

**USING SOCIAL MARKETING TO INFLUENCE PUBLIC BEHAVIOR
IT'S 1000 TIMES HARDER BUT THERE ARE
12 WAYS TO MAKE IT EASIER
2nd Annual Water Educators Workshop & Reunion**

What is 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 **behavior** for the benefit of individuals, groups, or society as a whole.”¹

What Issues Can Benefit from Social Marketing?

Social marketing is used to influence **specific behaviors** that will improve health, prevent injuries, protect the environment and contribute to communities. Major issues that social marketing can benefit include:

- *Health:* tobacco use, binge drinking, obesity, physical activity, immunizations, nutrition, sexually transmitted diseases, blood pressure, oral health, high cholesterol, and skin, breast, prostate and colon cancer
- *Injury Prevention:* traffic safety, drowning, safe gun storage, falls, household fires, suicide, sexual assault, domestic violence, disaster preparedness, and seatbelt, carseat and booster seat usage
- *Environmental Protection:* waste reduction, water conservation, water quality, energy conservation, air pollution, litter, wildlife habitat protection, forest preservation, disposal of hazardous waste
- *Community Involvement:* organ donation, blood donation, volunteering, voting, crime prevention, animal rights

What are Steps in the Planning Process?

1. Analyze the situation.
2. Identify and select target markets.
3. Determine campaign objectives and goals.
4. Understand the target market's real (and perceived) barriers and benefits.
5. Develop strategies using all 4Ps (Product, Price, Place, Promotion) to overcome barriers and increase benefits.
6. Determine an evaluation plan.
7. Set budgets and find funding.
8. Write an implementation plan.

What are Principles for Success . . . Ways to Make It Easier?

- Take advantage of what's been done before that works.
- Target audiences most ready for action.
- Promote single, simple, doable behaviors.
- Understand real and perceived barriers.
- Identify near term benefits.
- Find a tangible object or service to include.
- Look for a “price” that matters.
- Make access easy.
- Use effective message principles
- Choose powerful media channels.
- Get commitments and pledges.
- Use prompts to sustain behaviors.

¹ Kotler, Roberto, Lee (2002) *Social Marketing: Improving the Quality of Life* SAGE Publications
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