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## Social Marketing Plan Outline

1.0 Background, Purpose, and/or Problem Statement

2.0 Situation Analysis

2.1 SWOT analysis regarding Policy being promoted

2.1.1 Beneficiaries

2.1.1.1 Strengths

2.1.1.2 Weaknesses

2.1.1.3 Opportunities

2.1.1.4 Threats

2.1.2 Stakeholders

2.1.2.1 Strengths

2.1.2.2 Weaknesses

2.1.2.3 Opportunities

2.1.2.4 Threats

2.1.3 Decision-makers

2.1.3.1 Strengths

2.1.3.2 Weaknesses

2.1.3.3 Opportunities

2.1.3.4 Threats

3.0 Priority Population Profile

3.1 Beneficiaries

3.2 Stakeholders

3.3 Decision-makers

4.0 Marketing Objectives and Goals

4.1 Objectives (i.e. pass legislation, allocate funding, improve practices )

4.2 Goals (meet with local officials and legislators, increase awareness, decrease stigma, modify regulation)

5.0 Positioning Statement

6.0 Marketing Mix Strategies (4Ps)

6.1 Beneficiaries

6.1.1 Product

6.1.2 Price

6.1.3 Place

6.1.4 Promotion

6.2 Stakeholders

6.2.1 Product

6.2.2 Price

6.2.3 Place

6.2.4 Promotion

6.3 Decision-Makers

6.3.1 Product

6.3.2 Price

6.3.3 Place

6.3.4 Promotion

7.0 Implementation Plan

7.1 Beneficiaries

7.1.1 Who

7.1.2 What

7.1.3 When

7.1.4 How Much

7.2 Stakeholders

7.2.1 Who

7.2.2 What

7.2.3 When

7.2.4 How Much

7.3 Decision-Makers

7.3.1 Who

7.3.2 What

7.3.3 When

7.3.4 How Much