



Social Marketing

- Social Marketing's Distinguishing Features
- Case Studies:
 - Food Thermometer Education
 - Evaluating a Social Marketing Intervention: Cardiff Study



Definition: Key Concepts

- Uses commercial marketing techniques and concepts
- Brings about voluntary behavior change
- Targets specific audiences
- Focus on personal welfare and that of society



Social Change Strategy

- Promote healthy behaviors
 - Eat 5 a Day (NCI)
 - Breastfeeding (USDA)
 - Physical activity (RWJF and AARP)
 - Use of meat thermometers (USDA)
 - Hand washing (NIH)



Distinguishing Features

- Consumer orientation
- Marketing's conceptual framework
- Data driven decision making
 - Segment audiences
 - Set behavioral objectives
 - Identify determinants to address
- Willingness to modify the product



Consumer Orientation

- Understand consumers' perceptions of product
- Consumers' aspirations



Exchange Theory

- Exchange time and effort for benefits
- Make an attractive offer
 - Create an awareness that the problem exists
 - Demonstrate the product's benefits
- Help lower the price



The Four P's

- Product

- Price

- Place

- Promotion



Product

- What we're offering people
 - Commodity (tangible good or service)
 - Service
 - Behavior



Product Must Be:

- Solution to a problem
 - Benefits
 - Unique
 - Competitive
- Real:
 - Defined in terms of the user's beliefs, practices, and values



Select a Product

- What is the behavior you want them to adopt?
- What are the benefits they will receive from the desired behavior?



Price

- The cost of adopting the product
 - Money
 - Time
 - Pleasure
 - Loss of self esteem
 - Embarrassment
 - Psychic hassle
 - Others



Price

- What must people exchange to get product benefits?



Place or Channels

- Where tangible products purchased
- Where people are in right frame of mind to attend to message
- Where service is provided
- Where people will act



Important Considerations for Place:

- Available
- Easy to find and use
- Appropriate
- Timely



Place

- Where is the behavior practiced?
- Where are the decisions made?
- Where will they be attentive to message?



Promotion

- What most people associate with social marketing
- More than advertising



Promotional Strategy

- Policy developments
- Service delivery
- Program development
- Professional training



Promotional Strategy

- Staff motivational
- Resource guide
- Consumer education
- Public information
- Public relations



Promotion

- Message design elements
 - Type of appeal
 - Tone
 - Spokesperson
 - Openings



Competition

- What competes with your product?
- How can you position your product to be more competitive?
- What image does it have among consumers?
- Can you enhance benefits?
- Can you lower costs?



Data Based Decision Making

- Formative Research
 - Select audience segment to target
 - Specific behavior to promote
 - Identify the factors that have greatest influence
- Answers used to design effective interventions around 4 Ps



First Decision: Whom Do You Hope to Reach?

- Do you have resources to reach everyone?
- Will they all respond to they same approach?



Segmentation: Marketing Model

- Marketers know they cannot appeal to all buyers in same way
- Identify priority populations
- Use combination of behavioral, attitudinal, and demographic data




Segment Audience Based On....

- Current behavior
- Readiness to change
- Desired benefits
- Perceived barriers or costs
- demographics
- Many creative segmentation schemes



Select Target of Opportunity

- Criteria for selecting targets
 - Size
 - Potential impact
 - Responsiveness
 - Need: incidence and/or severity
 - Reachability
 - For secondary audiences
 - Influence on primary audience



Identify Behavioral Objective for Each Segment Targeted

- Identify realistic goal for each audience segment
- Focus on behavior not knowledge
- Conduct research to assess response to recommended:
 - Length of time
 - Frequency
 - Other aspects of message



Identify Factors To Address

- Need to know which factors have greatest influence on behavior
- External Factors
- Internal Factors



External Factors

- Marketers focus on these first:
 - Product design features
 - Policies
 - Access
 - Skills
 - Cultural context



Internal Factors

- More difficult to change:
 - Knowledge and beliefs
 - Attitudes
 - Perceived risk
 - Perceived consequences
 - Social norms
 - Self efficacy



Findings Used to Develop A Social Marketing Plan

- Primary target segment(s)
- Behavioral recommendation
- Product strategy: what benefit to promise
- Pricing strategy: how to make affordable
- Placement: where to reach and remind audience
- Promotion: multifaceted approach with carefully designed communication plan



For more information

- Social Marketing Conference
 - June 18 -22nd at USF
 - www.hsc.usf.edu/publichealth/ Select continuing education
- Social Marketing Quarterly
 - Taylor and Francis publishers webpage
- cbryant@hsc.usf.edu