



## DEVELOPING SOCIAL MARKETING STRATEGIES: The basics

Prepared by Dr Louise Duxbury

### What is social marketing?

Social marketing is an approach designed to support community change whether it is in the environment, training, community health, mental health, safety etc. Communication alone is not sufficient to change behaviour. Communication strategies are needed but they must be part of a larger strategy.

For example with regard to home sustainability assessment it is important to work out what householders concerns are and what they want for the future, what can be done about issues and what resources they have to assist with change and how to start acting for change. Social marketing is a set of tools to assist with behaviour change. Once an overall strategy has been prepared the challenge is to successfully implement it which mean having householders agreeing to change their behaviour. Communication is one of the key tools used within social marketing.

*Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole (Kotler, Roberto et al. 2002).*

### Examples of social marketing:

- Quit smoking campaign – to improve health
- Farm safety campaign – to prevent injury
- Great gardens program in Perth - protect environment
- Landcare – change farming systems
- Sustainable lifestyles – reduce energy, water use and greenhouse gas emissions, improve lifestyle

### Social marketing change is voluntary

### Aims of social marketing

Social marketing aims at selling behaviour change:

- Accept a new behaviour
- Reject a potential behaviour
- Modify a current behaviour
- Abandon an old behaviour

#### Example of recycling:

New behaviour – start a worm farm

Reject a potential behaviour – choose not to buy products that have lots of packaging

Modify a current behaviour – sort waste into recycled, food scraps and non recyclable

Abandon an old behaviour – no longer throw all waste into the one bin

This needs a change in the ratio of benefits and barriers so that the target behaviour becomes more attractive. Four ways this can occur:

1. Increase benefits of target behaviour
  2. Decrease the barriers and or costs of the target behaviour
  3. Decrease the benefits of the competing behaviour/s
  4. Increase the barriers and or costs of the competing behaviour/s
- (McKenzie-Mohr and Smith 1999).

#### Example of recycling:

1. Shire provide worm farm and instruction on how to set it up subsidised rate
2. Shire reduces the costs of collecting recycled bins

3. & 4. Shire increases costs of collection of non-recyclable bins with higher charges the more volume.

### **Differences with commercial marketing**

Commercial sector marketing aims at selling goods and services. Social marketing aims to sell behaviour change.

*Social marketers focus on selling behaviours, whereas commercial marketers are more focused on selling goods and services.*

*Commercial marketers position their products against those of other companies, whereas the social marketer competes with the audience's current behaviour and associated benefits.*

The primary benefit of a "sale" in social marketing is the welfare of an individual, a group, or society, whereas in commercial marketing the primary benefit is shareholder wealth (Kotler, Roberto et al. 2002 p. 20).

### **Key steps in developing social marketing strategies:**

**Step 1:** What is the campaign purpose?

**Step 2:** Target audience, objectives – where do we want to go?

**Step 3:** Set objectives and SMART targets – what behaviour do we want?

**Step 4:** Analyse the **barriers and benefits** of the desired behaviour (product) and the current behaviour (competition)

**Step 5:** PRODUCT, PRICE, PLACE, PROMOTION

Develop **tools and strategies** to address major **barriers and benefits** of the preferred behaviour (product) and the current behaviour (competition) that address product, price, place and promotion.

Develop a communication (promotion) strategy

**Step 6:** How will your marketing strategy be monitored and evaluated?

**Step 7:** Work out your budget and funding sources.

**Step 8:** Pilot your marketing strategy. After evaluation make changes and roll it out more widely.

## Developing your Communication/Promotion Campaign

### *What goals?*

What do you want to achieve overall? What part does communication play in it?

### *Who is the audience/s?*

What do you know about them, their values, beliefs, current behaviour, demographics.

### *Reflect, evaluate*

Begin evaluating the campaign on commencement. Decide on ways to monitor as part of early planning. Is the campaign working

### *What behaviour do we want? What are the barriers and benefits?*

### *Implement campaign*

Follow your plan.  
Communicate with partners.  
Monitor and collect data.

### *What messages & how to deliver them?*

Fit messages with campaign goals and target audiences. What are the best channels to use & best times? *Actions, Who, Budget, When*

### *Run pretest messages & materials*

Pretest materials with people who share attributes of intended audience/s. Revise material and messages after pretest.

## Step 5 Develop a Communication/Promotion Strategy

Example: Recycling

<b>Preferred behaviour (product)</b> <i>Sort waste into recycling and non -recycling bins</i>		
<b>Barriers</b>	<b>Choose tools for Barriers</b>	<b>Develop strategies</b>
Inconvenience. Time. Cost of new bins, compost or worm farm. Handling waste. Don't know how.	Convenience Convenience, prompts Incentives, commitment  Norms Communication	Colour chart on what is recyclable inside every bin. Subsidies for new bins and compost bin or worm farm with signing making a commitment to use them. Famous people affidavits in posters, media happily sorting rubbish, making compost. Free workshops, demonstrations at shopping centres, TV ads, flyer to households with rates notice or newsletter even better, radio talkback, set up waste hotline.
<b>Benefits</b>	<b>Choose tools for Benefits</b>	<b>Develop strategies</b>
Reduced waste disposal charges.  Feel good doing the right thing.  Make good compost.  Bins not smelly.	Incentives  Norms  Incentives  Communication, prompts	Promote reduced charges heavily – council newsletters, radio talks, in rates notices, posters, in flyer to households. Famous people affidavits in posters, media happily sorting rubbish, making compost. Education in schools – install worm farms or composting. Free workshops, demonstrations at shopping centres, TV ads, flyer to households with rates notice or newsletter even better, radio talkback, set up waste hotline. Include in poster on bins that composting means bins not smelly – create a jingle. ‘Feed the starving – worms!’ ‘Clean bins – happy worms! COMPOST counts!’

<b>Current behaviour (competition) <i>Throw all their waste into one landfill bin</i></b>		
<b>Barriers</b>	<b>Choose tools for Barriers</b>	<b>Develop strategies</b>
Rising charges for landfill waste. Pressure on to recycle. Unsorted rubbish is smelly.	Disincentives Communication Communication	Increase charges of non-recyclable rubbish collection. Billboards annual recycling % of households. Famous people affidavits in posters, media happily sorting rubbish, making compost.
<b>Benefits</b>	<b>Choose tools for Benefits</b>	<b>Develop strategies</b>
Don't have to think.  Least time. Convenient. Don't have to handle waste.	Communication  Communication, norms Communication, prompts Technology, education	Be a sport and sort! Famous people affidavits in posters, media happily sorting rubbish, making compost. Its worth taking the time – save money, save the planet. Make it easy to sort and compost. Worm farm or composting can be inside, small, works, no smell. Develop skills in composting.

## **Step 5 Developing your Communication/Promotion Strategy**

### ***What messages?***

- Fit messages with campaign goals and target audiences.
- What are the best channels to use & best times?

Look at your strategies for your preferred and current behaviours. What are the key messages?

*Reference Eg. (U.S. Department of Health & Human Services, National Institutes of Health et al. 2004)*

### **Key promises**

Identify the key messages

### **Support statements**

What are the statements that underlie your messages

### ***How to deliver them?***

#### **How to get messages across?**

Consider the different ways to get messages across and their pros and cons

#### **Use different media depending on:**

##### **The nature of your audience –**

Which media and activities will reach them and influence them the most?

Are type of media and activities trusted by the audience?

##### **The nature of your message –**

Is the media or activities appropriate for the message at the level of simplicity or complexity in the message?

If the message needs to be demonstrated which is the most suitable promotion method?

##### **Reach –**

How many people will be exposed to the message?

How many times?

Is there opportunity for interaction if needed?

Can the audience control the pace of information delivery?

**Cost –**

Do you have the resource to use this promotion media?

**Reinforcement –**

Will the media you choose reinforce the key messages successfully?

**Skills –**

Do you have the skills or access to skills to successfully use this media?

**Media choice**

Lots of options need to consider your objectives, desired reach and frequency, advantages and disadvantages of each kind of media target market size and cost. (U.S. Department of Health & Human Services, National Institutes of Health et al. 2004)

**Three approaches to choosing media channels (Kotler, Roberto et al. 2002)**

Mass	Large groups need to be informed quickly eg imminent danger or threat, new important information, changes in laws. TV, radio, newspapers, billboards, transit signs either advertising or publicity
Selective	Can reach more selective markets more cost effectively – when audiences need more info that is available in mass media formats and ability to contact promoter. Direct mail, flyers, brochures, posters, special events, telemarketing, internet
Personal	When some form of personal intervention and interaction is required to achieve behaviour change. Face to face meetings, presentations, telephone conversation, workshops, seminars, training sessions. Costs are often greatest.

**References:**

- Kotler, P., N. Roberto, et al. 2002, *Social marketing: Improving the Quality of Life*, Sage Publications, Inc., Thousand Oaks, California.
- McKenzie-Mohr, Doug and William Smith. 1999. *Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing*. Canada: New Society Publishers.
- McKenzie-Moir, Doug, Lisa Sara Nemiroff, et al. 1995. Determinants of Responsible Environmental Behaviour. *Journal of Social Issues* 51 (4): 139-156.
- McKenzie-Moir, Doug and William Smith. 1999. *Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing*. Canada: New Society Publishers.
- U.S. Department of Health & Human Services, National Institutes of Health, et al. 2004, *Making Health Communication Programs Work: A Planner's Guide*, U.S. Department of Health & Human Services.