

## Marketing

### What is Marketing?

The complex process of creating customers for your products and services. There are two types : commercial and social.

*Commercial marketing* aims to sell a product and seeks to influence a buyer to make a product purchase. The aim here is financial gain of the company. For example, commercial television ads for McDonalds, Coke, Pepsi, etc.

*Social Marketing* aims to make changes for “social good”. Social marketers, dealing with goals such as reducing cigarette smoking, decreasing injuries, or encouraging condom usage, have more difficult goals: to make potentially difficult and long-term behavioral change in target populations. Uses many of the tools of commercial marketing and “sells” behaviors that benefit both the individual and society.

### The Classic “4 Ps” of Marketing

- Product
- Price
- Promotion
- Place



**Product:** What is our product? Our product is Injury Prevention.

**Price:** The price need *not* be monetary - it can simply be what is exchanged for the product or services, e.g. time, energy, psychology or attention. In social marketing, our products are often hard to promote because of their high "price." Not only the price in dollars but the cost of a social marketing product often includes an inconvenience, requires additional effort, or requires that an individual do something that may be perceived as “uncool”. What are some examples of the price of social marketing? Buckling up, wearing a bike helmet, etc.

**Promotion:** Social marketing uses a variety of approaches. The most effective programs use a combination of mass media, community, small group and individual activities. When a simple, clear message is repeated in many places and formats throughout the community, it is more likely to be seen and remembered. A social marketing program might contain television and radio spots, print ads, a community event, a poster contest, giveaways of your products or coupons for your services, a toll-free hot line for individual counseling or referrals, or classes on your topic offered in the community. The variety of approaches you use will depend on your program's budget and what will be most effective with the target audience. No matter what you do in your campaign, try to stick to one main "look" and slogan, or people may not realize all the pieces are from your organization. Consistency and continuity are key to a successful campaign.

4 P's Compared	Commercial Marketing	Injury Prevention
<b>Product</b>	Coke	Wearing a Seat Belt
<b>Price</b>	<ul style="list-style-type: none"> <li>• Price per can</li> <li>• Coupons</li> <li>• Free giveaways</li> </ul>	<ul style="list-style-type: none"> <li>• Inconvenience of wearing it</li> <li>• Injuries &amp; deaths</li> <li>• Dollar cost of not wearing it (ticket)</li> </ul>
<b>Promotion</b>	<ul style="list-style-type: none"> <li>• TV ads</li> <li>• Print ads</li> <li>• Concerts,</li> <li>• Celebrity endorsements</li> </ul>	<ul style="list-style-type: none"> <li>• TV health campaigns</li> <li>• <i>Click-it or Ticket-it</i> campaign</li> <li>• Crash dummies</li> </ul>
<b>Place</b>	<ul style="list-style-type: none"> <li>• Retails stores</li> <li>• Vending machines</li> <li>• Restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• Schools</li> <li>• Highway signs</li> </ul>

**Place:** People will not go out of their way to find your message. You will need to put your message in places your target audience will encounter. When you talk to your customers, ask them where they get their news, what radio stations they listen to, where they go in their free time. For example, In 1913, Edward John Noble was down to his last cent and had a product that wasn't selling. He was forced to give away free samples on street corners. Then he had a brilliant idea... put the product by the cash register with a big 5 cent card. It worked! With proper placement, Life Savers became the world's best-selling candy.

## Social Marketing: Three most important things

1. The audience
2. The audience
3. The audience

Social marketing is a customer-driven process. In order to learn what your customers want, you must ask them!

Examples:

- Sit in your clinic reception area and talk to people in the waiting room.
- Go to the local store to talk to teenagers hanging out there.
- Go to the laundromat and talk to people as they wait for their clothes.
- Conduct focus groups. Exploration through focus group discussions can help determine appropriate message language, contents, and tone.



## Social Marketing Five Key Steps



- ✚ Understand Your Audience and Customers
- ✚ Assess Resources
- ✚ Set Priorities
- ✚ Influence
- ✚ Monitor and Evaluate

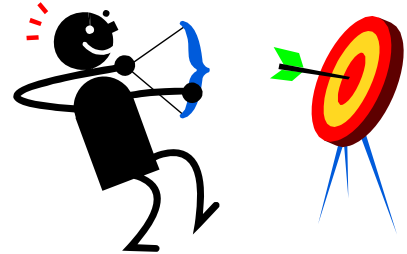
## **Target Marketing: Understand Your Audiences and Customers**

Good marketers know that there is no such thing as selling to the general public. Target marketing is the key.

Tribal leaders, health workers, mothers, students, males and females, adults and teenagers respond differently to particular approaches.

To be most effective, you need to segment your target audiences into groups that are as similar to each other as possible and to create messages and strategies specific for each segment. Trying to reach everyone with one message or strategy may dilute your message so that it appeals to few rather than many people.

Through the use of Epidemiology we can learn many things about our audience to begin segmenting it into groups that can be approached through targeted methods.



**Physical.** Gender, age, health history of family, and type and degree of exposure to health risks, medical conditions, disorders, and illnesses.

**Behavioral.** You can also segment your audience by behavior. For example, rather than targeting all teenagers for a seat belt promotion program, you might focus upon youth in the ages of 16 and 18 who are at highest risk. Focus on media exposure, membership in organizations, health-related activities, and other lifestyle characteristics

**Demographics.** Occupation, income, level of education, family situation, places of residence and work, cultural characteristics

**Psychographic.** Attitudes, opinions, beliefs, values, self-appraisal and other personality traits. If your research shows the people you want to reach are more likely to listen to their family members or doctor, you may have more success with a message to those secondary groups urging them to talk about the issue with the person you want to influence.

## Assess Resources

Assessing resources should be a part of your overall program planning. Planning for marketing should be incorporated in that process. It is important that you assess your resources to determine what and how much you realistically will be able to accomplish. Setting realistic goals can help you avoid the frustration of not accomplishing as much as anticipated. To set realistic objectives, think about these questions:



1. *What are the greatest areas of marketing need?*
2. *Which activities will contribute the most to answering these needs?*
3. *What resources are available?*

<i>Staff-</i>	<i>Community organizations; and activities from other programs.</i>
<i>Budget-</i>	<i>Funds and in kind resources such as computer time, mailing costs, printing, etc.</i>
<i>Services-</i>	<i>Available from another source; educational materials free or at cost information</i>
<i>Information-</i>	<i>About the issue, the target audience, the community media structure, and educational materials</i>
<i>Time-</i>	<i>The number of weeks, months, or years available to complete the program.</i>

4. *Identify barriers (approval obstacles, absence of funding, hard-to-reach target audience).*
5. *Which activities would best use your resources and best fit within the identified constraints?*

## Coping with Limited Resources

"Resources" include a lot more than funding, as demonstrated in Question 3 above. Sometimes you may feel so constrained by lack of funds that developing a program appears impossible. An honest assessment may lead to the conclusion that a productive program is not possible; on the other hand, sufficient intangible resources (that is, other than "hard funding") may be available to proceed. Remember: adequate

funding alone won't guarantee program success. In addition to careful program development, you'll need the cooperation and help of your own associates and, perhaps, other organizations.

### **Set Priorities:**

The process of identifying and defining audiences should lead to setting audience priorities; that is deciding:

- which audience segments are most important
- which audiences are important but less critical because of their health status, influence, or link to the primary target audience(s) or limited program resources
- who will not be a target audience for the program. This decision provides valuable program direction for decisions regarding message development and dissemination, helping assure that all program resources are spent productively.

Encourage people to think about target audiences in a way that would include the targets for their interventions. These are often determined as part of problem definition and planning. Try to tie this into other information presented on the website.

### **Influence**

Products like behaviors and attitudes require long-term commitments and do not sell as easily as a bar of soap or a car. As we have previously discussed getting people to change behaviors is very difficult. Health education approaches are necessary but must be accompanied by other approaches, and therefore can not be the sole expenditure of your injury prevention sources.

The cost of a social marketing product often includes a person's time and effort (to attend a class or use services), giving up things he likes (looking cool), embarrassment or inconvenience (using a helmet or a seat belt), or social disapproval (resisting peer pressure to drink). To counteract factors working against adoption of the prevention strategy, we need to acknowledge these potential barriers and address them.

### **Monitor and Evaluate**

Strategically managing prevention programs by continuously monitoring and altering interventions as needed to stay relevant to targeted audiences.

Your promotional materials, and services you develop for your program can be tested with your target audience to gauge their potential effectiveness. Social marketing recognizes that the customers are the experts on what works best for them. Even the best minds on Madison Avenue test their ideas with their consumers (and consequently avoid spending lots of money on concepts that don't work).



### **Focus Groups**

One of the methods most associated with social marketing is the focus group. This involves bringing together 8 to 12 people with particular characteristics relevant to the program and leading them through a focused discussion on a given topic. Focus groups can be used to learn how people in the target audience think about the issue and why, the language they use to talk about the issue, and their reactions to messages or materials you've developed. Surveys are a more generalized method to find out people's knowledge, attitudes and behaviors regarding a particular topic. They work best when you have very specific questions that don't require the respondents to explain their answers (e.g., "yes or no" questions). These don't have to be very complicated, but do require care in creating, administration and interpretation.

### **Additional Resources**

Explore the following link for further information about marketing:

**[www.cdc.gov/healthmarketing](http://www.cdc.gov/healthmarketing)**

## Marketing Example: Float Coats in Alaska (1991)

*Acknowledgements: Ron Perkins (Alaska Area IHS Injury Prevention Specialist), Sherron Smyth (Yukon Kuskokwim Health corporation Injury Prevention Specialist, other Corporation staff, and concerned community members.*

Alaska is a huge state, having approximately 1/5 the surface area of the continental U.S., yet having a road system the size of Rhode Island's or the District of Columbia's. Only two of the major communities in Alaska, Anchorage and Fairbanks, are connected by highways. What Alaska lacks in highways, it makes up for in rivers and coastline. There is more coastline in Alaska than the rest of the continental U.S. combined. Virtually all Alaskan communities are located on water ways. The interstate highways of Alaska are rivers like the Yukon or the Kuskokwim, so it is not surprising to find that boats are a primary source of transportation in the summer months. Typically boats are less than 20 feet long and are made of wood or aluminum. Personal boats are mainly used for transportation, hunting, and fishing.



**The drowning rate for Non-Native Alaskans is approximately 6 times higher than the rest of the U.S., but the rate for Alaska Natives is 20 times higher.**

What is the first thing we need to do before we can address an injury problem? Find out about the problem. Data needed to be collected. One of the major information needs is, "Who is being affected?" Nearly all of the victims were male, accounting for 93% of the fatalities; alcohol was involved in 48% of the deaths; and most of the incidents happened in the summer when people were out more, and the water was not frozen solid. It gets real cold there!

Only two of the commercial fishing persons that died in Alaska in 1991 were wearing a Personal Flotation Device (or PFD for short). A study by the National Institutes of Occupational Safety and Health (NIOSH) of drowning fatalities among commercial fishermen, found that of the boating incidents which resulted in at least one drowning, only 5% of the people that drowned overall were wearing PFDs, while 50% of the people that were saved were wearing PFDs.

The YK Health Corporation staff was sure that PFDs worked, but why weren't people using them?



The PFDs that were traditionally available were manufactured with safety as the sole objective. They were ugly and uncomfortable. However they would generally float even an unconscious person upright in the water. Not only that but, we also understand that in Alaska it is important to be able to ensure that your family could find your body if you did drown.

**A new approach was necessary to get people to actually wear PFDs!**

They wanted:

- A quality product - that could be customized for the local culture (taking into consideration their wants and needs). (Product)
- Incentives to make people want to purchase the items (such as sales and discounts). (Price)
- Publicity and public education about the drowning problem and the possible solutions - as well as methods to evaluate success. (Promotion)
- A targeted distribution program (which involved determining who would be using the devices, when, where, and how) (Placement)

The coalition found that floatcoats could be purchased in popular colors and at wholesale prices of less than \$70 each. Forty or fifty floatcoats were purchased in bulk, and then resold at the wholesale cost plus shipping. All the sale proceeds were then returned to the program fund to buy more coats. The beauty of the floatcoat idea, was that people no longer thought of them as a just a safety garment, only to be worn in the boat. Many times the floatcoat was their only coat, and you would see it being worn everywhere.



**Boring!**



**More Stylish!**

Publicizing success stories of survivors that were using PFDs helped keep the promotional effort in the public's mind. Getting media coverage of special events or promotions, such as public demonstrations to show the proper use and effectiveness of flotation suits was also very helpful.

The Alaska Area developed six more floatcoat sales programs, with nearly 3,000 devices being sold, "at cost", from 1991 to 1994. The Yukon/Kuskokwim Health Corporation in southwest Alaska has had great success over the years with their program. In one year alone, at least 16 people said their floatcoats had saved their lives. In one incident, two teenagers from the Eskimo village of Kotlik were thrown from their small boat when they hit a submerged log or ice chunk. They were both wearing floatcoats and were rescued within minutes by another boater. Their village was so impressed with the survival of these two young people that they passed a village ordinance requiring the use of PFDs by all boaters in their community. Twenty-seven other villages have also requested sample ordinances making PFD use mandatory.

### **Marketing/Promotion**

- ✓ Quality Product
- ✓ Customize for Culture
- ✓ Targeted Distribution
- ✓ Incentives
- ✓ Publicity
- ✓ Evaluation

### **References**

Social Marketing. From Wikipedia, the free encyclopedia ([http://en.wikipedia.org/wiki/Social\\_marketing](http://en.wikipedia.org/wiki/Social_marketing))