AGENDA

- Overview of Social Marketing
- Defining the problem
- Choosing your target group
- Determining your audience research
- Applying marketing principles
  - Product
  - Price
  - Place
  - Promotion
- Evaluation
- A word about Social Media
WHAT SOCIAL MARKETING IS NOT

- Social media (facebook, twitter, etc.)
- Programs or policies with no audience research.
- A theory of behavior change.
What is Social Marketing?
“… a process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit.”

— (W. Smith, Academy for Educational Development)
SOCIAL MARKETING

- Process – not an end product, not a theory
- Contains **Behavioral Goals**
- Is **Consumer Orientated**
- Uses **Marketing Principles**
BEHAVIORAL GOALS

- *Social marketers are not satisfied unless behavior changes, not just changes to attitudes or beliefs*

- *Social marketers understand that knowledge is often insufficient to bring about change*

- **Behavior is:**
  - Observable: Contains an actionable step
  - Measurable: You are able to quantify changes in behavior
FOCUS IS BEHAVIOR CHANGE

Actionable Steps

Vote for a policy requiring healthy vending machines.
Fasten your seat belt.
Wash your hands.
Designate a driver.
Get tested
Eat more fruit.

Be healthy?
Enjoy Life?
CONSUMER ORIENTATION

- Understand consumer needs and wants
- Use to make marketing decisions
- Decisions make up a comprehensive strategic plan
- You learn these from your consumers through FORMATIVE RESEARCH
UTILIZES MARKETING PRINCIPLES

- Programs designed using data to develop strategy based on marketing’s conceptual framework

- This framework is called the Four Ps
  - Product
  - Price
  - Place
  - Promotion
STEPS TO SOCIAL MARKETING

1. Define the Problem
2. Define the Target Audience
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5. Evaluate & Adjust
WHERE DO YOU FOCUS?

- Focusing on too many behaviors will diminish the impact of your social marketing program.

- It will be hard to evaluate what impact, if any, your program had.

- So with all the things that are there to do, how do you decide to **focus** your social marketing campaign on?

- Focus on behavior that is impactful and has a high likelihood of change.
BEHAVIORAL STATEMENT

- Identify the behaviors you can change

- Choose 1 behavior to focus on.

- Draft your behavioral goal statement
  - Sample: Reduce the incidence of diabetes by increasing the consumption of fruit and vegetables.
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WHO IS YOUR PROGRAM FOR?

- Most common response in PH: EVERYONE!
- Program might be for everyone, marketing needs to be segmented
WAYS TO SEGMENT

- Current Behavior
- Physical or Medical History
- Psychographic variables
- Readiness to Change
- Ease to reach
- Geography
- Demographics (often weakest way to segment)
- Others
SAMPLE: UNDERAGE DRINKING

- After a series of surveys & focus groups with drinking and non drinking youth we found out that
  - Homes is most likely source of alcohol
  - Parties provide drinking modeling behavior
  - Most youth thought alcohol was easily accessible at home
  - Most youth had never had a conversation with parents about alcohol
  - Most teens said they didn’t drink because they didn’t want to disappoint their parents
STRONGER INFLUENCE

The Stronger INFLUENCE

Know the Facts  Talk to Your Kids  Get the Tools  About Us  Blog

Know the Risks.
Take our short quiz to see what you can do to keep your kids away from alcohol.

Teens think about 5% of their peers don’t drink.
The fact is nearly 70% of Hawaii teens choose not to drink.
Parents are the strongest influence in preventing underage drinking.
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YOU NEED TO

- Know what they know
- Know what they do
- Know why they do it

WHERE ARE YOUR INFORMATION GAPS?

AUDIENCE RESEARCH = FORMATIVE RESEARCH
THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- How does your target audience perceive the behavior you are proposing? (Product)
  - Is it desirable?
  - Is it attractive?
  - How does it differ from the *competition*?
  - What makes it better?
  - How does it make them *feel*?
THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- What is preventing your audience from engaging in the behavior? (Price)
  - What are barriers to adopting the behavior?
  - What do they have to give up in order to adopt the behavior?
  - What other factors impact the behavior?
THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- Where are they most likely to engage in the behavior you are proposing or decide to engage in it? (Place)

  - What places, locations, time of day are they most likely to do the behavior you want them do?

  - What places, locations, time of day, etc., are they most likely to decide to engage in the behavior you want them to do?
THINGS YOU NEED TO KNOW ABOUT YOUR AUDIENCE

- Where are they most likely to turn to when they want to engage in the behavior? (Promotion)
  - Which organizations/people do they trust the most if about that particular behavior (spokesperson)
  - What communication channels, TV, radio, web, etc., would they be most likely to turn to for information? (communication channels)
POSSIBLE WAYS TO OBTAIN INFO

- Already existing data (always first)
- Surveys
- Focus groups
- Key informant / Gatekeeper Interviews
- Snowball sampling
- Informal talks
- Theatre testing
- Online panels
- Intercepts
- Participate in youth media: Facebook / TV
- Other
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PRODUCT

What are you offering?
Your product is comprised of 3 levels*:
- Actual Product
- Core Product
- Augmented Product

Most of these should be determined through your formative research

*Kotler P, and Lee N. Social Marketing: Influencing Behaviors for Good. (3rd edition)
PRODUCT: ACTUAL PRODUCT

- Behavior your are trying to promote
- Remember, it has to be observable & measurable

**VERB Sample:**
Social marketing campaign to decrease obesity in youth
Targeted youth 9-13 years old
Actual Product: engaging in physical activity
PRODUCT: CORE PRODUCT

- Benefits associated with the behavior change you are proposing.
- Some are tangible benefits.
- Some are perceived benefits.
- Should be based on the target's views as benefits.

VERB: Sample
Core product: being outside, spending time with friends, having fun.
PRODUCT: AUGMENTED PRODUCT

- Tangible product or tools to engage in the behavior
- Actual services offered to change behavior
- Does not include informational materials
- Has to somehow engage the audience

Samples:
- Preventing underage drinking: Pledge
- Quitlines targeting Physicians: Fax referral
- Physical activity: pedometers
- Tobacco cessation: quit kits
- STD Prevention: Condoms
Price: What Will Motivate Them?

- Many behaviors have an “exchange” of giving up an old behavior for a new one.
- Always minimize costs and maximize benefits.
- Your audience research will help identify barriers.
EXCHANGE FOR A PEPsi

The “Pepsi” Example

**Price:**
$1

Not a
“healthy” drink

Not drinking
the competition

**Marketed benefits:**
A Pepsi, but you also get
• “Thirst quencher”
• Sexy
• Fashionable
• Youthful feeling
• Not as bad as non-diet
EXCHANGE FOR A CONDOM

Condom Example

Price:
$.75

Embarrassment
Loss of pleasure
Time to get it

Benefit:
1 Condom

• Protection against pregnancy
• Protection against STDs
• Peace of mind
• Sense of control
• Hope for the future
• Approval from your partner
PLACE: WHERE ARE THEY LIKELY TO LISTEN?

- What are the channels/places that your audience frequents/trusts?

- Where will your audience receive/use the “product”?

- Where is the decision point when they will decide to make the change you are promoting?

- Who are they likely to trust in regards to the behavior you’re promoting? (spokesperson)
WHEN CHOOSING YOUR PLACE...

Make your services/product
- Accessible
- Convenient
- Pleasant
- Appealing
UHM Students Not Drinking As Much As You Think

We often don’t notice those who have chosen to only have a few drinks or those who don’t drink at all.

We all know teens; humans tend to base their behavior on “social norms” (what we believe is typical behavior). It’s important to get the facts about what is actually happening on our campus.

The Spring 2008 National College Health Assessment (NCHA) of UH Mānoa undergraduates shows that students tend to underestimate how much and how often their peers drink alcohol.

Highlights of this NCHA study:

- UHM students thought that 40% of students drank every day during the past month, but only 0.4% did.

- Although UHM students thought that only 6% of students chose not to drink in the past month, 46% of students reported not drinking during that time.

- Students at UHM thought that 64% of students drank alcohol in the last month, but the assessment showed that only 37% did.

- Regardless of how often students have been in the alcohol, 60% of UHM students that drank alcohol during a party drank for four hours or less.

Students who believe that their peers drink often could engage in dangerous drinking habits. Know your stuff. Learn what is normal on campus and help you make better choices about your drinking habits.

LET’S TALK ABOUT SEX

It can be difficult to talk about sex, but if you are going to have sex with someone, it is necessary.

Here are some things that you and your partner should discuss to reduce your risk of sexually transmitted diseases (STDs) and unintended pregnancies.

Choose what works best for you and your partner.

Learn as much as you can about safer sex. It you decide to have oral, anal, or vaginal sex, use a latex condom correctly. Use them every time. Make sure you have condoms readily available.

Practice monogamy (agrees to only have sex with your partner).

Avoid combining sex with alcohol and other drugs. Alcohol and drugs can get in the way of healthy decision-making and can make practicing safer sex difficult. However, also shows that alcohol or drugs can detract from a pleasurable sexual experience.

Get mutual consent to have sex and then do it safely. If your partner is resistant to the idea of practicing safer sex, then perhaps you should reconsider whether that person is for you. Mutual consent is a key element in comprehensible health and life.

Did you know that free condoms are available on campus? Get some at the University Health Services Office or at the Health Promotion office in QC Room 313 D. Call 956-3574 for more info.

MRSA, the “Superbug”

Staph infections are caused by the bacteria Staphylococcus aureus and are usually harmless. These bacteria are normally found on the skin, and in the nose, blood, and urine.

Metastatic staphylococci aureus (MRSA) are a type of bacteria that can develop when antibiotics are used too often to treat infections.

How can you get MRSA?

MRSA can spread through casual contact or through contaminated objects through any open skin in the skin. The “superbug” can cause minor or major conditions, depending on the person’s immune system. Minor skin conditions could include infected cuts, boils, blisters, and sores that look like insect bites. Major conditions could take the form of infections to the surrounding tissue, blood, bone, and heart.

How do you treat MRSA infections?

- Keep cuts and scrapes clean and covered with a bandage
- Avoid contact with other people’s wounds or bandages
- Keep fingers, hands, and nails clean
- Avoid sharing personal items such as towels or razors

For more information visit the Health Promotion office on campus at QC Room 313 D, or call 956-3574. If needed, visit a healthcare provider for treatment.

Friend Had Too Much to Drink?

Most UH students that one alcohol is not safe. However, there’s always a chance that you could be in a situation where someone has had too much to drink and possibly “new alcohol poisoning.” It’s best to know what to look for and what to do so that you can help your friend when they need it most.

So what is alcohol poisoning? Alcohol poisoning is an overdose of alcohol that causes the body to shut down involuntary functions that regulate breathing and heartbeat, sometimes resulting in death. The amount of alcohol that causes alcohol poisoning is different for everyone, therefore it’s possible to accurately predict for each person what will cause them to overdose.

So what does alcohol poisoning look like? The following lists the signs and symptoms for alcohol poisoning and what to do if someone has these symptoms. Remember, it’s always better to be safe rather than sorry.

Signs/Symptoms of Alcohol Poisoning

- Person is unconscious or unresponsive and cannot be awakened
- Person has cold, clammy, unusually pale, or blue skin color
- Person is breathing slowly (less than 8 breaths per minute)
- Person has irregular breathing (10 seconds or more between breaths)
- Person is vomiting and not waking up during or after vomiting

If you See ANY of These Symptoms...

1. Call 911 immediate!
2. Call 911 or 955-8881 (Campus security) and tell them the person’s symptoms.
3. Do NOT leave the person alone!
4. Try to scoop the person awake until help arrives. Don’t assume someone will be fine by “sleeping it off.”
5. Turn the person on their side to prevent choking in case of vomiting.
6. Do NOT give the person food, liquids, medications/drugs or put them in the shower. This can cause complications and serious injury.

For additional information, drop by the University Health Services Alcohol & Other Drug Education Program (AEDP), located in QC Room 313 D, or contact AEDP at 956-3535.

FACEBOOK US!

We’re awfully lonely in the cyberworld. Look for us on Facebook and tell us what you think. We’d love to know about stuff we give out, some upcoming activities, and you can even ask us any of your health or alcohol related questions.

Sponsored by the MARSHALL PROJECT (Rail – Marshalls / UH/MANOA) – UH/MANOA
THE PROMOTION

WHAT WE USUALLY JUMP TO RIGHT AWAY!
PROMOTION

- Identifying appropriate mode of communications
- Choosing the right message
- Creative effective materials
DEVELOPING THE RIGHT MESSAGE

Your campaign should …

- Minimize barriers
- Emphasize benefits
- Promote “doable” behavior
- When possible, it should be based on a theory of change (see Theory at a Glance – National Cancer Institute [www.cancer.gov/cancertopics/cancerlibrary](http://www.cancer.gov/cancertopics/cancerlibrary))
OTHER THINGS TO PROMOTE

- Consequences of not adopting your behavior
- People that they trust which are using your product
- Misperceptions of your product
- Self-efficacy (how to messages)
- Inspiration to change
- Higher social pressure to perform behavior than competition
SAMPLE: REDUCED INCIDENCE OF HIV/AIDS

- Target: HIV+ adults who are not informing their partners about their status
- Product: Have open, honest communications w/ partners about your HIV status
- Barriers: Embarrassment of talking to partner, stigma associated w/ being positive
- Benefits: Peace of mind, taking care (loving) of my partner, not lying to myself or others, having my partner trust me
- Communication Channel:
- Message:
What are some tips to share with others about how to "come out" about their HIV positive status?

1. Get educated on information about the disease.
2. Be mentally prepared for people's responses.
3. Disclose only if you are ready.
4. Have acceptance with self.
5. Be confident.
6. Be strong.
7. Be true to yourself.
8. Believe in what you are saying.
9. Know that HIV takes residence in you, not the other way around.
10. Be in control.
11. Know that HIV is not "who you are".
12. Be prepared to answer questions.

submitted by Jimmy (not verified) on May 15, 2011.

That's the bestest answer so far!
CREATING EFFECTIVE MATERIALS

- Stand out from competition
- Recognizable (Branded)
- It should be attention-getting to stand out from all the other information people get through
- It should be memorable--connect it with something that is important to your audience.
- Repeat it, Repeat it, Repeat it.
TELL A STORY

House Family
Job

I lost it all to METH.
I HAVE A DREAM

AS A TEEN MARTIN LUTHER KING JR. LIVED IN A SOCIETY WHERE THE KKK KILLED BLACKS FOR SPORT. WHAT IF HE HAD COMMITTED SUICIDE INSTEAD OF CHANGING THE WORLD?

don't erase your future.org
1-800-273-TALK
GET HELP

- This would be a great time to get help
  - Professionals will be able to provide lots of creative concepts but will probably not have PH/Social Marketing background
  - If you can’t hire professionals, get anyone who will sit with you – anyone can be creative!
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EVALUATION!

- Pre-testing
  - Testing the efficacy of your materials with a small segment of the target audience

- Process
  - Confirming you followed your plan and resources reached the intended audience

- Impact
  - Confirming your materials impacted behavior
**PRE-TESTING**

- Can provide insights into whether materials or channels are appropriate or acceptable to the intended audience.

- Reveals whether a message, material or channel is culturally acceptable.

- Help avoid costly mistakes
WHAT TO ASSESS DURING PRE-TEST

- Is it attention-getting?
- Is it clear/easy to understand?
- Is it relevant?
- Is it persuasive?
- Is it credible?
- Is it generating the desired behavior/action?
PROCESS EVALUATION

- Money and other resources spent
- # of activities
- # of products
- # of people who received your materials
- Did you follow the model?
- Did you follow your budget?
IMPACT EVALUATION

- Short-term outcomes, such as who was aware of a program during its evaluation period

- Mid-term outcomes, such as which determinants of behavior were changed

- Long-term outcomes, such as the intended (and unintended) effects a program had on behavior and health problems

WHILE YOU MAY HAVE FOLLOWED THE PROCESS...

All campaigns can be subject to
- Degree of social cohesion
- Culture shift
- Complimenting/discouraging policies/laws
- Competing messages
- Uncooperative gatekeepers
Social Media Tactics

Hrs/per week

1. Listen
2. Participate
3. Share Content
4. Generate Buzz
5. Community Building & Social Networking

Begin here

# of weeks

Slide Credit: wearemedia.org
RESOURCE FOR SOCIAL MEDIA

- http://www.wearemedia.org/
- Guide to using social media for non-profits
- Metrics to measure
TAKE AWAYS

- Don’t start with Promotion (tactics), start w/ behavior
- Behavior should be observable & measurable
- It’s not what you think, it’s what your audience thinks that matters
- Base your decisions on research
- Your marketing tactics should be evaluated, including social media
- Communications should overcome barriers, enhance benefits
RESOURCES

- Social Media for Nonprofit Beginners
  - [http://www.wearemedia.org/](http://www.wearemedia.org/)
- Make your own survey/quizzes/polls for social media
  - [www.Quibblo.com](http://www.Quibblo.com)
- National Survey on Drug Use & Health
  - [http://www.oas.samhsa.gov/nhsda.htm](http://www.oas.samhsa.gov/nhsda.htm)
- CDCynergy Social Marketing Tool Kit
  - [http://www.orau.gov/cdcynergy/demo/](http://www.orau.gov/cdcynergy/demo/)
  - Social Marketing Resources for Physical Activity & Nutrition
    - [www.cdc.gov/dnpa/socialmarketing/](http://www.cdc.gov/dnpa/socialmarketing/)
- RWJ Foundation Social Marketing Resource
  - [http://turningpointprogram.org/](http://turningpointprogram.org/)
- Social Marketing Resources
  - [http://www.social-marketing.org/](http://www.social-marketing.org/)
THANK YOU!
Questions?

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