

# Overview

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## Social Marketing Definition

- Uses commercial marketing technologies and theories
- Brings about voluntary behavior change
- Targets specific audiences
- Promotes social good

## Applications

- Promote socially beneficial behavior changes
- Promote protective behaviors
- Prevent risky behaviors
- Increase utilization of community services
- Promote new policies and standards

## What's Different? Marketing's Distinguishing Features

- Marketing's focus on consumer and commitment to deliver products they truly value
- Use research to understand consumers' needs and desires
- Use of marketing's conceptual framework to develop strategic plans that serve as the blueprint for success.

## Consumer Orientation

- Commitment to understand consumer needs and wants
- Use understanding to make marketing decisions
- These make up a comprehensive strategic plan
- Serve as blueprint for intervention or program

## Consumer Research

- Existing data
  - Program data
  - Reports
  - Published information
  - List serves and newsletters
  - Other databases - <http://www.health.gov/communication/>
- Data Collection

## Marketing's Conceptual Framework

- Satisfying Exchanges
- 4 Ps and competition
- Data-based decision making

## Exchange Theory

- Exchange time, effort and other expenditures for benefits
- Essence of marketing: Create, communicate and deliver value

## **The Four Ps**

- Product
- Price
- Place
- Promotion

### **Product**

- Actual product - behavior
- Core product - What we're offering people
- Augmented product
  - Tangible objects or services
  - But not educational materials

### **Competition**

- Recognize competition always exists
- What they are currently doing
- Inertia
- Opposing values

### **Product Price**

- Money
- Time
- Pleasure
- Loss of self esteem
- Embarrassment
- Psychic hassle
- Others

### **Place**

- Place consumer will
  - Practice behavior
  - Acquire tangible objects
  - Receive services

### **Placement Strategy**

- People and organizations that provide consumers with services, information, support
- Making services and products
  - accessible
  - convenient
  - pleasant
  - appealing
- Being there at point of decision

## **Promotion**

- Messages: Attention-getting, memorable and persuasive
- Information Channels
- Spokespersons

## **Promotional Tactics**

- Policy development
- Product development
- Professional training and education
- Consumer education
- Social support
- Skills building
- Direct marketing
- Public information
- Public relations

## **Data-based Decisions**

- Which behaviors to promote
- Which subgroups to give highest priority
- Which benefits to promote
- Which costs and other factors to address
- Where to offer products and who can support the behavior change
- How to promote the product

## **Marketing Tasks**

- Initial Planning
- Market research
- Strategy Development
- Program Development
- Implementation
- Evaluation

## Resources

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