



## SPECIALIZATIONS OF MARKETING IN NON-ECONOMIC AREAS: SOCIAL MARKETING AND NON-PROFIT ORGANIZATIONS MARKETING

Irina NICOLAU

Faculty of International Business and Economics, „Dimitrie Cantemir” Christian University, Bucharest, Romania, E-mail: [nicolau.irina@yahoo.com](mailto:nicolau.irina@yahoo.com)

**Abstract** *Marketing is in constant development, theoretically and practically under the influence of a highly dynamic and competitive global environment. From year to year, the budgets assigned to marketing, regardless of the sphere of activity, grow, confirming the statement of Robert Louis Stevenson: "everybody lives by selling something", and proving that organizations understand that only in this way maximize their chances successful.*

### Keywords

Social marketing, volunteering, non-profit organizations

### 1. Introduction

In this globalized economy, marketing has managed, also, to be relevant in the work of organizations in areas so far considered unattractive for some time, such as those focused on the non-profit or social activities, that are only strengthening the idea of the universality of marketing. This is based on strong, undeniable arguments, referring essentially to the fact that marketing (Balaure, 2002, p. 60):

- penetrated gradually in all sectors of economic life
- entered the economy on different stages of development
- was affirmed in any type of economy

### 2. Social marketing

Although it is considered that marketing is specific only to those companies that are active in the economic field, in 1952, G.D.Wiebe was the one who first raised the issue of using sales techniques to sell social causes. In 1971, taking Wiebe and two other specialist's idea - Paul Lazarsfeld and Robert Merton - Philip Kotler and Gerald Zaltman published an article describing this new marketing approach towards the social sector (Kotler and Zaltman, 1971).

They also provide the first definition given to social marketing: it is the creation, implementation and control of programs designed to influence the acceptance of the ideas of social nature and that involves a range of considerations about the product, price, distribution, promotion and research market. Social marketing has as features (Kotler and Lee, 2011):

- It aims to influence consumer behavior;
- Uses a systematic planning process that applies marketing principles and techniques;

- Targets specific consumer segments;
- His actions have positive effect on society as a whole.

Although social marketing has arisen in the non-economic field, there are still a number of similarities with commercial marketing. Thus:

- Consumer orientation is vital;
- Both social marketing and the commercial one use the market research in order to correctly identify the target consumers;
- Strategies are adopted based on the desires, needs, resources and consumer purchase and behavior for specific segments;
- They take into account the 4Ps;
- The results are measurable and are used to determine which potential improvements can be made.

Also, a number of social marketing features can also be found in other specializations such as non-profit marketing or public sector marketing. Moreover, one can say that social marketing orientation is just one of the marketing activities undertaken within non-profit organizations (Kotler and Lee, 2011).

The social marketing activities, however, are developed based on four specific principles (Lee *et al.*, 2011):

- *The value exchange* - the offer made is built on its own perception of the targeted public - taking into account the needs that it believes it has, hence choosing the best option.
- *Recognizing the value of competition* - competition makes you better, and if social marketing strategies used are intended to provide that "something" with more value than any other competitor.
- *Using the marketing mix to remove barriers* - the product, price, placement and promotion strategies,

aimed at reducing the barriers that stand in the way of consumer behavior that is consistent with social norms and desires.

- *Sustainability* - arises from the constant monitoring of ongoing social programs adjusting them in line with changes occurring in the environment or in the target population.

In addition to the classic marketing mix, when we talk about one can speak of social marketing 4P yet, perhaps as important: the public, partnership, policy and purse strings funds used in the application of social marketing policies.

### 3. Non-profit marketing

Today, more organizations active in the social sector began to adopt specific techniques in order to make work more efficient and maximize results. Thus, it raised a new problem related to the fact that social marketing should be specific only for non-profit companies, not income generating activities.

Lately, however, it was found that more organizations carry out such activities that are practiced, but for the self-declared financial support of social causes. It-outlined this way, the existence of other form of marketing - the non-profit organizations marketing.

Nonprofit companies are found in several areas of the economy (see figure 1), and addresses the different needs of society, according to the sector they belong.

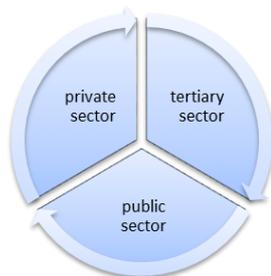


Figure 1. The area of origin of non-profit organizations  
Source: (Sargeant, 2009)

In a developed economy, private sector organizations, cover the majority of consumer needs, based on the existing demand. However, there are times where, for different causes - periods after wars or the recession, for example - the private sector cannot meet all the needs of the society members and this is when the public sector intervenes, the Government and relevant institutions to provide support programs for people affected by the changes taking place in the market (Nicolau, 2013).

Public sector organizations are created and funded by the state and, in addition to the activity of supporting people in difficult situations, have the role to provide a range of services strictly required for the development

of society as a whole, such as health services or education.

The third sector, the tertiary one, is intended to provide those services and to support those needs that the other two sectors were not able to cover. Is important to keep in mind that the name "third sector" does not refer to the service sector companies in this area, but to volunteering (Nicolau, 2014).

Funding in this case is done with private funds and the emphasis is on the responsibility that we all have to help those members of society who are in difficult situations. This sector is experiencing a significant development especially in the USA where volunteering is a real belief in the life of every citizen. Typically, organizations in this sector are very small in size, with few employees (volunteers) and addresses the specific needs, they are trying to solve punctual, they are not influenced by the political nor the economic one.

Marketing of the non-profit organizations may be defined, taking into account all these details, as comprising all marketing tactics used by organizations in the field to achieve their goals (Wymer, *et al.*, 2006).

The various dimensions of nonprofit marketing are designed based on:

- Planning - the process by which marketers create plans for achieving goals;
- Positioning - usually other non-profit organizations are quite common in society, but most often see themselves put in a position to compete with each other for fundraising; at this time, there are used different marketing techniques to attract people to the cause supported.
- Communication - how the most of your marketing objectives are achieved. Communication is done by employees, volunteers, donors, government, other non-profit organizations, and, in general, the whole society.
- Attracting resources - resources can take various forms, from money, resources, time, down to giving motivational speech by different public figures.

Nonprofit organizations can be formal or informal. The informal ones have no paid employees, are created on a voluntary basis, for a specific event or project and will dissolve when the purpose for which it was set up has been reached.

Organizations have formal staff (not, however, a prerequisite) and have legal personality. The more the size of a formal organization is larger, the more important is the existence within its structure of a marketing department. Nonprofit marketing functions are:

- Fundraising;
- Attracting volunteers;
- Creating relationships;
- Communication.

Marketing orientation of nonprofit organizations involves coordinating all activities for:

- communicating properly the mission that underlies their work;
- reaching goals;
- consistent and targeted messaging to potential customers.

The latest trends in the marketing of non-profit organizations are based on the need to create brands that attract potential donors or volunteers and differentiate them from the competition. Also, the Internet plays a decisive role even in this case, much of the activities of these organizations taking place in the cyberspace.

#### 4. Conclusions

In conclusion and looking at things in terms of specialization it is obvious that in recent decades have occurred and have developed new forms of marketing, based on changes in economic, social, cultural or political world market which led in turn to a change in consumer behavior. In this sense the technological revolution - which culminated with the emergence and development of the Internet has a decisive role in the expansion of marketing specializations, especially in the non-economic areas.

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