



	Marketing Process
<p>Kotler and Lee (2007) <i>Social Marketing: Influencing Behaviors for Good</i></p>	<ul style="list-style-type: none"> • Initial Planning • Strategy Development • Program Development • Implementation • Evaluation


	
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	Data-based Decisions
	<ul style="list-style-type: none"> • 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


	Strategy Development
	<ul style="list-style-type: none"> • Developing the marketing plan • Managing the strategy development process


	Plan Components
	<ul style="list-style-type: none"> • Target Audience(s) • Product Strategy • Pricing Strategy • Placement Strategy • Promotional Strategy


	Audience Segmentation
	<ul style="list-style-type: none"> • List potential segments • Select highest priority <ul style="list-style-type: none"> – Perceived benefits that are easy to build into an exchange – Competing behaviors against which you can “win” – The largest number of people reachable at the smallest cost – The greatest readiness to change


	Behavioral Objectives
	<ul style="list-style-type: none"> • Compare current and desired behaviors for each audience • Identify clear, “doable” behaviors. <ul style="list-style-type: none"> – a one-time action – repeated or daily actions that are simple and take little effort – situational actions – permanent lifestyle changes


	Product Strategy
	<ul style="list-style-type: none"> • Select product benefits to promote • Determine how to position the product


	Position
	<ul style="list-style-type: none"> • Position the product occupies in the consumer’s mind • Perceptions, impressions and feelings about a product • Differentiates product from the competition


	Pricing Strategy
	<ul style="list-style-type: none"> • Identify costs • Design strategies for lowering costs or making them more acceptable



	Placement Strategy
	<ul style="list-style-type: none"> • Where to place services and products • Distribution of products • Mobilization of partners • Designing the place’s image



	Promotional Strategy
	<ul style="list-style-type: none"> • Policy Changes • Professional Training • Consumer Education • Clinic Based Approaches • Service Delivery Changes • Community Based Approaches • Public Information


	Mock Session


	Screening Program
	<ul style="list-style-type: none"> • Goal: increase number of uninsured women screened each year. • Coordinated by local health departments • Financial eligibility guidelines • Medical examination, pap smear, and mammogram


	What Would You Do?
	<ul style="list-style-type: none"> • How would you promote program? • What would you promise women? • How would you reach them?


	Findings
	<ul style="list-style-type: none"> • Past Behavior <ul style="list-style-type: none"> – 9% Had Never Been Screened – 30% Screened At Irregular Intervals – 61% Screened Annually • Intentions <ul style="list-style-type: none"> – Only 5% of Those Screened Do Not Plan To Be Screened Again


	Audience Profile
	<ul style="list-style-type: none"> • Sx precipitated screening • Product image <ul style="list-style-type: none"> – Medical – Embarrassing – Painful – Peace of mind – For some: health departments are for the very poor



	Lifestyle
	<ul style="list-style-type: none"> • Busy putting other's needs first • Do not feel any one cares for their needs • Value services where treated respectfully and compassionately


	Secondary Audiences
	<ul style="list-style-type: none"> • Who influences women? • What groups or organizations can assist us in promoting breast cancer screening?


	The Core Product
	<ul style="list-style-type: none"> • Identify benefits and position product?


	Results
	<ul style="list-style-type: none"> • 90% - Early detection • 75% - Peace of mind • 55% - Lumpectomy


	Doer NonDoer Comparison
	<ul style="list-style-type: none"> • Peace of mind major predictor 3X • Early detection less important 1.2 X • Caring and nurturing staff valued

	Pricing Strategy
	<ul style="list-style-type: none"> • What are the perceived costs? • How can they be lowered? • How can we make cost look more affordable? • What other factors must be addressed?

	Determinants
	<ul style="list-style-type: none"> • Physician recommendation 6 x • Belief should be screened annually 2.5 x • Perceived cost 1.75 X


	Insignificant
	<ul style="list-style-type: none"> • Embarrassment • Pain • Radiation • Drive Time/distance • Clinic Hours

	Placement Strategy
	<ul style="list-style-type: none"> • Access <ul style="list-style-type: none"> – Location – Parking • Facility <ul style="list-style-type: none"> – Image – Attractiveness – Comfort • Partners <ul style="list-style-type: none"> – How can we mobilize them?

	Partner Mobilization
	<ul style="list-style-type: none"> • Health Care Providers Kit <ul style="list-style-type: none"> – Screening Form and Chart Stickers – Services Directory – Consumer Education – Poster to Remind Staff and Patients – Prescription Pad – Fact Sheets

	Promotional Strategy
	<ul style="list-style-type: none"> • Policy Development • Consumer Education • Service Delivery and Access • Social Support

	Promotional Tactics
	<ul style="list-style-type: none"> • Public Relations • Direct Marketing • Public Information • Media Advocacy

	Public Information
	<ul style="list-style-type: none"> • Advertising - paid presentation and promotion of product by identified sponsor • Public relations - managing attitudes of publics • News

	Communication Plan
	<ul style="list-style-type: none"> • Stay focused on target audience • Describe their lives now (before intervention) • Describe their lives after intervention


	Call to Action
	<ul style="list-style-type: none"> • What we want them to do? • Call? • Visit? • Plan to do something? • Do something? • Stop doing something?


	The Promise
	<ul style="list-style-type: none"> • What are we promising them? • How will they benefit? <ul style="list-style-type: none"> – Which benefits should we feature? – Are these distinctively attractive to target audience?


	Spokespersons
	<ul style="list-style-type: none"> • Personality • Consistent Traits • Sustainable Image • Unique • Reality Based


	Findings
	<ul style="list-style-type: none"> • 58% - Physician (slightly more female than male) • 27% - cancer survivor who found it early


	Appeal
	<ul style="list-style-type: none"> • Emotional • Logical • Authoritarian • Fear Arousal • Guilt Arousal


	Tone
	<ul style="list-style-type: none"> • Serious • Funny • Hip • Folksy • Matter of fact • Upbeat


	Communication Plan
	<p><u>Primary Target Audience:</u> Women over 50 who do not have insurance coverage for mammograms and have not been screened at the recommended interval</p>


	Communication Plan
	<p><u>Call to Action:</u> <i>Get a mammogram every year</i></p> <p>Call health department's toll free number to schedule annual affordable screening service available in your community</p>


	Communication Plan
	<p><u>Promise:</u> <i>Low or no cost screening in your community</i></p> <p><u>Benefits:</u> <i>"Peace of mind," overcome fears by being screened regularly, early detection</i></p>


	Communication Plan
	<p><u>Support for Promise:</u></p> <p><u>Logical Appeal:</u> save money, preventive health measure</p> <p><u>Tone:</u> factual, upbeat, respectful and nurturing</p> <p><u>Spokesperson:</u> female physician and cancer survivor</p>



	Information Channels
	<ul style="list-style-type: none"> • When and where will they be in the right frame of mind? • What channels are most appropriate? effective?



	Channels
	<ul style="list-style-type: none"> • Mass Media • Interpersonal Channels <ul style="list-style-type: none"> – “Sales Force” • Non-traditional Communication Channels <ul style="list-style-type: none"> – Community Channels – Targeted Marketing Channels – Incentives With Messages

	Strategy Development
	<ul style="list-style-type: none"> • Create the right expectations • Elements of success

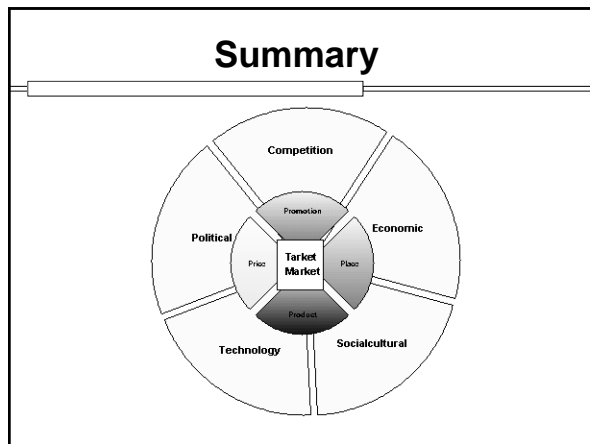
	Expectations
	<ul style="list-style-type: none"> • Purpose: <ul style="list-style-type: none"> • Develop core strategy • Create blue print • Use data to make decisions

	What It Is Not
	<ul style="list-style-type: none"> • Brainstorming session • Creative brainstorming

	Who Should Attend?
	<ul style="list-style-type: none"> • Research team • Stakeholders • Program partners • Others <ul style="list-style-type: none"> Who could help? Who will read the report? Who will be threatened? Who could interfere?

	Logistical Issues
	<ul style="list-style-type: none"> • Determine number and composition of sessions <ul style="list-style-type: none"> • May have series of meetings • May hold meetings with different groups

●	Logistical Issues
	<ul style="list-style-type: none"> • Distribute research report in advance • Hire well trained facilitator <ul style="list-style-type: none"> • Process • Topic



●	Marketing Plan
	<ul style="list-style-type: none"> • What benefits can I offer? • What price will they pay? • Where should I place products and services • What promotional activities should I use?



Break

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