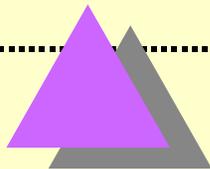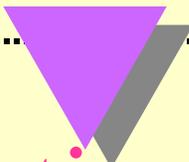# Creating and Marketing Your Web Site

A Five Step

## **Social Marketing**

Approach

Jennifer Bauerle

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Department of Psychiatric Medicine

University of Virginia
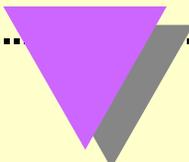
Charlottesville, Virginia

Why A Social Marketing Approach?

- ◆ Uses influence rather than coercive strategies

- ◆ Brings about voluntary behavior change

- ◆ Focuses on the personal and societal welfare

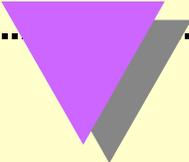- ◆ Uses commercial marketing technologies and theories
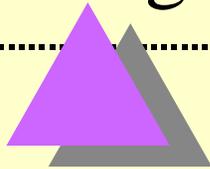
Step I: Initial Planning
## Understanding the issue, target audience & environment

- Brainstorm *web site's mission*
- Break this down to ten words
- Put it in writing and display it
- Define and segment target audiences
- Assess economic, political, and social environment
- Analyze competition
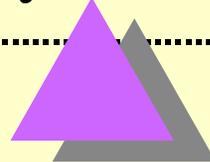
Step II: Formative Research

Using the data from Step I to develop the message/product

- Convene Task Force

- Choose designer and software

- Best way to give message/product

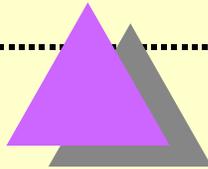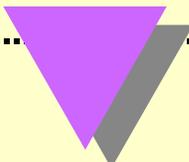- Design message/product

- Creative message
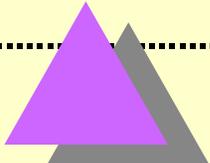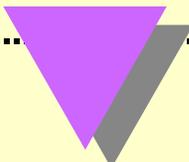
Step III: Strategy Formation

◆ Conduct, analyze, and share focus group data with task force

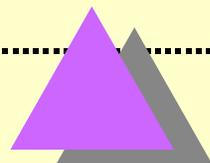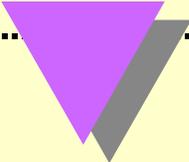## RE-WORK:

◆ **P**roduct Strategy: maximize the benefits

◆ **P**ricing Strategy: lower the "cost"

◆ **P**lacement Strategy: create easy access

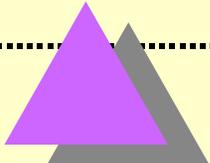◆ **P**romotional Strategy: how audience is being targeted by competitors

Step IV: Marketing Implementation

- ◆ Develop the implementation plan

- ◆ Purchase the media

- ◆ Generate publicity

Step V: Tracking and Evaluation

- ◆ On-line evaluation form
- ◆ Feedback e-mail
- ◆ Tracking software
- ◆ Counter
- ◆ Surveys
- ◆ Focus groups

# Where to get more information:

- *Hands - On Social Marketing* by Nedra Kline Weinreich, (1999), Thousand Oaks: Sage Publications

- *Marketing for Social Change* by Alan Andreasen, (1995) San Francisco: Jossey-Bass Publishers

- *The Focus Group Kit* by David L. Morgan & Richard A. Krueger, Sage Publications

- *Qualitative Evaluation Methods* by M.Q. Patton, (1980) Beverly Hills: Sage Publ.
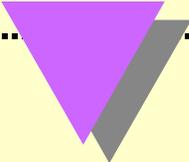
More Information (continued)

- ◆ *Social Marketing Quarterly*, Best Start, Inc., **beststart@mindsprring.com**

- ◆ Social Marketing ListServ at: **listserv@listserv.georgetown.edu**

- ◆ Other Social Marketing web sites:

  oak.cats.ohio.edu

  www.foundation.novartis.com/social marketing

  ww.hc-c.gc.ca/hppb/socialmarketing/bibliography
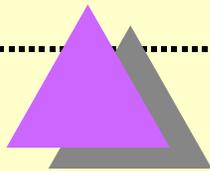
USEFUL SOFTWARE

HTML Editors:

- *Web Express* by MicroVision Development at **www.mvd.com**

- *Front Page '98* by Microsoft

- *Page Mill* by Adobe at **www.adobe.com**

- *Home Page* by Claris at **www.claris.com**

Tracking Software:

- *Web Trends* by Web Trends, Inc. at **www.webtrends.com**