

Overview of Marketing's Distinctive Features

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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

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
- People and organizations that provide consumers with services, information, support

Promotion

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

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

Steps

- Audience Analysis
 - Problem Description
 - Market Research
- Market Strategy
- Program Development
- Implementation
- Evaluation