

Thinking like a Marketer: Selecting the Behavior

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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
 - Based on AED's *Thinking Like A Marketer*

Process

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

1st Decision: Which behaviors to promote

Actual Product

- Based on
- Impact
- Likelihood of change
 - Strength of competition
 - Resistance
 - Availability of effective interventions

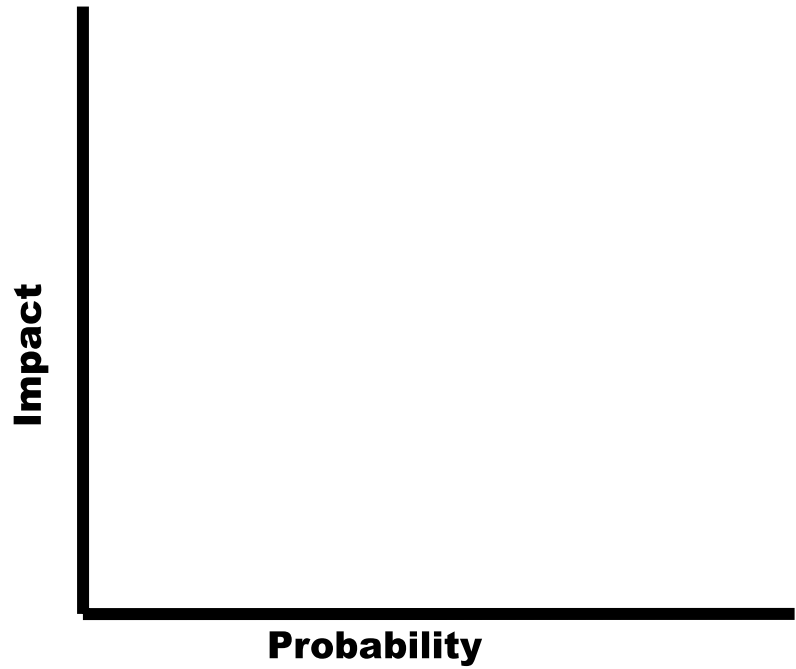
Selection Process

- List specific behaviors
- Determine impacts
- Estimate probability of change
 - Resistance to change
 - Availability of evidence-based interventions

Actual Product:
What behavior do you want to promote?

Behaviors

- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦



Based on Mckenzie Mohr, D. and Smith, W. (1999). *Fostering Sustainable Behavior: An Introduction to Community-based Social Marketing*. Gabriola Island B. C., Canada: New Society Publishers

2nd Decision: Whom do you want to reach?

Priority Populations

- Primary audience
- Whose behavior do you want to change?
- Secondary audiences
- Influencers
- Gatekeepers

Traditional Approach to Segmentation

- Everyone offered same messages or recommendations
- Same promotional strategies used to reach everyone
- Those in greatest need given greatest priority

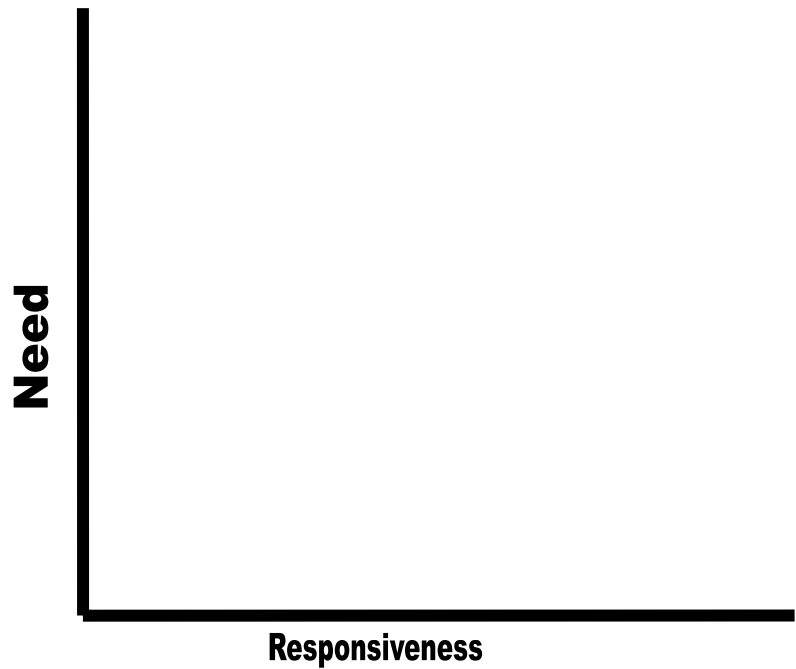
Marketing Approach to Segmentation

- People differ
- Marketers segment based on:
 - Behavior – past, current, and future intentions
 - Benefits
 - Costs
- Personal characteristics
 - Life stage
 - Gender
 - Other demographics

Target Audience:
Whom do you want to reach?

Potential Ways to Segment

- Current behavior
- Readiness to change
- Others



Possible Segments

- ①
- ②
- ③
- ④
- ⑤

3rd Decision: Which benefits to promote

Core Product

- Identify benefits that:
 - best distinguish product from competition
 - You can truly deliver
- Focus on benefits that deliver value in the short run

4th Decision: Which costs and other factors to address

Price

- What do they exchange for benefits?
- What other factors impact behavior?
- What other factors influence their behavior?

Role of Theory

- Theory will help drive consumer research
- Master list of variables
 - External factors
 - Internal factors

Core Product:
What are the core benefits to promise?

Audience Analysis Phase

List non-health benefits consumers might value:

List health benefits *consumers* might value:

Data available to identify benefits:

Market Research Phase

Methods for collecting other data needed:

Market Strategy Phase

Factors to address:

This box cannot be completed until the consumer research has been completed

Price and other Factors

Audience Analysis Phase

List all the things consumers must exchange for product benefits:

What other factors deter consumers from adopting the product?

Data available to identify costs:

Market Research Phase

Methods for collecting additional data on factors to address:

Market Strategy Phase

Factors to address:

This box cannot be completed until the consumer research has been completed

5th Decision: Where to offer products and who can support the behavior change

Placement

- Where to offer services and products
- Partners who can support behavior change

6th Decision: How to promote the product

- Spokespersons
- Information channels
- Communication Guidelines

Placement:
Where should we place services?
How should we distribute the product?

Audience Analysis Phase

Potential places to reach the consumer:

Data available:

Formative Research Phase

Data Collection Methods:

Strategy Development Phase

Placement Strategy:

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Promotion:
How should we promote the product?

Audience Analysis Phase

Potential spokespersons
Potential information channels
Potential tactics

Data available:

Formative Research Phase

Data Collection Methods

Strategy Development Phase

Promotional Strategy:

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