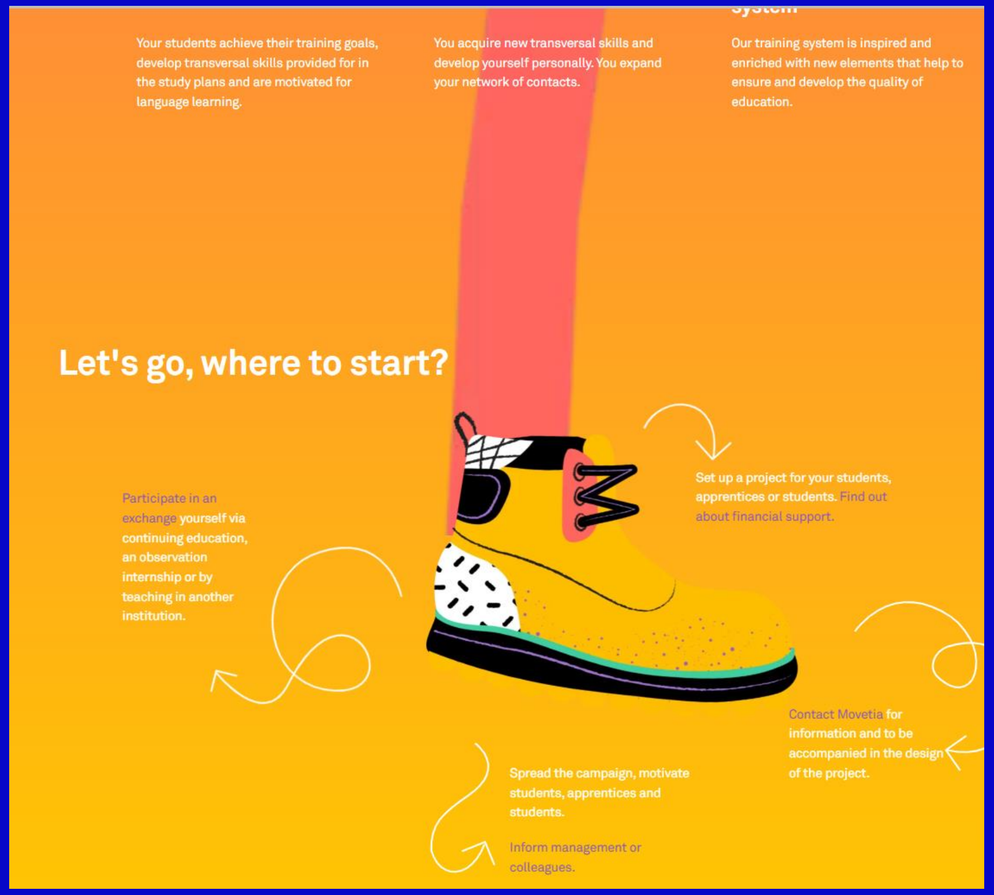
Is your system easy to navigate?



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Experience

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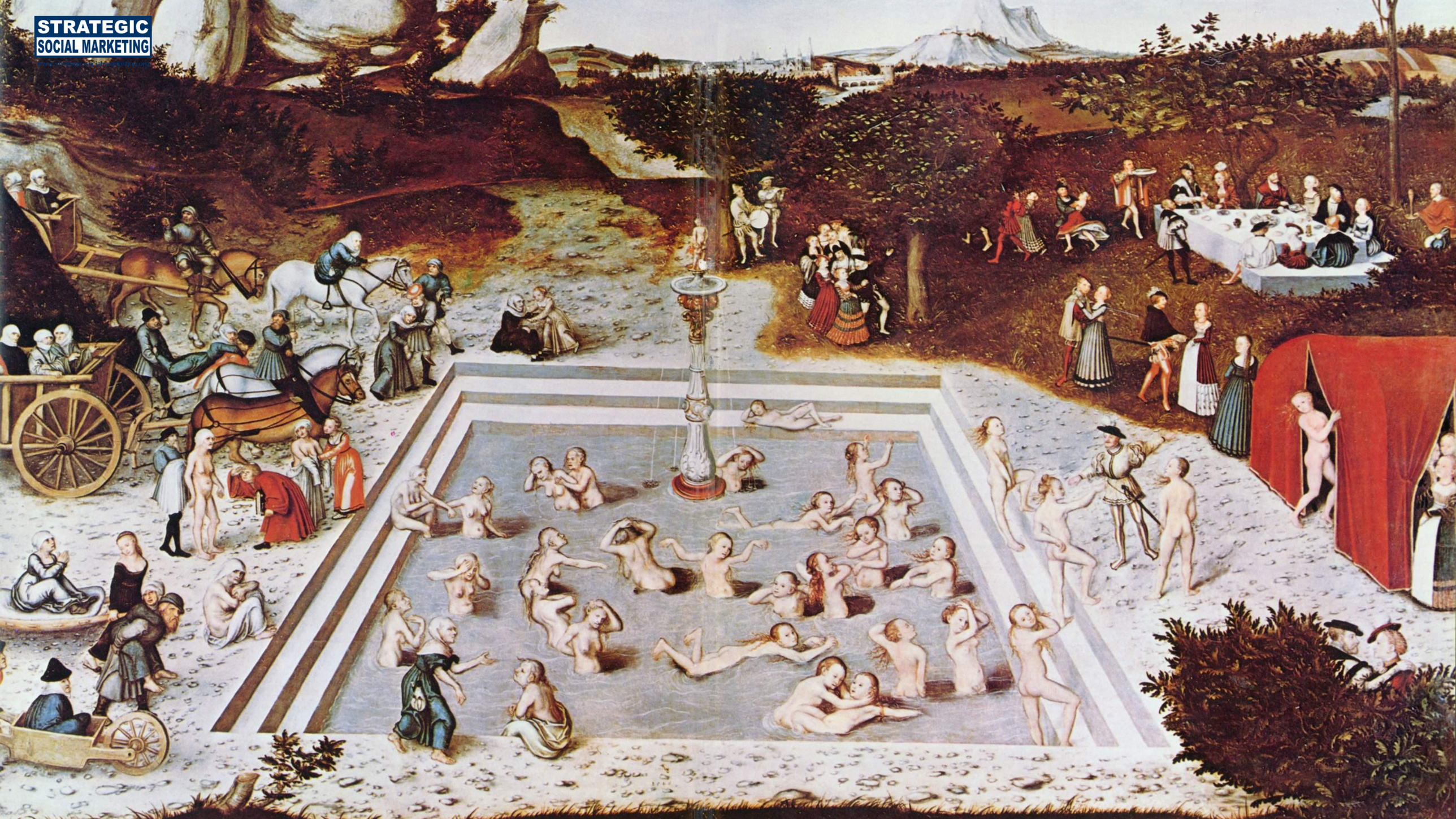

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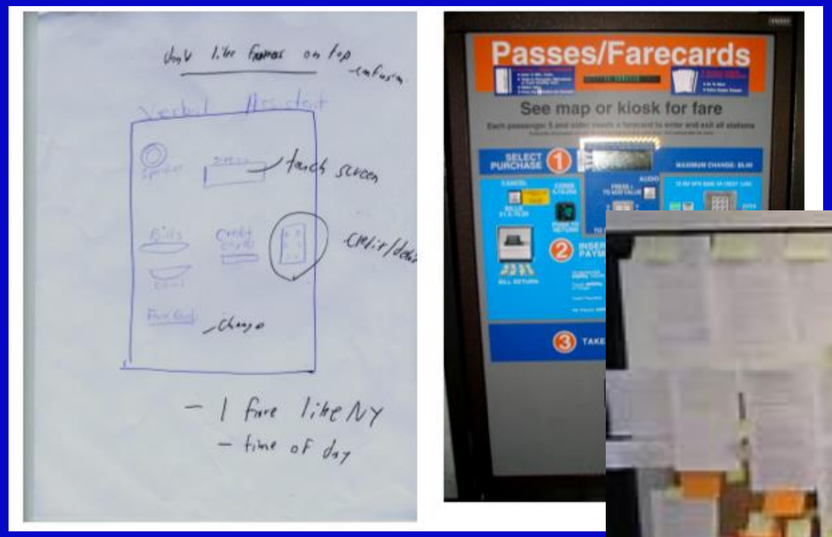
Participatory Service Design



Experience is overtaking product and price as the most important factor in influencing behaviour

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Co-production and Relationships

Co-design
Co-delivery
Co-production
Co-appraisal
Co-development
Co-testing
Co-implementation
Co-review
Co-evaluation
Co-dissemination
Co- value creation

Viral marketing

Permission Marketing

Relationship Marketing

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You face a lot of Barriers / Competition

Students

The obstacles for students are as follows:

- → Separation from my social environment (e.g. friends, family, partner)
- → Too much organisational effort
- → Costs too high
- → Time loss
- → No interest in foreign countries
- → Lack of foreign language skills
- → Obligations towards the employer

Staff

The obstacles for staff:

- → Organisation of its replacement too demanding
- → No support from the hierarchy

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Have you undertaken competitor analysis?

What is your competition strategy?

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Asset Assessment & Relationships

What about current and future enabling factors, potential partners and assets assessment?

- Public sector partners
- Private sector partners
- Sponsors
- NGO’s
- Community champions
- Tec / Digital opportunities

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Relationship

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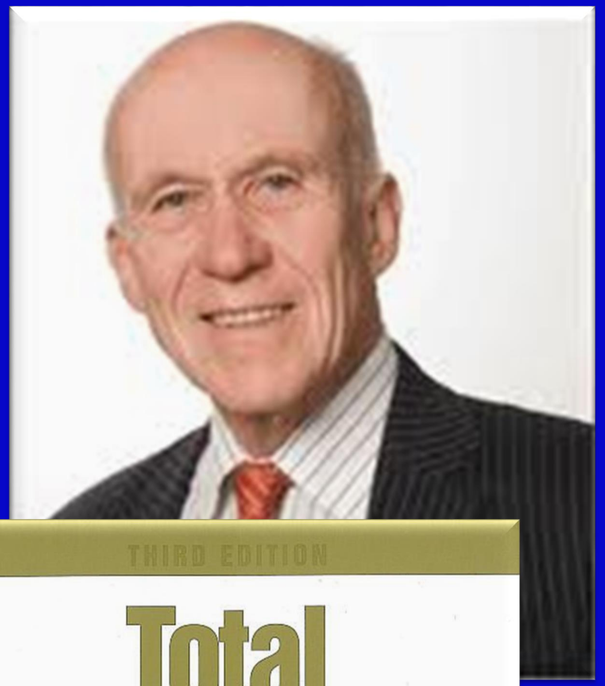
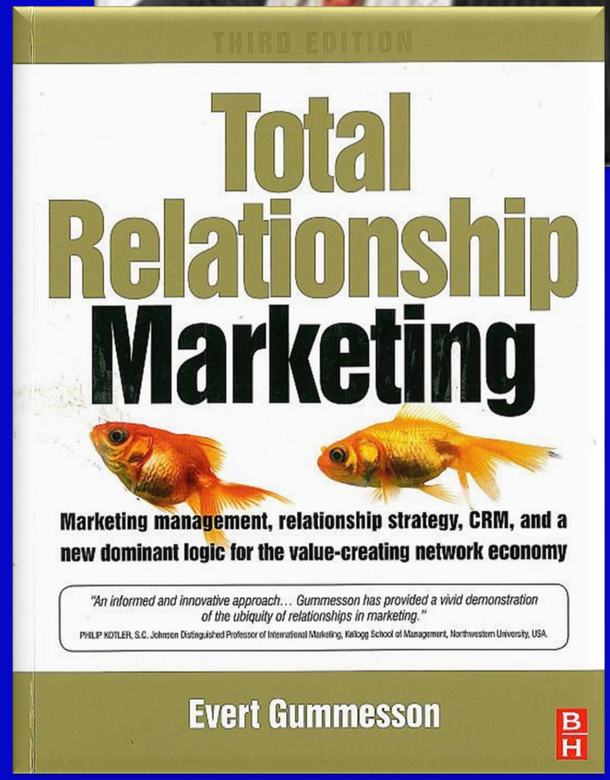
Evert Gummesson



The longer the relationships:

1. More profitable / effective

2. More satisfying for companies & customers



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Brand

A set of impressions in the mind

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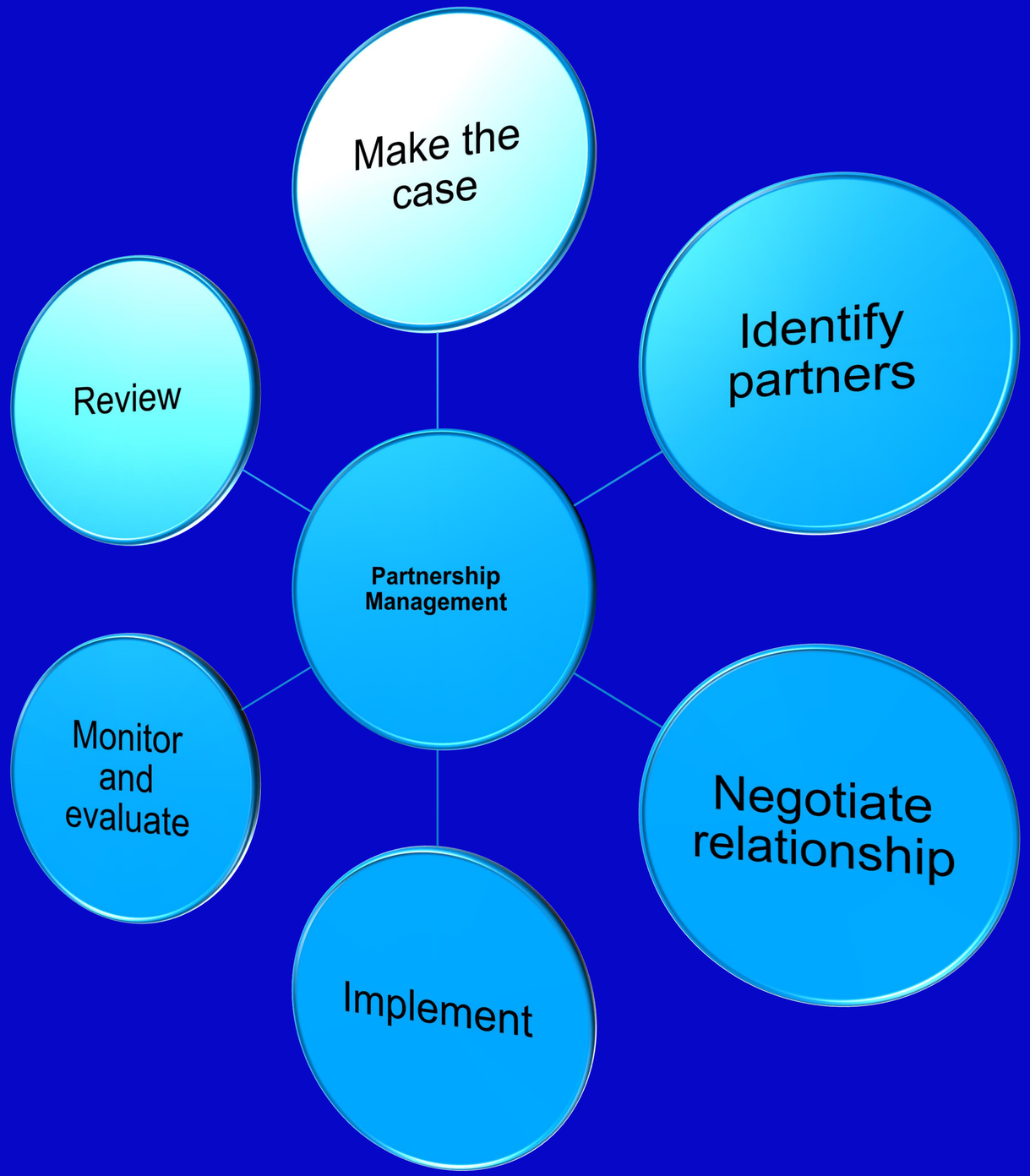
Brand is Built and Sustained Through Organisational Culture and User Interaction

- What you do
- What you don’t do
- How you do it
- What you say
- What you don’t say
- What you promise
- What you deliver

The need for coalition building and partnership management



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I can see that look!

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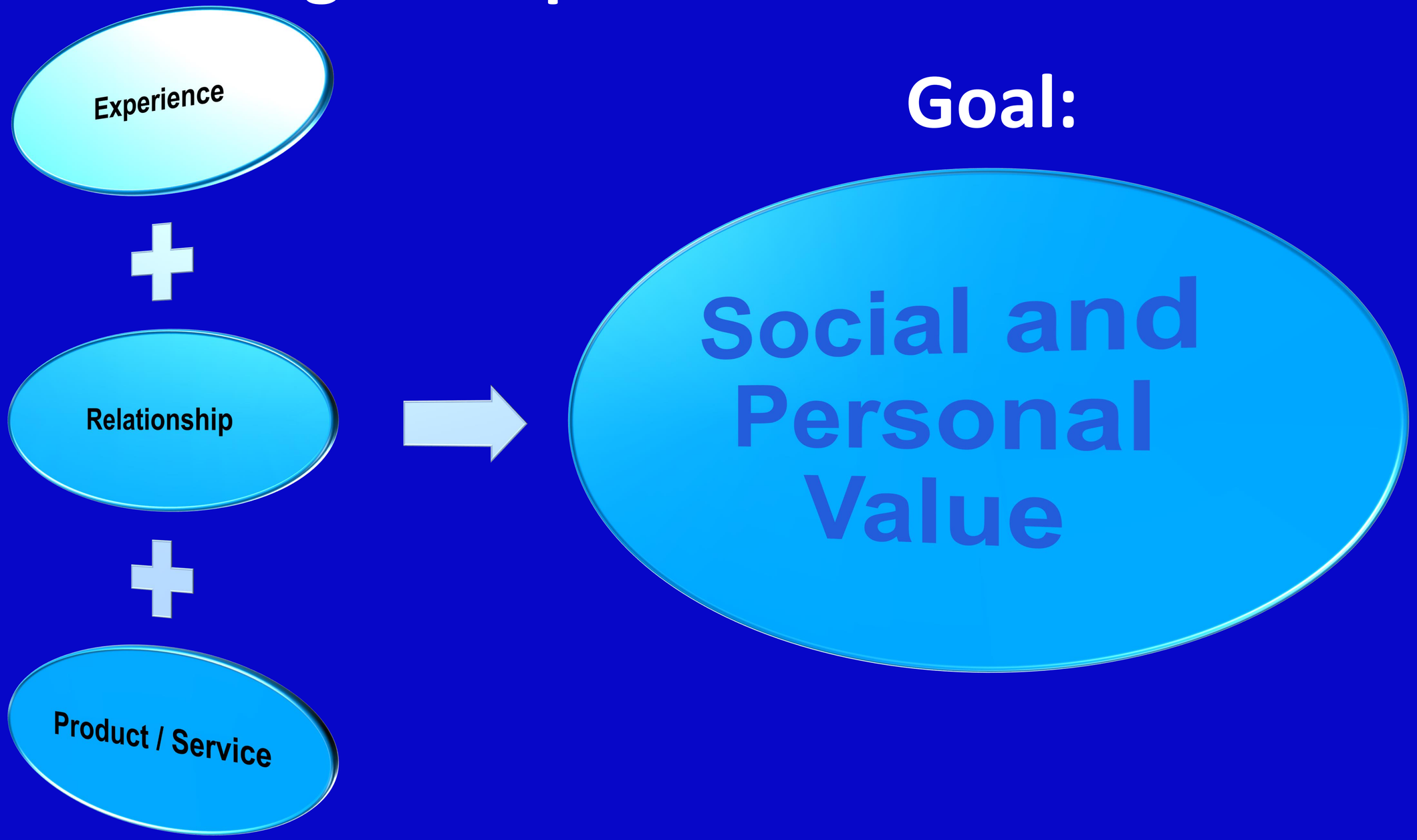
Marketing Principles



From Transaction to Relationship

Transactional Social Marketing	Relational Social Marketing
Orientation to a single social behaviour	Orientation to ongoing citizen influence
Discontinuous citizen contact	Continuous citizen contact
Focus on service features	Focus on citizen perceived value
Short time scale	Long time scale
Low emphasis on service quality	High focus on service quality
Limited commitment to meeting citizen expectations	High emphasis son meeting and exceeding citizen expectations
Quality a concern of service staff	Quality the concern of all staff
Marketing the responsibility of Social Marketing staff	Marketing the responsibility of all staff

Adapted from: Operesnik M. Relationship marketing as an integrative management. 83-87. Vol 1.No 1 . Oct 2015. Mind your marketing. Journal of the World Marketing Summit

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Student / Teacher Centric Delivery

Track progress, Build Relationships and Learn

Build & Sustain Delivery Coalitions

Use Insight to Deliver Objectives

Build Delivery and Processes Around them

Understand Target Audiences

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Social Marketing is a deeply respectful and empowering way to work

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Austausch und Mobilität
Echanges et mobilité
Scambi e mobilità
Exchange and mobility

THANK YOU

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