

# Introduction to Social Marketing

***Presented by***

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Introduction to

# Social Marketing

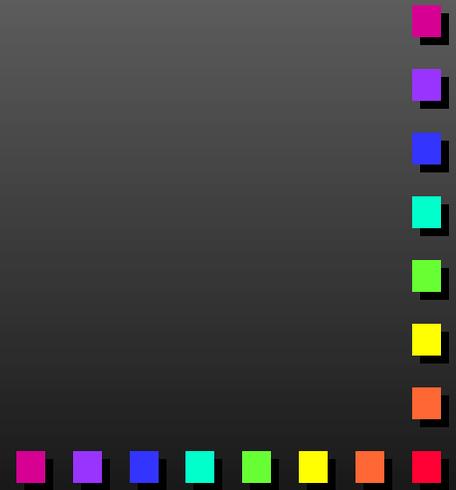


# What do the following have in common?

- President Bush visits a kindergarten class in Knoxville, Tennessee;
- McDonald's offers a free toy with the purchase of a hamburger;
- Your secretary asks for a raise;
- Inova Fairfax Hospital sends out a press release announcing the availability of a new state-of-the-art brain scanner;
- Your daughter asks to have her nose pierced, saying "just *everyone* is doing it!"



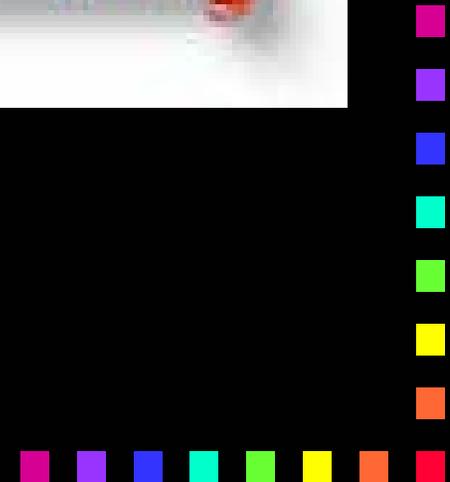
They are all **Marketing!**



# What is marketing?

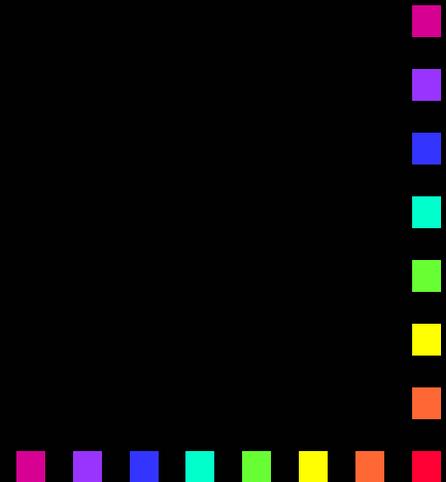
**Marketing** is the development of programs designed to influence the voluntary behavior of target audiences.

In the private sector, the goal is to meet the needs of shareholders.



# What are the audiences and behaviors in each of these cases?

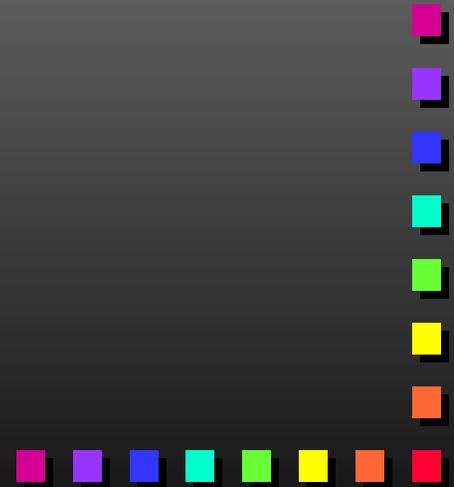
- President Bush visiting a classroom
- McDonald's offering a free toy;
- Your secretary asking for a raise;
- Inova Fairfax Medical Hospital sends out a press release;
- Your daughter asks to have her nose pierced.



# What behaviors do *YOU* need to influence???

■ Target Audience

■ Behavior to be influenced



# What is Social Marketing?

- Social Marketing is the design of programs (using commercial marketing concepts and tools) to influence the voluntary behavior of target audiences to achieve social objectives



# When can you use social marketing??

- Whenever you have

- a. A target audience

- b. A **behavior** -- set of behaviors -- you need to influence to achieve your goals



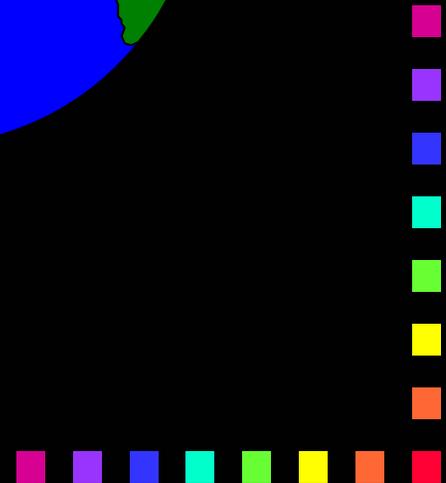
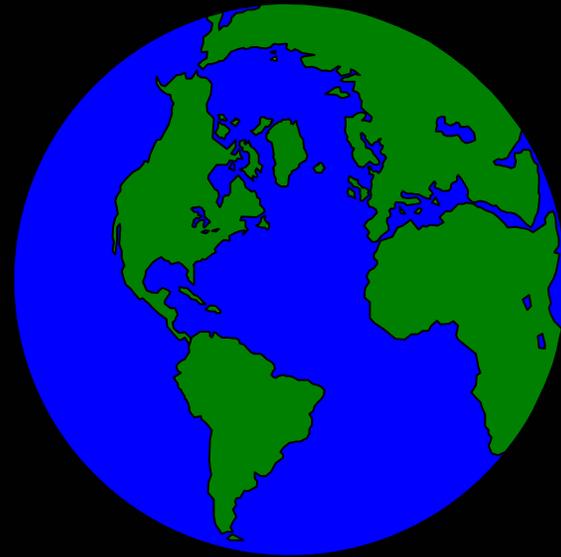
# Who does social marketing?

- AARP
- Centers for Disease Control
- USDA
- US drug control campaign
- World Bank
- Britain's National Health Service
- USAID



# Countries with active social marketing programs or centers

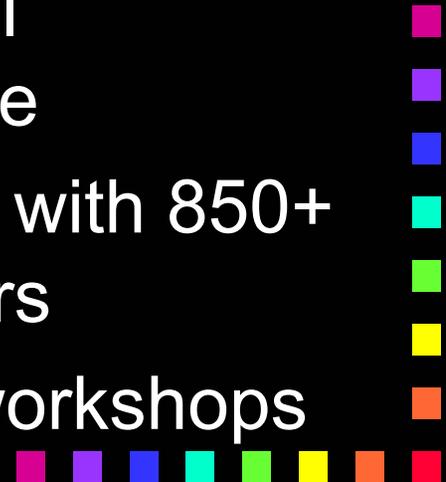
- United States
- Canada
- Scotland
- New Zealand/  
Australia
- South Africa
- Bangladesh
- Ghana
- Many others



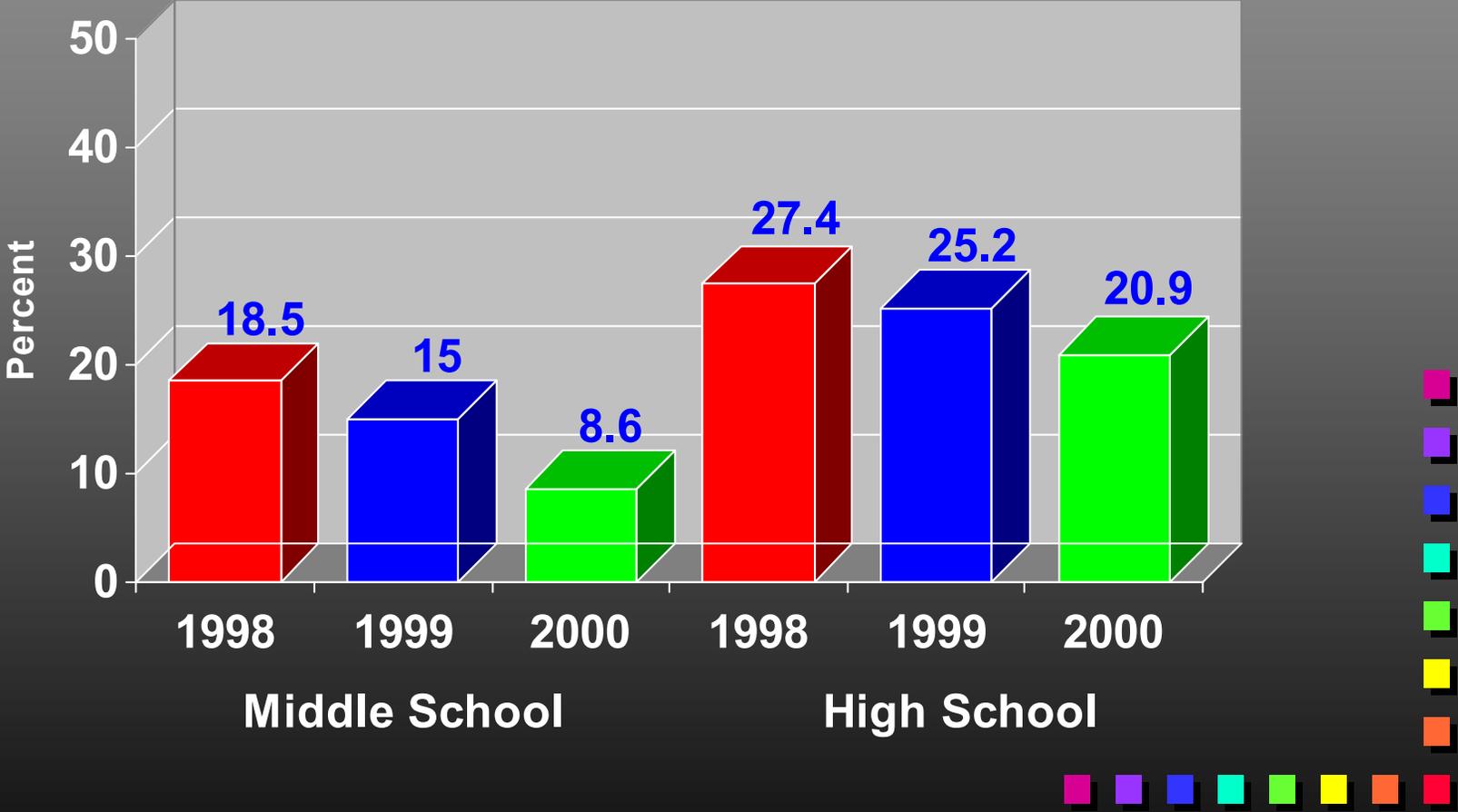
# Other signs of maturity:



- Textbooks
- A journal
- “Social Marketing” executives
- 7th annual conference
- Listserver with 850+ subscribers
- Regular workshops

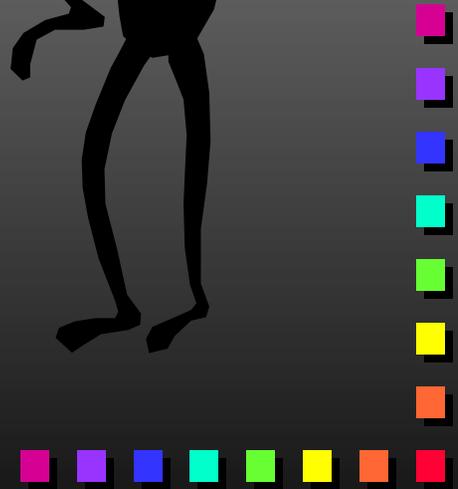
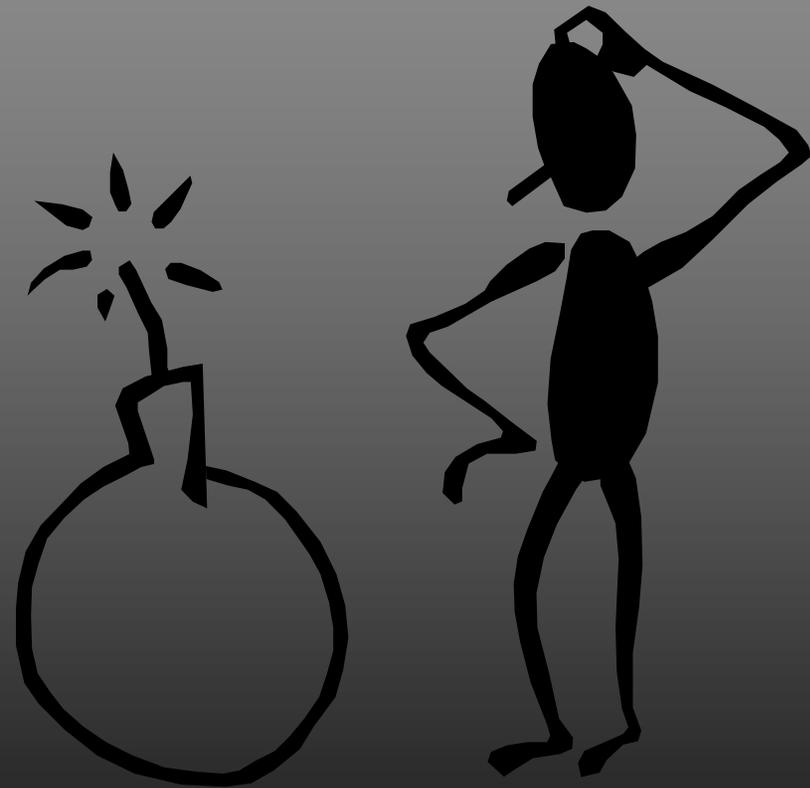


# Percent of Florida public middle and high school students who smoked cigarettes on one or more of the past 30 days



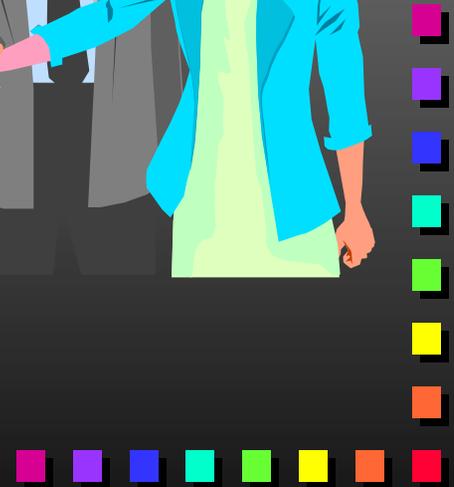
# Differences between social and commercial marketing

- Often negative demand
- Sensitive issues
- Invisible benefits
- Benefits to 3rd parties



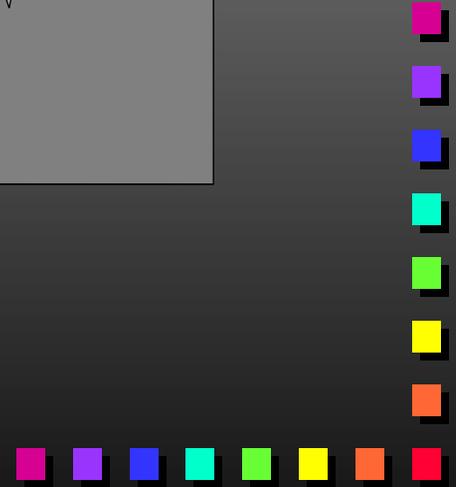
# Differences between social and commercial marketing

- Public scrutiny
- Multiple publics
- Limited budgets
- Huge expectations
- Strategy restrictions
- Culture conflict



# Key features of social marketing

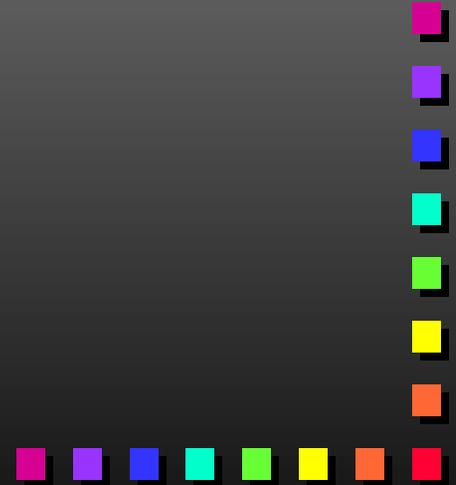
- Behavior of target audiences is the bottom line



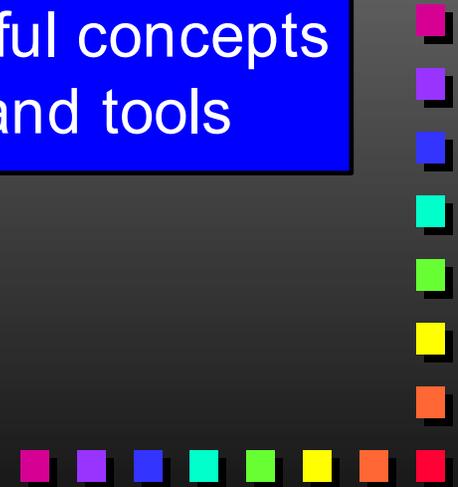
# Social Marketing is NOT ---



- Education *only*
- Propaganda *only*
- Social advertising *only*



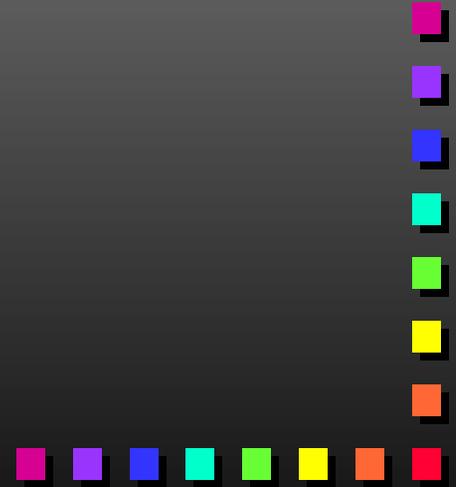
# The requirements for good social marketing:



# The wrong mindset:



- Product/service orientation
- Selling orientation



# The right mindset:



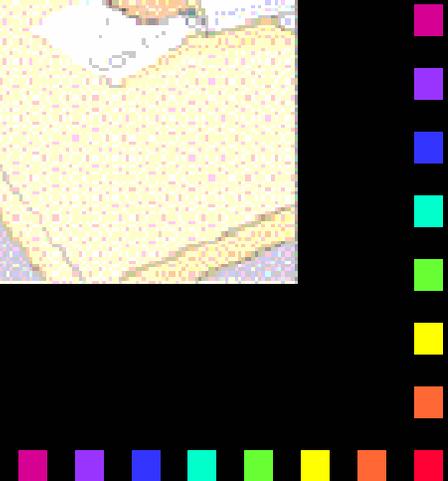
- Customer orientation

**The true  
Marketing  
Mindset**



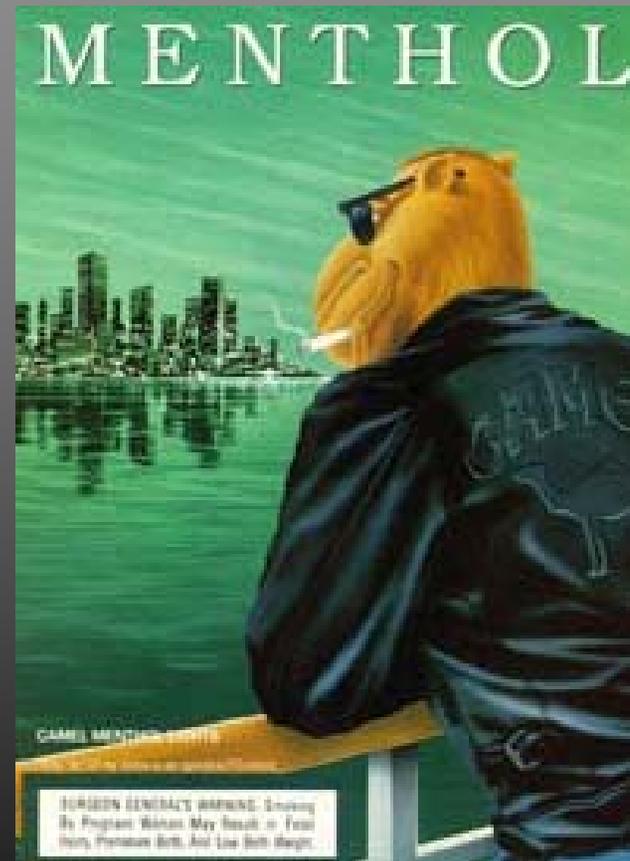
# Detecting organization-centered communications

- Your recommendations are seen as inherently good
- If you are not successful, it's the audience's fault



# The problem with the target audience is . . . .

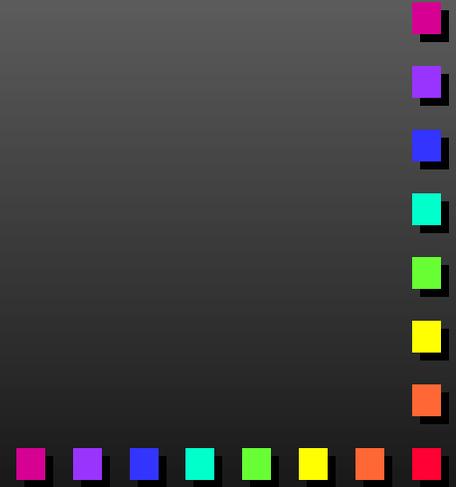
- They are ignorant -- they don't understand what I am trying to tell them!



# The problem with the target audience is . . . .

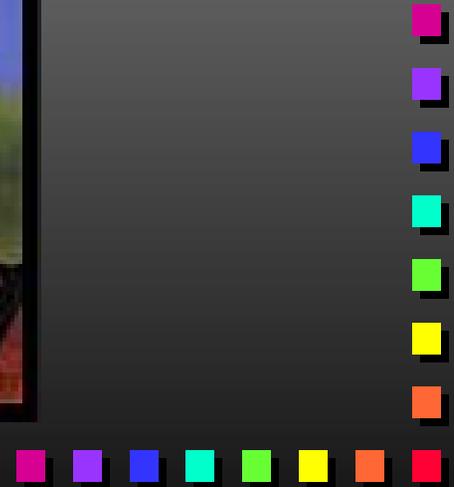


They have a character flaw!!!



# Other characteristics of organization-centered marketing:

- Focus is on messages
- Customers are treated as all the same
- Research is not important





# Sophisticated social marketing



# The social marketing process:

Listening

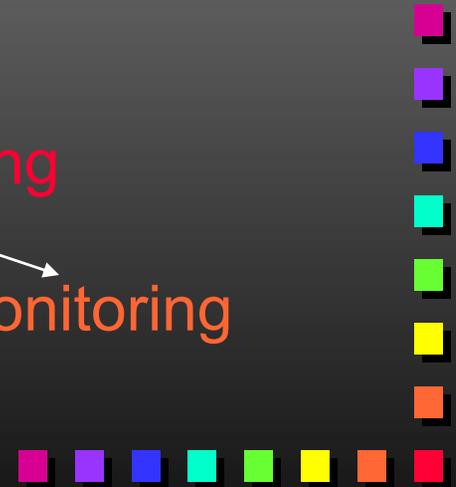
Planning

Pretesting

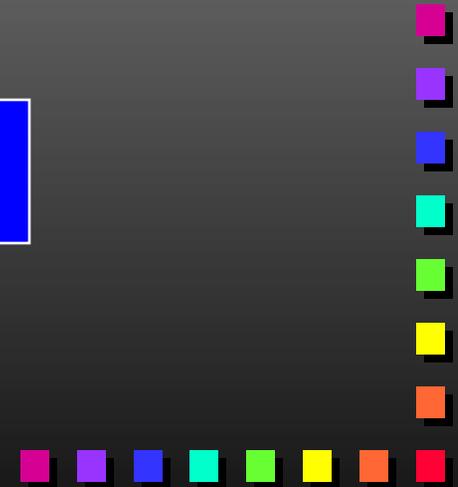
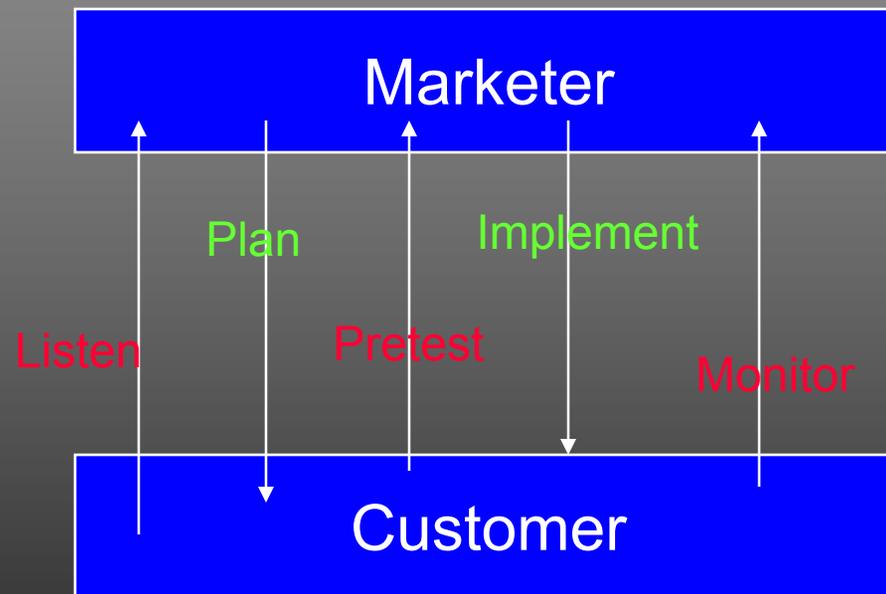
Structuring

Implementing

Monitoring



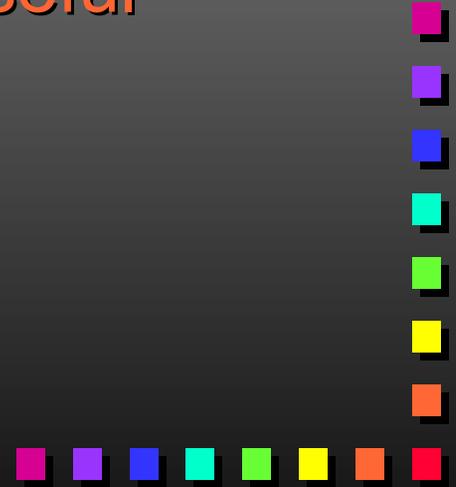
# The Process:



# Listening to customers

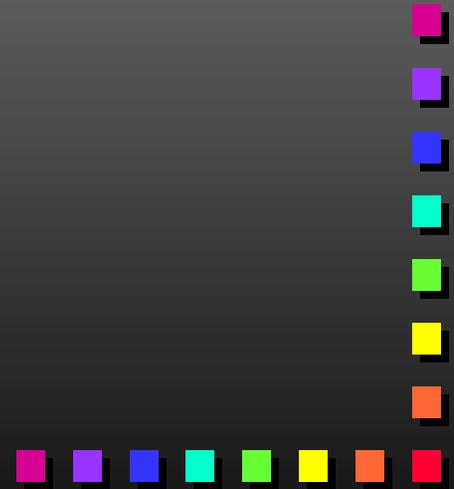


- It needn't be expensive
- It must be useful



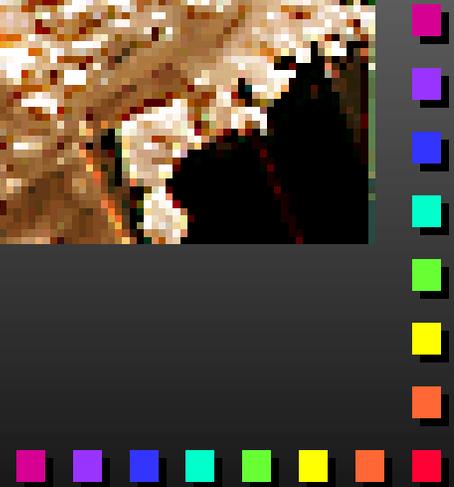
# What do you learn when you listen to customers?

They undertake important behaviors in stages.



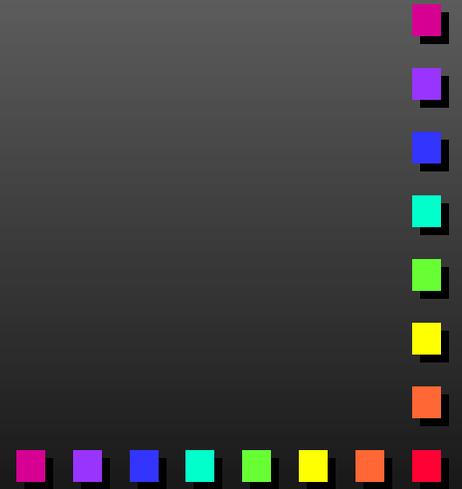
# Stages:

- Precontemplation
- Contemplation
- Preparation/Action
- Maintenance



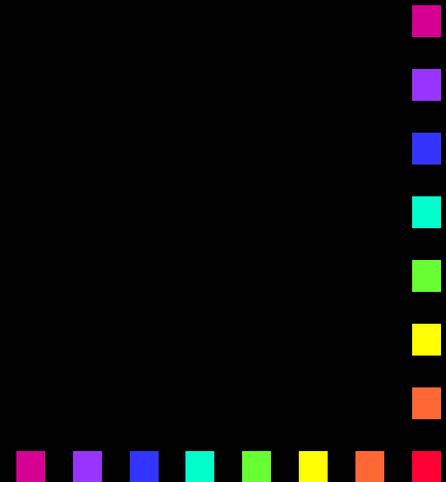
# What do you learn when you study consumers?

Behavior is driven four factors:



# Behavior drivers:

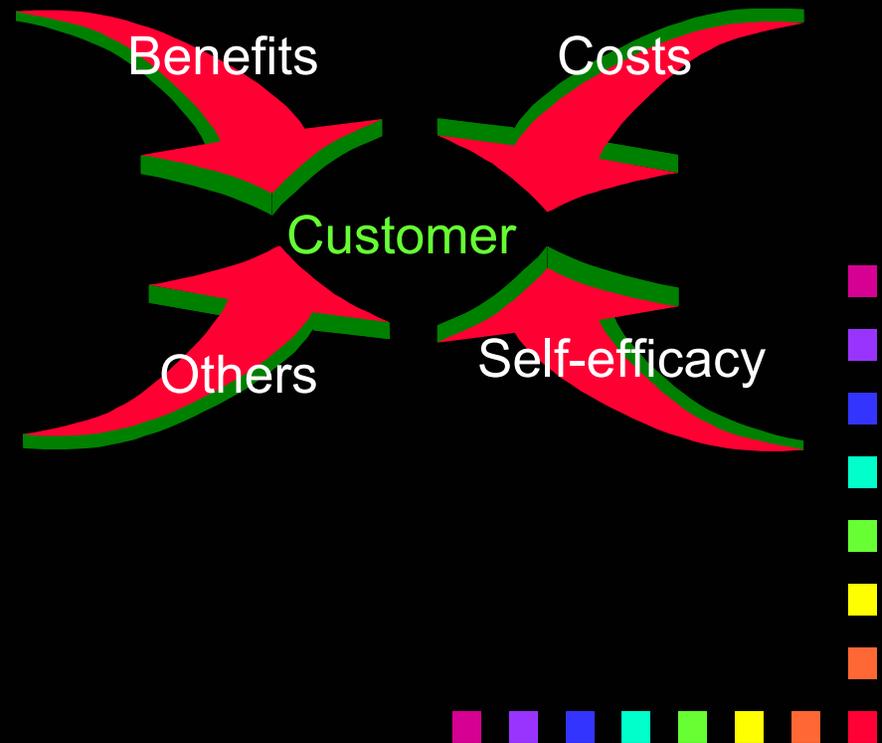
- Perceived positive consequences
- Perceived negative consequences
- Perceived wishes of others
- Perceived behavioral control



# Behavior Drivers:

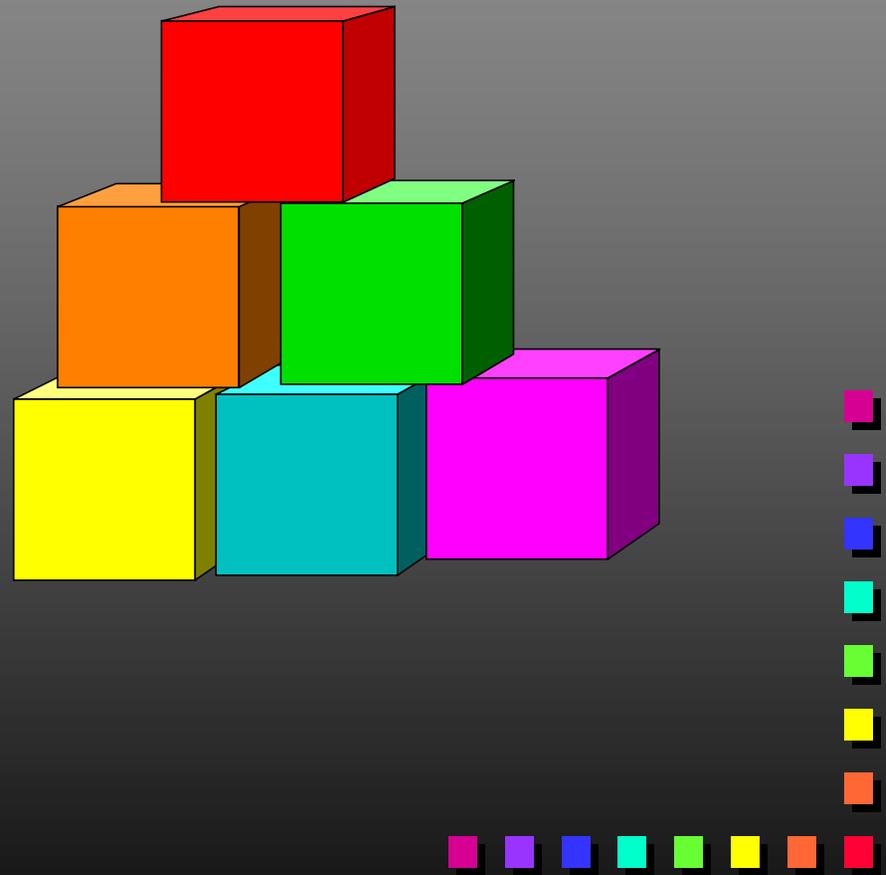
- Benefits
- Costs
- Others
- Self-efficacy

BCOS

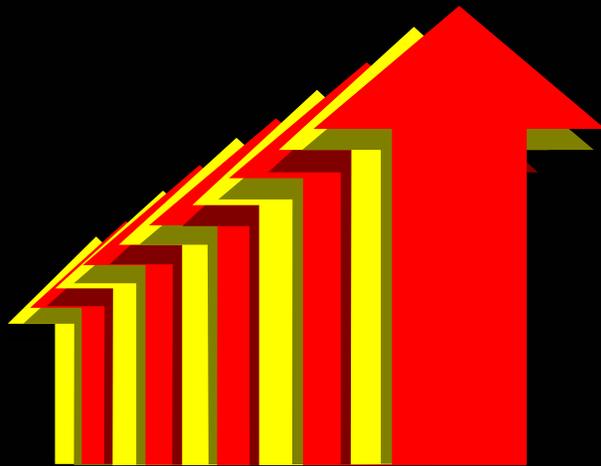


# The Social Marketer's Challenge

- Increase benefits
- Reduce costs
- Bring social pressure to bear
- Increase self-efficacy



# Tailor interventions to stages:



## ■ Precontemplation

- Awareness
- Value change

## ■ Early contemplation

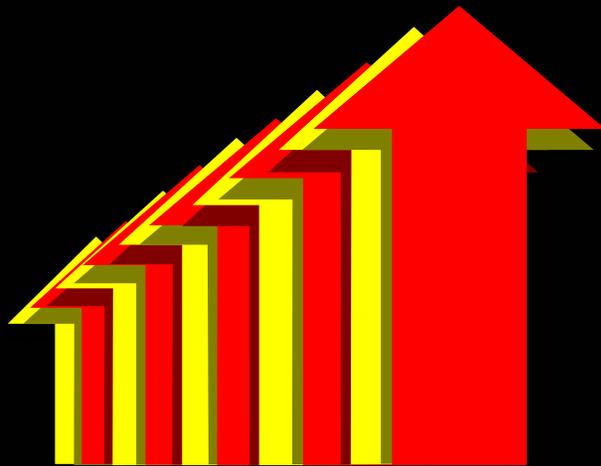
- Promote benefits

## ■ Late contemplation

- Reduce costs
- Bring social pressure
- Teach skills



# Tailor interventions to stages:



## ■ Action

- Don't let up
- Remember the competition
- Make it easy

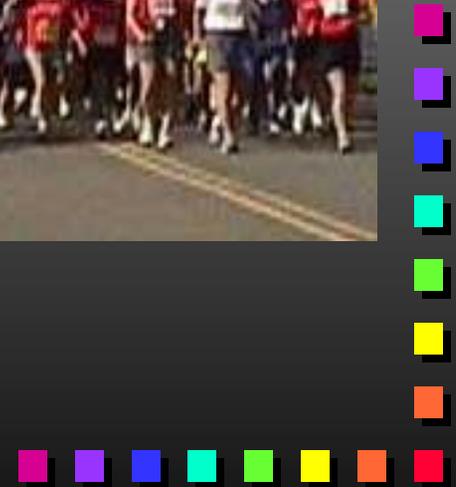
## ■ Maintenance

- Help fight cognitive dissonance
- Reward, reward, reward



# Remember:

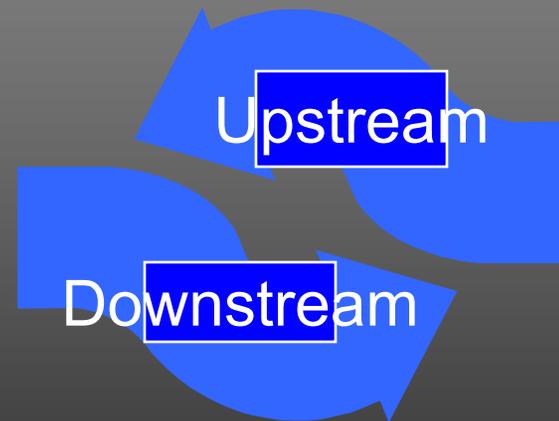
The behaviors you  
want always have  
**competition!!**



# A broader policy issue:

Should one intervene:

**Upstream** or  
**downstream?**



# Consider . . .



## Alliances

Nonprofits

Government agencies

Commercial  
organizations



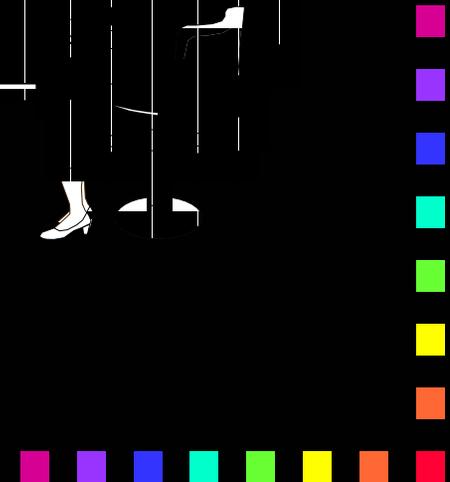
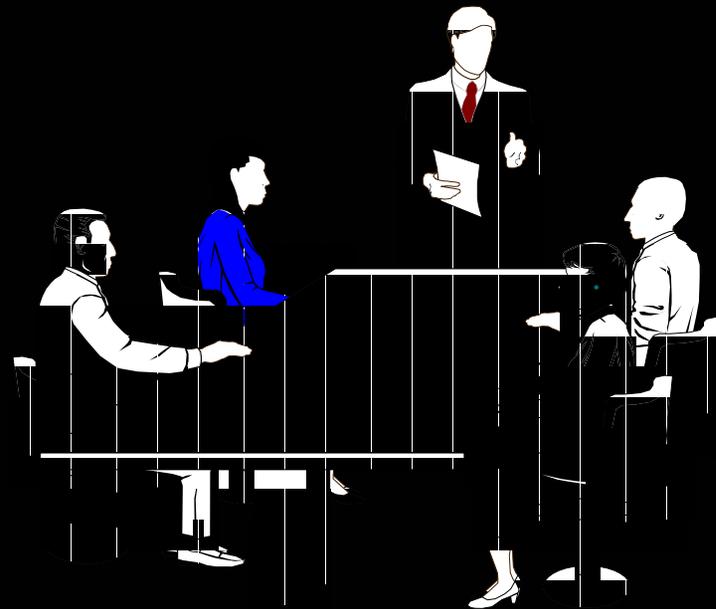


# Some other tools and concepts . . .



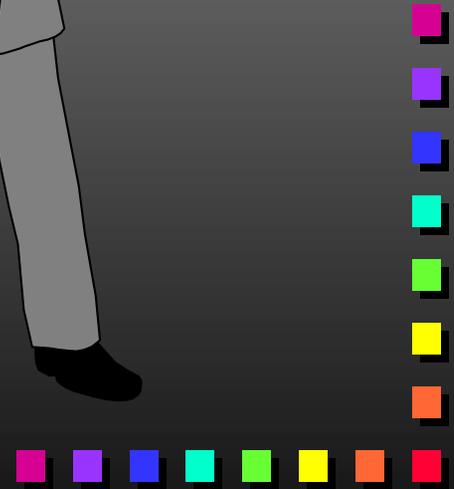
# Cheap But Good Marketing Research

- Use your archives
- Hold structured conversations
- Conduct:
  - Focus groups
  - Low cost sampling
- Piggyback
- Cooperate
- Head for the ivory tower



# Make sure the research is **useful!**

- Start with the decisions to be made and . . .
- Work backward!!



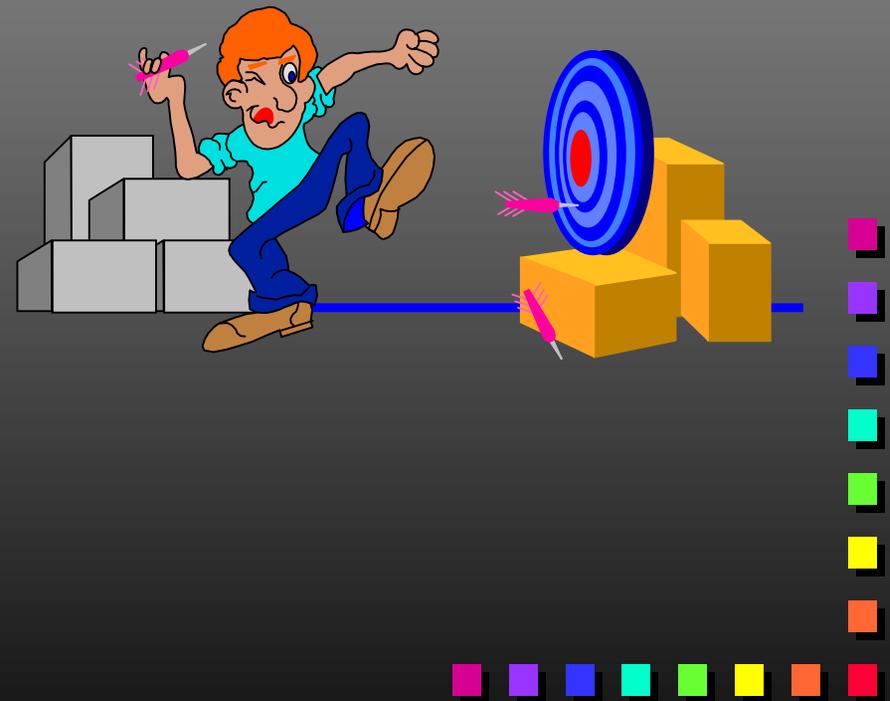
# Segment the market MORE

- Demographics
- Perceptions and attitudes
- Stages



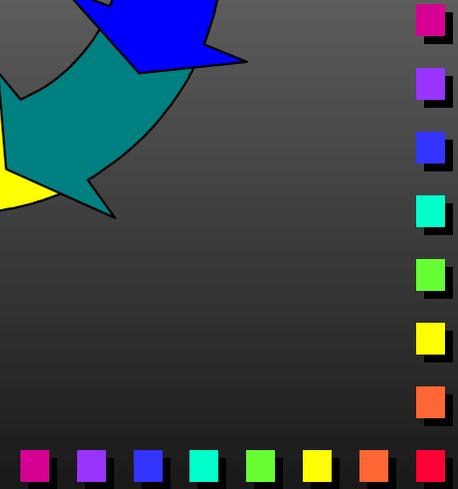
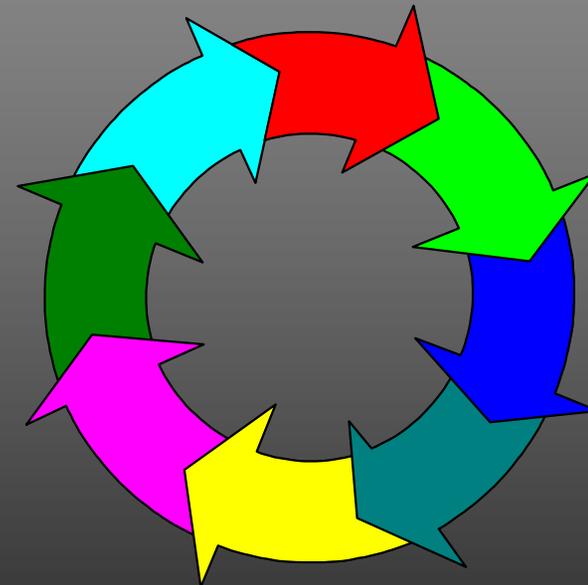
# Why segment?

- Improve efficiency
- Improve effectiveness



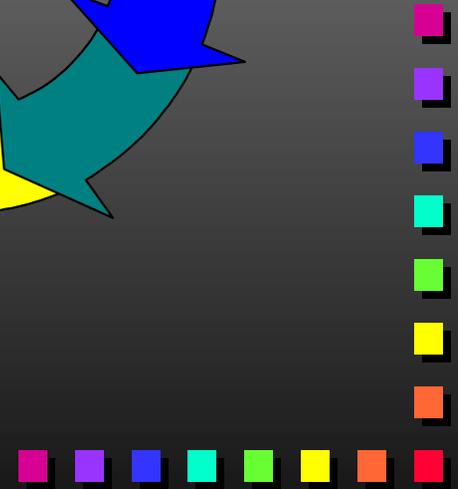
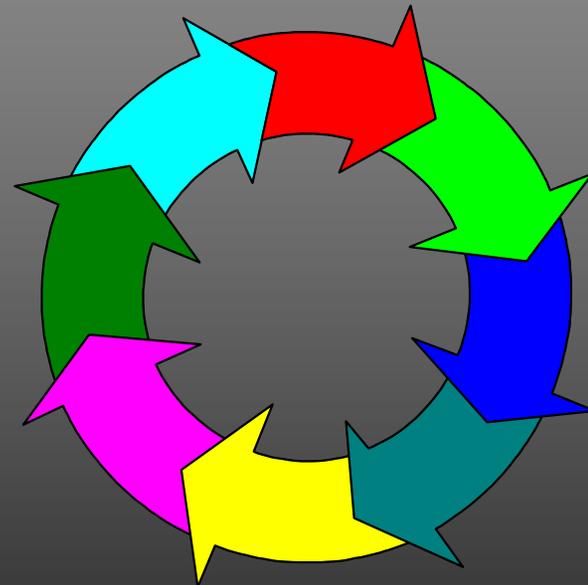
# Remember:

- 1 Social marketing applies to any situation where you have a behavior you want to influence



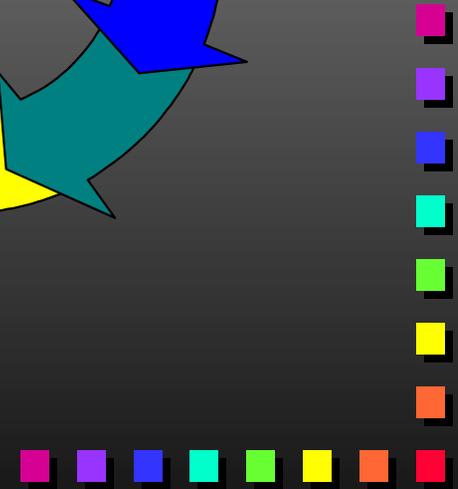
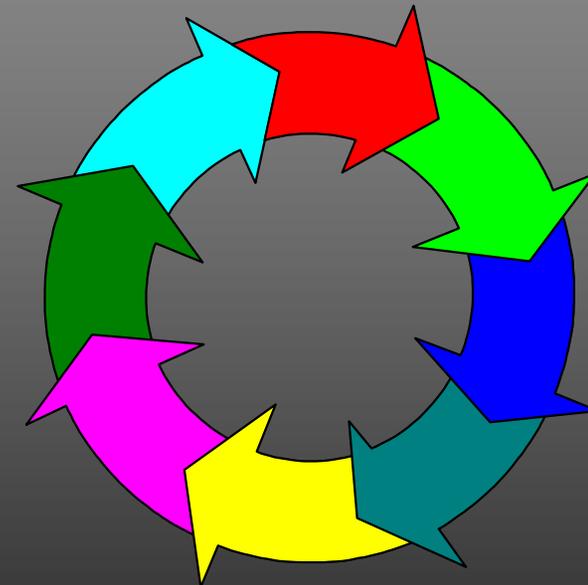
# Remember:

- 2 Behavior is the bottom line
- 3 Keep checking with your customers -- they are the key



# Remember:

- 4 You always have competition
- 5 Make the behavior:
  - ✓ Fun
  - ✓ Popular
  - ✓ Easy



# Social Marketing Works!!!

TRY IT FOR  
YOURSELF!  
YOU'LL SEE!

