

Social Marketing: Panacea, Placebo, or Poison?

Third Thursday Breakfast Broadcast

May 17, 2001

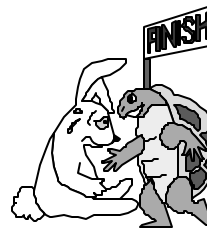
Why Marketing?



When we only have a hammer, we treat every problem as if it were a nail!



Why Marketing?



Insanity is continuing to do things the same old way... and expecting them to turn out differently.

Do things differently.



Business Philosophies

- Production
- Product
- Sales



Why Marketing?

Process of planning & carrying out (1) development, (2) pricing, (3) promotion, (4) distribution of goods and services

Achieve organizational goals
Satisfy consumer wants and needs



Communication

Media Advocacy

- Crafting and delivering messages and strategies based on consumer research to promote the health of individuals and communities



Communication

Media Advocacy

- Strategic use of MM to apply pressure to advance healthy public policy by reframing issues to attract media attention and to tell the story from a policy p.o.v.



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Satisfy consumer wants and needs



Goal of Marketing

To know and understand your customer so well...

Your product “fits” or “sells itself.”



1. Exchange

“A” exchanges what “A” has and values for what “B” has to offer to their mutual satisfaction.



Basis for Exchange

What client thinks the product will cost
(time, money, energy, emotion)

What client thinks s/he will receive
(benefits)



2. Competition

- There are always alternatives
- Alternatives vary by audience
- Different levels of competition



3. Market Research

Who are our clients?

Reactions to proposed offering?

- Surveys
- Interviews
- Focus groups
- Literature reviews
- Report reviews
- Expert interviews

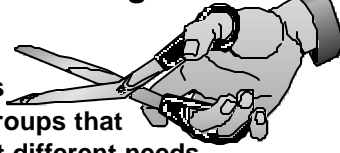


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4. Market Segmentation

Divide clients into groups that exhibit different needs, characteristics, or behaviors



5. Consumer Analysis

Demographics
Psychographics
Motives Values
Needs Demand
Media preferences
Level of involvement
State of problem recognition



Values

prestige	control	pleasure	a world at peace
esteem	happiness	job security	self-respect
power	family	friendships	political freedom
mobility	salvation	mutual trust	inner harmony
education	health	independence	a world of beauty
love	leisure	creativity	safe environment
privacy	equality	humor	
intelligence	\$ security	national security	
excitement		a sense of accomplishment	
religious freedom		professional development	

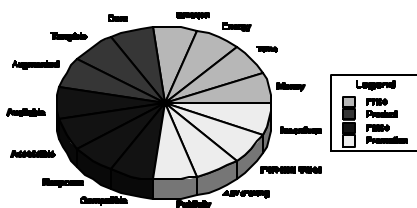


6. Marketing Mix

The right product
+
The right price
+
The right place
+
The right promotion
= Desired Exchange



4 P's



Physical Goods/ Services

- Concrete, easier to describe and/or understand
- Takes up shelf space, has a shelf life, can be inventoried, depreciates
- Can be recalled
- Tested before purchase
- Demonstrated or sampled before purchase/use
- Quality can be controlled by weighing, measuring, comparing against a rigorous, engineered standard
- Experiential/intangible
- No ownership
- Others/provider crucial
- Physical setting important
- Quality varies/hard to control
- Sold, produced, used at once
- Evaluated against variable expectations
- May result in mutual dependence



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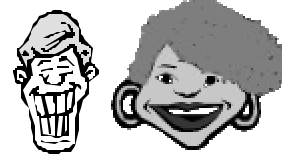
8. Positioning

- Product profile or personality
- Finding a niche in the customer's mind
- Attribute-based



9. Customer Satisfaction

Based on client expectations and



perceptions of what is happening



10. Brand Loyalty

- Repeated use of your offering in preference to competition
- Regular use of your agency to meet a specific need



Social marketing...

“a process for influencing human behavior on a large scale, using marketing principles for the purpose of social benefit rather than commercial profit.”

William A. Smith, 1999



Key Concepts COMMERCIAL & SOCIAL

Consumer Focus
Exchange
Competition
Market Research
Segmentation
Marketing Mix
Positioning
Consumer Analysis
Product Types
Customer Satisfaction
Brand Loyalty



SM Applications

- Tree planting
- Recycling
- Adopting hard to place children
- Increasing educational opportunities for girls
- Volunteerism
- School enrollment
- Encouraging rural economic development
- Reducing spousal abuse
- Lobbying US congressional representatives



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SM Applications

- HIV/AIDS
- Breast Cancer
- Family Planning
- Immunization
- High Blood Pressure
- Cholesterol
- Panic Disorder
- Asthma
- Breast-feeding
- Drug Abuse
- Smoking
- Oral Rehydration Therapy



SM Applications, cont.

- Radon
- Nutrition
- Child Abuse
- Osteoporosis
- Physical Activity
- Bicycle Helmets
- Depression



SM Practitioners

- CDC
- US AID
- CBO's
- NCI
- NHLBI
- US EPA
- Foreign health ministries
- State/Local Health Depts.
- US Dept. of Agriculture
- National nonprofit orgs.
- Colleges/Universities
- Social service agencies
- Private foundations
- Community coalitions



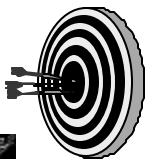
Service vs Marketing Planning

- Needs Assessment
- Problem identification
- Internal evaluation
- External evaluation
- Market analysis



Service vs Marketing Planning

- Goals / Objectives Setting
- Goal setting
- Market segmentation
- Consumer analysis
- Influence channel analysis
- Objectives setting



Service vs Marketing Planning

- Service planning
- Service implementation
- Evaluation
- Modification
- Marketing mix development
- Mix pre-test
- Marketing mix implementation
- Evaluation
- Modification



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Think Like a Marketer

1. Identify & mobilize partners

- Managers, staff
- In/formal leaders
- Media
- Colleges/Universities
- Marketers
- Doers
- Influencers



Think Like a Marketer

2. Conduct market research

- Surveys
- Interviews
- Focus groups
- Literature reviews
- Report reviews
- Expert interviews



Think Like a Marketer

3. Identify key market segments

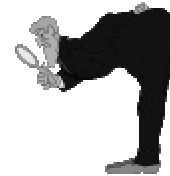
- Teens
- Newly active
- "Repeat offenders"
- Married philanderers
- Seniors



Think Like a Marketer

4. Analyze your clients

- Demographics
- Psychographics
- Values
- Motivations
- Media Preferences
- Demand Level
- Involvement Level



Think Like a Marketer

5. Identify competing:

- Messages
- Products
- Services



Think Like a Marketer

6. Develop a marketing mix for each market segment

- Product
- Price
- Place
- Promotion
- Position



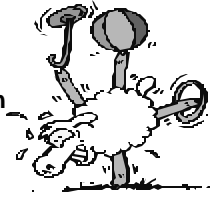
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Think Like a Marketer

- Design efforts that reinforce each other
- Time implementation to reinforce each other
- Monitor implementation



Think Like a Marketer

- Monitor impact of efforts
- Develop/implement a reinforcement campaign
- Position your vision as the norm



Think Like a Marketer

7. Foster Client Satisfaction

Design offerings that meet or exceed their expectations



Think Like a Marketer

8. Foster Brand Loyalty

- Address their values
- Mind your 4P's
- Take consumer cues



Social Marketing is Tough

- Nonexistent demand
- Negative demand
- Intense public scrutiny
- Nonliterate targets
- Impoverished targets
- Highly sensitive issues
- Invisible benefits
- Benefits are often to third parties
- Benefits are often hard to portray



Treasured Resource #1

- *Marketing Social Change: Changing Behavior to Promote Health, Social Development and the Environment*

1995 - ISBN: 0-7879-0137-7
Alan R. Andreasen
Jossey-Bass Publishers
415-433-1740



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Treasured Resource #2

- ***Hands-On Social Marketing:
A Step-by-Step Guide***

1999 - ISBN: 0-7619-0867-6
Nedra Kline Weinreich
Sage Publications
www.sage.org

