

## Marketing Social Innovation: Finding Competitive Advantage in Social Enterprise Methodology

**Authors :** Ted Gournelos

**Abstract :** Marketing approaches in practice and academic literature usually foreground the importance of product and brand awareness in strategy. Decisions emphasize justifications and promotions of existing projects, which has the unintended consequence of pushing marketing, public relations, and other communications to secondary strategies and tactics rather than as inherent pieces of organizational development. In other words, marketers implement what others have already decided. This is a challenge not only for the communications field, but also for the organizations themselves, since integrated communications employees are often the primary, if not the only, touchpoints for client/customer/user research and interaction. Organizations thus become increasingly out of touch, raising the risk of public or human resources crisis and decreasing the focus on opportunities for development and growth. This paper will discuss the potential for social entrepreneurship to refocus marketing and communications professionals on primary strategy, and suggest best practices for developing initiatives not only to impact marketing efforts themselves, but also the guiding organizational approaches to project management, human resources, corporate social responsibility, and research. It will provide a comparative analysis of social media marketing efforts conducted by food security non-governmental organizations from several countries, pointing out both flaws and areas of opportunity for integration with for-profit organizational strategy, and discuss the implications of descriptive, proactive, and interactive messaging.

**Keywords :** social enterprise, strategy, innovation, social media

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