

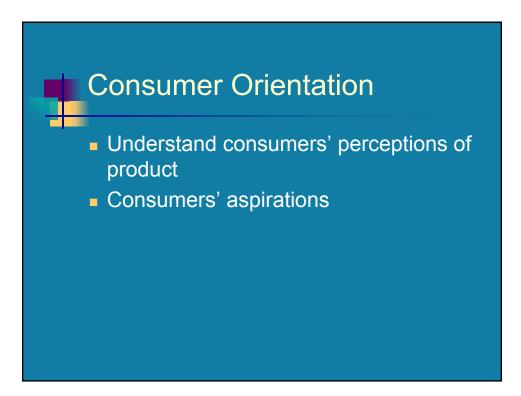


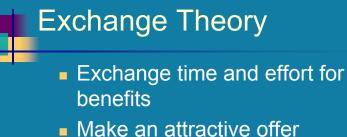
- Uses commercial marketing techniques and concepts
- Brings about voluntary behavior change
- Targets specific audiences
- Focus on personal welfare and that of society





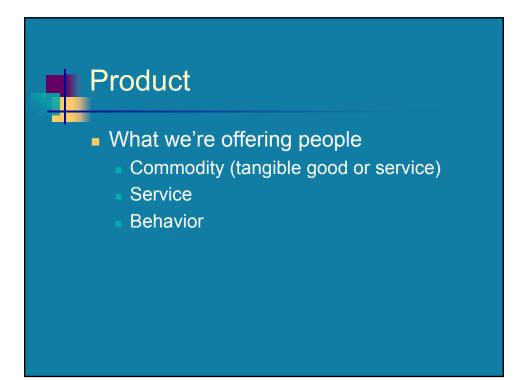
- Consumer orientation
- Marketing's conceptual framework
- Data driven decision making
 - Segment audiences
 - Set behavioral objectives
 - Identify determinants to address
- Willingness to modify the product





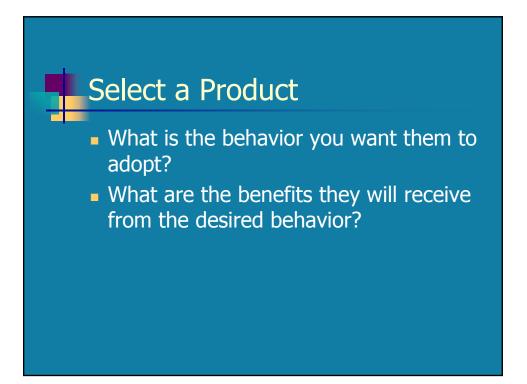
- - Create an awareness that the problem exists
 - Demonstrate the product's benefits
- Help lower the price

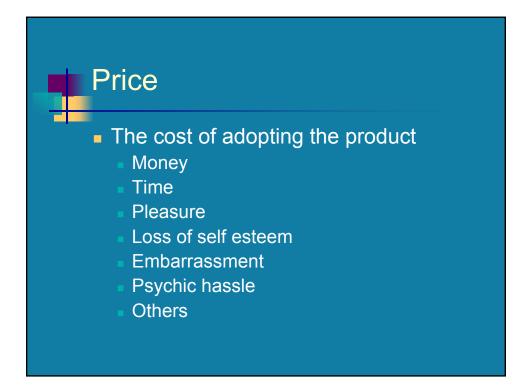


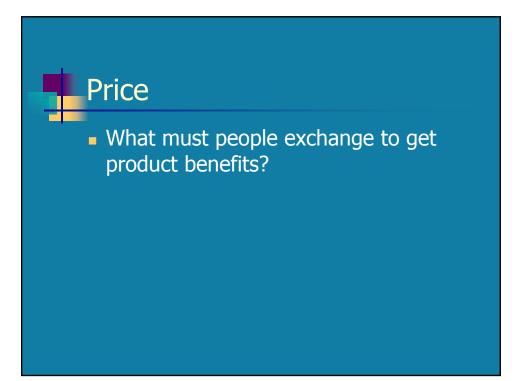


Product Must Be:

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







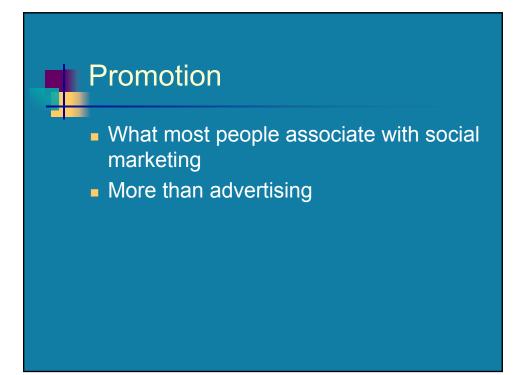


- Where tangible products purchased
- Where people are in right frame of mind to attend to message
- Where service is provided
- Where people will act

Important Considerations for Place:

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





Promotional Strategy

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

Promotional Strategy

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

Promotion

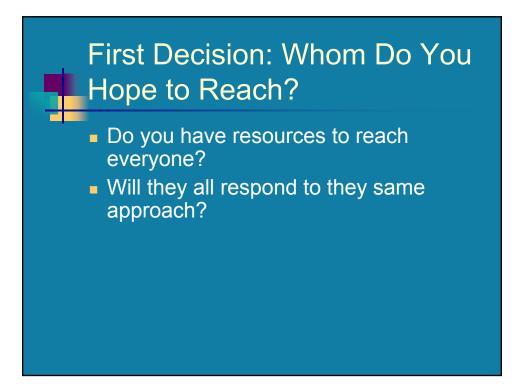
- Message design elements
 - Type of appeal
 - Tone
 - Spokesperson
 - Openings

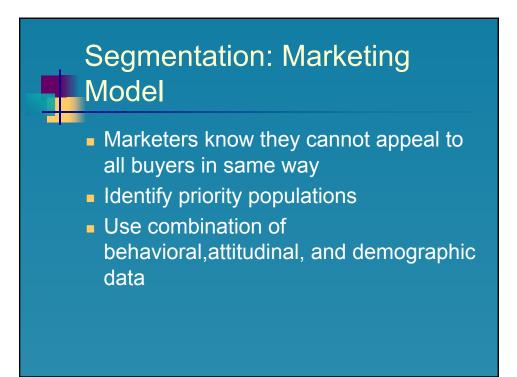


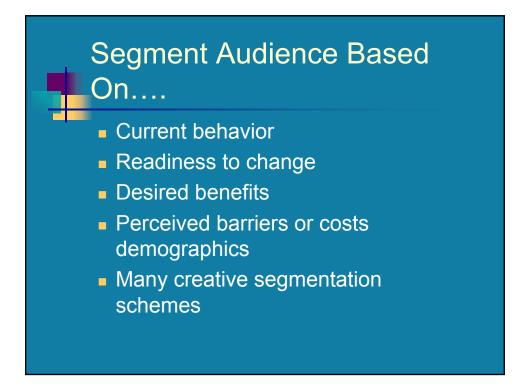
Data Based Decision Making

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





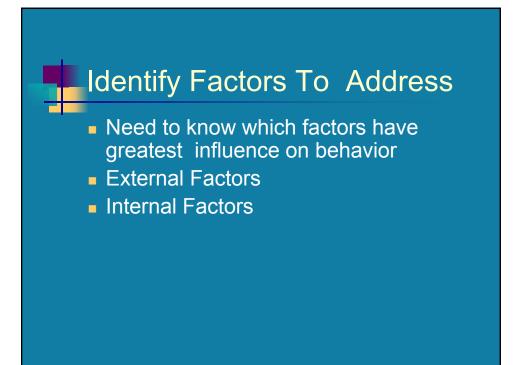


Select Target of Opportunity

Criteria for selecting targets

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







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



- 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