

SOCIAL MARKETING

What makes me smart?

Elements of Social Marketing

A - Audiences

B - Behaviors

C - Collaborators

Audiences

- Who's at risk?
- Who's ready?
- Who's key to success?
- TARPARE

Behaviors

- Ask here for ...
- Call/click here for ...
- Talk about ... with ...
- Do ... here ...
- Support ... by doing ...
- Advocate for ...

Marketing Strategy Collaborators

PRODUCTS

Behaviors

Information

Health outcomes

Products

Services

Benefits

Marketing Strategy Collaborators

PRICE

Who can motivate?

Who can reinforce?

Who can remove/reduce barriers?

Social Marketer Collaborators

PLACES

Who can distribute?

Who can manage distribution?

Who can provide cues for behaviors?

Who can provide cues for new behaviors?

Who can increase accessibility?

Social Marketing Collaborators

PROMOTION

When do we reach them?

What do we say?

How do we say it?

Who should say it?

Competition: Differential Advantage

- Behavioral/Lifestyle Goals
- Social/Political Philosophies
- Resources
- Social network/peer values
- Commercial/NGO interests
- Cynicism/Apathy

Reaching Audiences

- Fractured
- Opinionated
- Desperate
- Clueless

Evaluating SM Programs

- So what – does it change behavior?
- Who cares – where does it payoff?
- How long – long-term payoff?
- How – does it work and down side?

Issues For Social Marketing

- The Problem of Power
- “Inertials” vs “Loyalists”
- Collusion vs Competitiveness
- Science vs Narrative
- “Our Behaviors”