

Viewpoint Q&A

Carmen Van Zyl

Can you tell us about yourself and your current role?

My name is Carmen Van Zyl, a strategic marketing consultant with a passion for creating a positive impact by sharing the stories of change-makers in this world. Currently, I hold the role of Founder and CEO at Live Better Creatives, a marketing management consultancy firm based in Australia and Indonesia. In this role, I work closely with clients and our global team to develop strategic impact-driven marketing, media and communication campaigns that drive meaningful change and help socially responsible entrepreneurs build and articulate their authority in their respective fields.

What attracted you to the role?

What attracted me to this role was the opportunity to combine my expertise in marketing and my skills as a legal practitioner with my passion for social impact. I wanted to use my skills to make a difference in the world, and being a marketing consultant, specifically focused on impact-driven entrepreneurship allows me to do just that. Our firm works across industries and it's incredibly fulfilling to see how effective marketing strategies can inspire action within communities. Change is possible with powerful and strategic communications!

What are the most satisfying parts of your work as a social marketing practitioner?

The most satisfying parts of my work as a social marketing practitioner are witnessing the impact of our campaigns and knowing that we are making a difference. We are



changing the face of marketing by showing the world that traditional marketing can be revamped to cause change. Real change. Seeing individuals and communities embrace positive behaviours, engage with important causes, and drive change is incredibly rewarding. It's a constant reminder of the power that marketing has to influence and shape society for the better.

Can you share with us a project that worked particularly well?

One project that stands out as a success is the work we have done for a social enterprise developing and delivering a suite of digital solutions for smallholder farmers in developing nations. Through a strategic mix of digital storytelling, engaging content, and tailored communication and media tools, we were able to raise awareness about their mission, mobilise support, and drive significant traction for impact investment and grant acquisition. It was inspiring to witness the funding received and witness the tangible impact our campaign had on the organisation's mission. Thousands



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of farmers have been positively impacted to lift themselves out of poverty because of this strategic mix of services we provided for the organisation.

From your experience, what are some of the most significant pain points practitioners face when working on projects?

From my experience, some significant pain points practitioners face when working on projects include limited budgets, balancing stakeholder expectations, and effectively measuring the impact of their campaigns. It's crucial to find creative solutions to these challenges and adapt strategies to maximise resources while still achieving meaningful results. Collaboration and open communication with clients and stakeholders are key to addressing these pain points effectively.

How do you stay up to date with the latest social marketing issues and trends?

To stay up to date with the latest social marketing issues and trends, I actively engage with industry publications, attend relevant conferences and webinars, and participate in social media communities tailored towards social impact. Networking with change-makers delivering unique solutions through their organisation, other professionals in the field and staying connected with thought leaders through social media platforms also helps me stay informed and gain valuable insights into emerging trends and best practices.

Finally, what tips would you give to other social marketing practitioners?

My tips for other social marketing practitioners would be to always stay true to your purpose

and values. Be passionate about the causes you work on and constantly seek opportunities for growth and learning. Embrace collaboration, as the power of collective impact is often greater than individual efforts. Lastly, remember that empathy and understanding are at the heart of effective social marketing. Listen to your audience, be authentic in your approach, and strive to create meaningful connections that inspire action.

