

Evaluating Your Social Marketing Program

Robert J. McDermott, PhD

Evaluation

- Determine which program components should be monitored and/or evaluated
- Decide how to gather information
- Decide how to analyze and report data
- Get IRB approval (if necessary)

Evaluation should be...

- Useful (i.e., responsive to the stakeholder information needs)
- Feasible given time, resources, and available expertise
- Accurate enough to inform the kinds of decisions to be made
- Proper/ethical

Reasons for Evaluating Social Marketing Programs

- To improve the project's credibility for consumers and the persons or agencies funding it.
- To determine if a project is making progress and has been implemented as planned ("fidelity of implementation").
- Use tracking information to make needed mid-course revisions
- To determine the appropriateness of the "match" between actual "outcomes" (KAPs) and stated program objectives.
- To provide evidence that programs are meeting their stated objectives (quality assurance).
- To see whether programs not only are meeting their terminal objectives, but doing so "efficiently" (i.e., with cost-effectiveness).
- To assist decisions about whether one aspect of the marketing mix is more productive than another aspect (e.g., the "right" product but the wrong promotion).
- To compare all the actual effects of a program (good and bad, intended and unintended "side effects") with the wants and needs of the target audience so as to improve (among other things) the program (i.e., the offer) and community relations.
- To have a program judged by "critics" (program experts) who can meet the public's demand for fiscal accountability.
- To interpret and explain the context in which programs operate so as to have insight about improving them.
- To use findings to identify new problems that require re-planning.

Indicators of Campaign Impact – Making the Needle Move...

- Changes in individual behavior
- Changes in participation or utilization rates
- Modifications to the environment or in policies that facilitate change in the target behavior
- Changes to community infrastructure
- Changes in consumer (i.e., customer) satisfaction
- Changes in intention or stage of readiness to adopt the behavior
- Changes in knowledge and beliefs
- Awareness of the problem, of the campaign