

Social Marketing 101



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Pick a **better snack**™



JUMP 'N JIVE



COME ALIVE WITH FRUIT!

Eat Smart:

It's a healthy start



The Food Friends



calcium

It's not **JUST** milk.

So... Why Are You Here?

What are you expecting to learn?
What do you want to learn?
Something else?

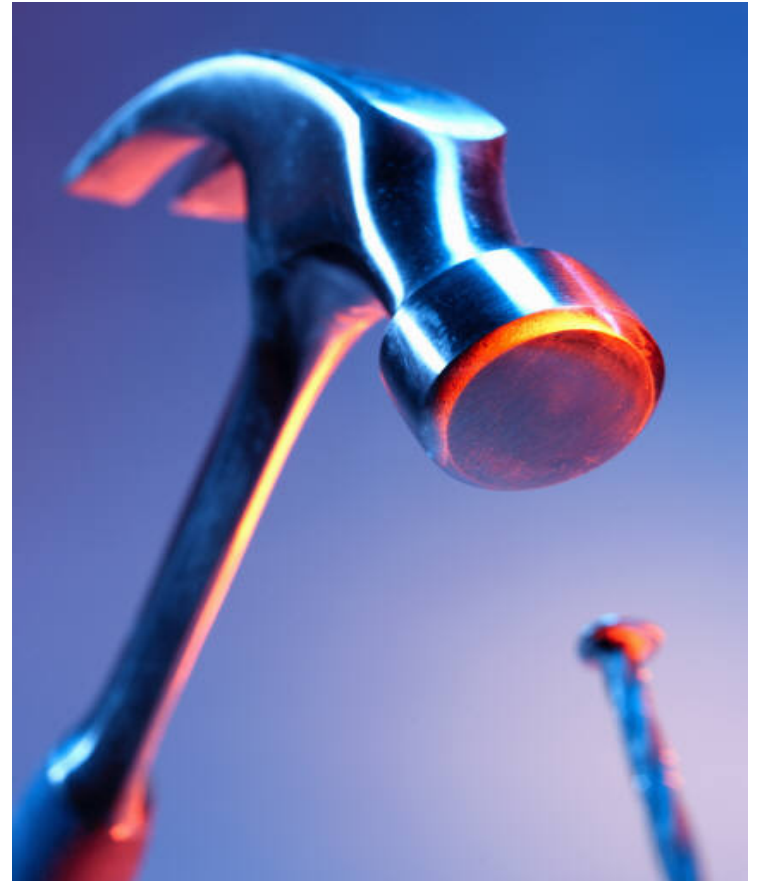


Presentation Overview

- Why Marketing?
- Definition
- Distinguishing Features
- Steps of Social Marketing

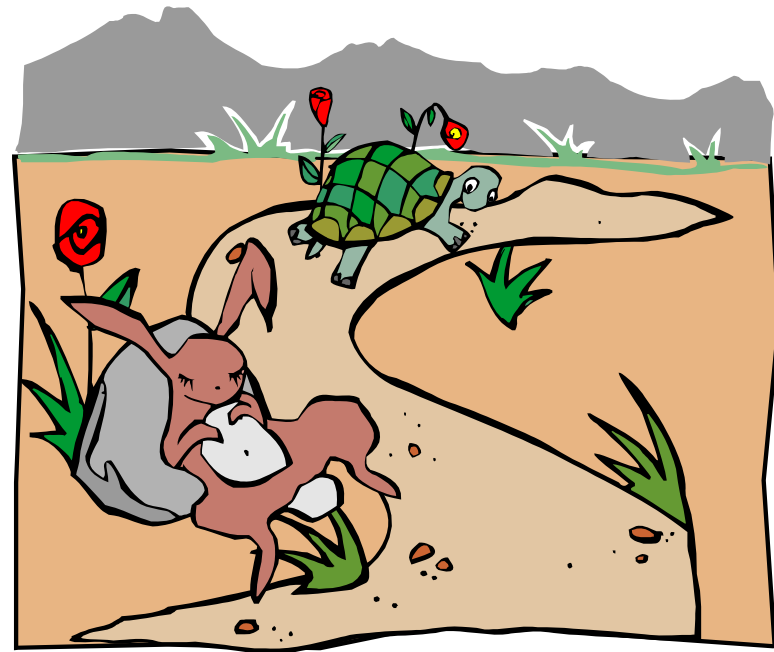
Why Marketing?

When we only have
a hammer, we
treat every
problem as if it
were a nail!



Why Marketing?

Insanity is continuing to do things the same way.... and expecting them to turn out differently.



Instead.... Do things differently!



1/3 of Premature Deaths.....

.....caused by unhealthful eating and physical inactivity.

HHS estimates that unhealthy eating and physical inactivity cause about 1,200 deaths every day!



What is Healthful Eating?

- Eating breakfast every day? Or
- Eating low-fat foods? Or
- Eating 3 cups of vegetables every day?

OR

Is it a combination of well-defined behaviors?

How Do We Change Behavior?

- What methods do you use now?
- How well do they work?
- What prevents them from working well?

Achieving Behavior Change

- Education - Informs or Persuades
- Law - Use of Coercion
- Marketing - Use of exchange
 - Invite change by making desirable behavior more attractive and/or undesirable behavior more costly

Social Marketing is.....

A Behavior Change Tool!



Social Marketing is more than....

- Focus group research and fancy messages
- Advertising
- Health Communication
- Awareness campaigns



Definition

Social marketing is a disciplined, audience-focused, research-based process to plan, develop, implement, and assess interventions designed to influence the voluntary behavior change of target audiences in order to improve their personal welfare and/or that of their society.

Alan Andreasen, PH.D., Georgetown University

Key Concepts of Marketing

- Uses marketing technologies and theory
- Targets specific audiences
- Brings about voluntary behavior change
- Draws influence from other fields of study

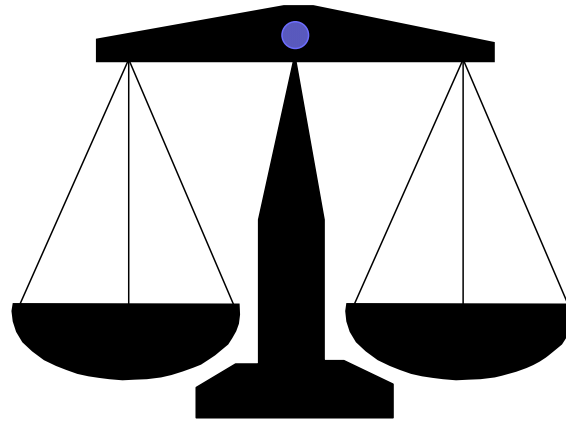
To Think Like a Marketer

- Marketing is an idea and a process!
- Marketing serves as an integrating system for many models and theories.

Distinguishing Features of Marketing

- Cost Benefit Exchange
- Marketing Mix - 4 P's (or more)
- Data Driven Decision Making
- Consumer Orientation
- Behavior Driven

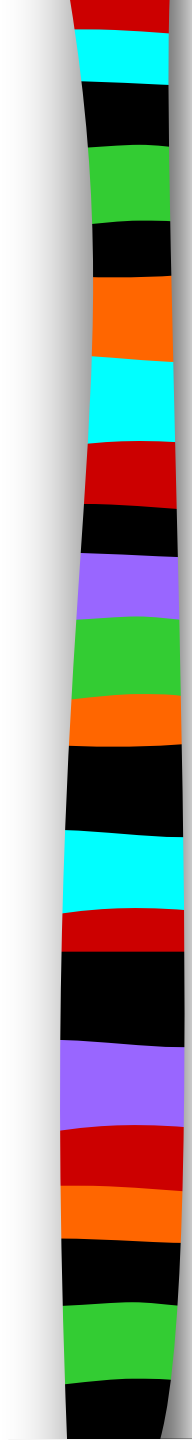
Cost Benefit Exchange



Cost = Benefit?????

Cost Benefit Exchange

- Make an Attractive Offer
 - Increase the expected benefits
 - Decrease the expected costs
 - Increase the consumer's ability to act
 - Decrease the desirability of competitive alternatives



“For a marketer to be successful,
the customer must believe that
the exchange that the marketer
is promoting is better than any
reasonable alternative - including
doing nothing.”

Philip Kotler, Northwestern University

Distinguishing Features of Marketing

- Cost Benefit Exchange
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Marketing Mix (4 P's)

- Product
- Price
- Place
- Promotion



Product

- What We Are Offering People
 - Ideas
 - Beliefs
 - Services
 - Behaviors
 - Of course the benefits



Product Must

- Meet a Need in the Target Audience
 - Benefits
 - Unique
 - Competitive
- Real
 - Defined in terms of the user's beliefs, practices and values



Product

■ Special Considerations

- Intangible products
- Invisible benefits
- Nonexistent or negative demand



Price

- Cost of Adopting the Product
 - Money
 - Time
 - Embarrassment
 - Inconvenience
 - Many Others

Place (and/or Positioning)

- Where the target audience will perform the behavior, acquire tangible objects, receive any services associated with the campaign.
 - Action Outlets
 - These can be physical locations, operating hours, waiting room environment
 - Know your audience's path points



Promotion

- How will the target audience “hear”, “see”, or “think” about the product
 - Creation of messages that are memorable and persuasive
 - Selection of promotional activities
 - Advertising, public relations, printed materials, signage, special events, etc...



Another P to consider

- Partnership - collaboration is critical in the success of social marketing campaigns.

"Alone we can do so little; together
we can do so much."

Helen Keller

Distinguishing Features of Marketing

- Cost Benefit Exchange
- Marketing Mix - 4 P's (or more)
- **Data Driven Decision Making**
- Consumer Orientation
- Behavior Driven



Data Driven Decision Making

- What groups do you want to reach?
- What is reasonable to ask them to do?
- What factors have the greatest influence on their behavior?

Audience Segmentation

- What groups do you want to reach?
 - Do you have resources to reach everyone?
 - What groups do you reach now?
 - What groups would it be impossible to reach?
 - Would one approach work equally well for everyone?

Why Segment?

- Most appropriate interventions vary for each group/segment
- Unaware
 - Awareness campaign or education focusing on benefits
- Aware but NOT doing the behavior
 - Address key factors that influence behavior

How to Segment

- Divide Heterogeneous population into more Homogenous subgroups based on differential responsiveness to change
 - What they want
 - What they are willing to pay
 - Where they can be reached
 - Most effective strategies



Distinguishing Features of Marketing

- Cost Benefit Exchange
- Marketing Mix - 4 P's (or more)
- Data Driven Decision Making
- **Consumer Orientation**
- Behavior Driven



Consumer Orientation

Identify what the
customer wants then
give it to them



Consumer Orientation

- Understand the Customer's
 - Perceptions
 - Perceived Benefits
 - Barriers
 - Self Efficacy
 - Social Norms
 - Values
 - Environment

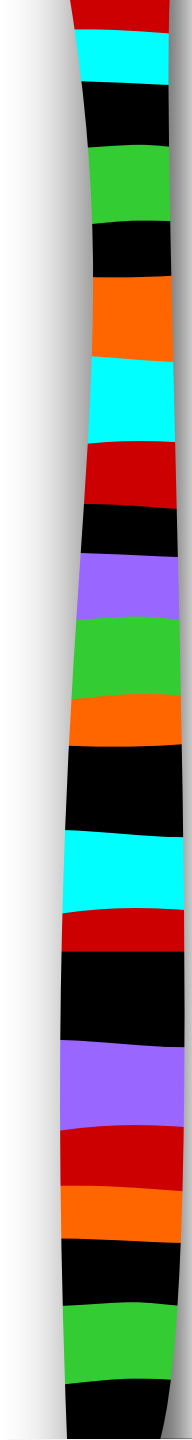
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Behavior Driven

- Know what you want your chosen audience to do
- Set appropriate behavioral objectives
- Know what your target audience does and would be willing to do
- Be willing to modify the product
 - Continuous monitoring and revision

- 
- “The problem is how to make sure we are really using marketing to the fullest extent and not dropping into advertising alone, or product development alone, or ignoring the consumer because we think we know more than they do.”

William Smith, Academy for Educational Development

Goal of Marketing

- To know and understand your customer so well.....

Your product "fits" or "sells" itself!

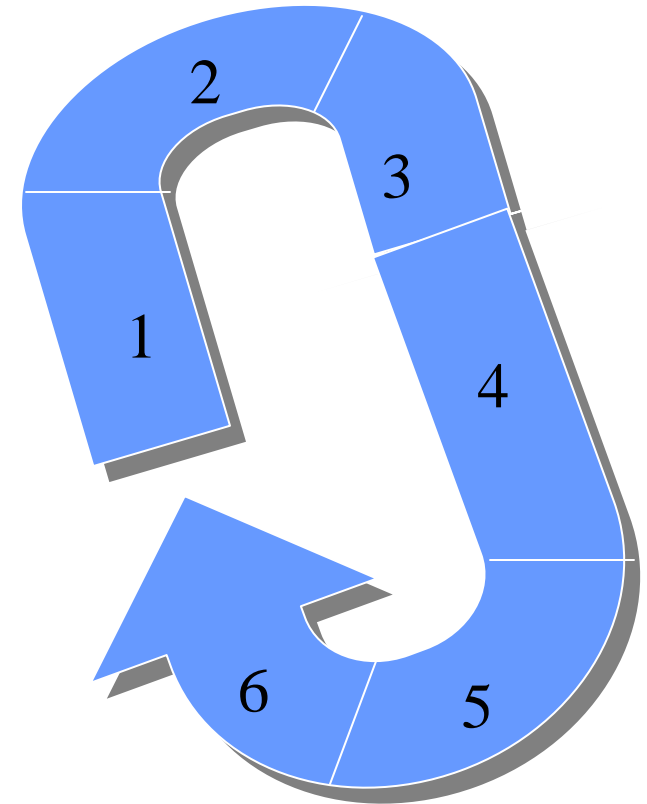


Presentation Overview

- Why Marketing?
- Definition
- Distinguishing Features
- **Steps of Social Marketing**

Social Marketing Steps

1. Initial Planning
2. Formative Research
3. Strategy Formation
4. Program Development
5. Program Implementation
6. Tracking and Evaluation





Initial Planning

- Build the underlying partnerships
 - Identify and mobilize partners
 - Consider your audience, influencers, gatekeepers and policy makers
- Identify key market segments
 - Who is doing what and where?
 - Who is at risk?

Initial Planning - con't

- Segment and select your audience(s)
 - Use developed segmentation and targeting approaches
 - Move beyond simple demographic or epidemiological targeting
- Set goals and objectives
 - Specific and measureable
 - Whether for individuals or groups



Formative Research

- Secondary data collection
 - National reports
 - State demographics and health stats
- Primary data collection
 - Focus groups
 - Secondary influencers
 - Interviews
 - Informal discussions



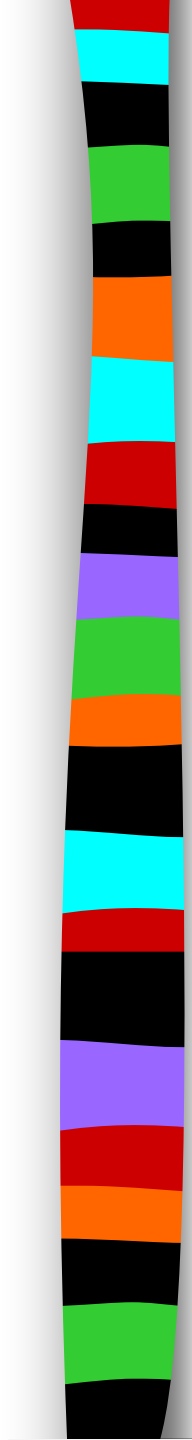
Formative Research - con't

- Understand what people think and feel about issues
- Utilize psychographic data
- Use research and data to inform development
 - Are you gaining insight into what motivates and moves your audience?



Formative Research

- Identify the competition
 - Messages, products and services
 - What are they doing?
 - Who are you up against?



"The difficulties only really become apparent when we address the particular problem behavior from the perspective of those who have to do the changing, that is, from the consumer's perspective."

Gerard Hastings, ISM

Strategy Formation

Where the analytical
meets the creative



Strategy Formation

- Translate the formative research into a comprehensive strategy
 - Product Strategy
 - Maximize benefits
 - Pricing Strategy
 - Minimize costs
 - Placement Strategy
 - Existing Environment
 - Promotional Strategy
 - Message Design
 - Message Pre-testing/Refinement
 - Educational Materials, TV, radio, YouTube, etc...

Program Development

- Should be a reflection of your marketing plan, strategy formation, formative research, and initial planning.
- Driven by data and information analysis
- Natural variation - determined by audience needs and wants



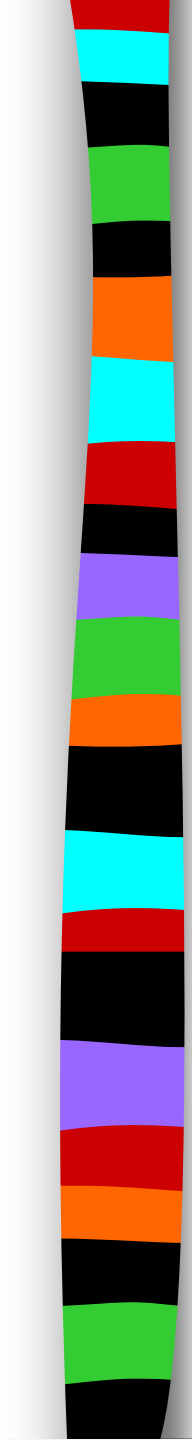
Program Development

■ Pre-testing

- Campaign elements must resonate with your audience
 - Only way to know this is to find out; check with them; ask them
 - From experience - what program gatekeepers like may not be what your audience likes

Program Development

- Make sure to integrate monitoring, tracking and evaluation strategies into your program development



Program Implementation

- Conduct a pilot test if you can
 - Provides you with critical feedback to improve your “product”, among other things
- Have fun!

Tracking and Evaluation

- Ideally should be incorporated from the initial planning stages
- Needs to happen continuously
 - Apply mid-course corrections if necessary
 - Don't be afraid to change the offer



Tracking and Evaluation

- Focus on process and outcome
 - If you have enough funding, look at impact as well
- Need to check back with the chosen audience in all aspects of the intervention

Tracking and Evaluation

- Without specific and measurable objectives, you will struggle
 - We will help _____ to do _____ by addressing _____



Guarantee Success by Bill Smith

- Fun
- Easy
- Popular



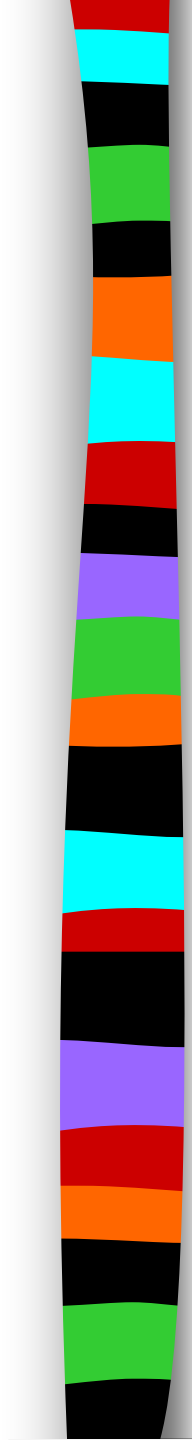
FSNE Success

- Justify development of new social marketing campaign carefully
- Align with Dietary Guidelines
- Do not disparage (in writing, visually or verbally) any specific food, beverage or commodity
- Be prepared to pro-rate costs



In Summary

- Marketing Mind-Set
 - Work systematically
 - Focus on behavior change
 - Know your audience
 - Know what influences their behavior
 - Base decisions on evidence
 - Be willing to change the offer!



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