

TCP GUIDANCE ON SOCIAL MARKETING

This training builds upon what was covered in Making the Most of Media and Social Marketing 1 foundation courses. Social Marketing is a process that will take time for both partners and staff to learn and incorporate into the New York State Department of Health Tobacco Control Program. This training is not a comprehensive course, but focuses on some key elements of Social Marketing. This training will assist partners to learn Social Marketing theory and practice steps, and how to apply them to their work. This is the intention of this and future Social Marketing trainings.

For more questions, you can contact Lisa Kelly, at 518-474-1515.

REVIEW RELAY – ANSWER KEY & DEFINITIONS

The correct answer is below each question in bold with more information below.

1. **Research** for social marketing is used to:
 - a. Define your target audience.
 - b. Help you identify what is the exchange.
 - c. Can be done in a low cost way by using secondary data.
 - d. Help you identify what will get your target audience to do the behavior you are trying to get them to do.
 - e. **All of the above.**

Research is not optional because it:

- Analyzes the environment
- Helps define and select your target audience
- Deepens understanding of target audience:
 - their barriers and motivations
 - perceptions and beliefs
 - stage of change
- Develops your offer, strategies and message
- **AND it can be done in low-cost ways**

2. **Social Marketing** is:
 - a. Ads, Brochures, posters and materials about your program.
 - b. A strategic effort to change people's attitudes.
 - c. Is the Promotion "P" from the 4 Ps of Marketing
 - d. **Uses marketing principles and practices to change human behavior rather than make money.**

Social marketing is a process for influencing human behavior on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit.

3. When trying to **change behavior**, which of the following is **LEAST** important?
- Playing to people's own self interest.
 - Changing people's attitudes.**
 - Showing what the social norm is.
 - Understanding which Stage of Change (pre-contemplation, contemplation, etc.) your target audience is in.

Changing people's attitudes is least important when trying to effect behavior change. It is possible to change behavior without changing attitudes. For example "If I have to go outside, 50 feet away from the building, in freezing weather to smoke, then I'm **not** going to smoke, (even if I still want to.)"

4. **Segmentation** describes:
- The ways you could divide your target audience.**
 - Appealing to your target audience's interests and motivations.
 - Deciding who you are NOT going to target.
 - Innovators, Early Adaptors, Early Majority, Late Majority and Laggards.

Segmentation is determining the characteristics you will use to categorize the people within a defined market.

5. The **exchange** in social Marketing is?
- The rate at which you expect people to change their behavior.
 - Data that help you narrow your target audience.
 - What is in it for your target audience to adopt a new behavior.**
 - What you call it when someone moves from one stage of change to another.

The exchange is what your audience needs or wants in order to change behavior (Think self interest!)

6. Your Target Audience is NOT:

- a. The group of people you are trying to reach.
- b. Different for each initiative.
- c. A narrow, well defined group that you have segmented by multiple factors (such as demographic characteristic, geography, adaptor segments, stage of change, etc.).
- d. **You (in most cases).**

You are probably not the target audience! Neither is your boss.
Nor your colleague down the hall.

7. A Benefit (or Value) statement is:

- a. Is what you think of before you begin your social marketing campaign.
- b. Reasons you are doing your program that you can put in your work plan and CAT.
- c. **What is “in it” for the target audience to take the action you are proposing.**
- d. Is easy to figure out with out doing research.

Benefit statements articulates what you are giving your audience (that they need or want!) in order to change behavior.... and it probably isn't “health.”

MORE STRATEGIC QUESTIONS - WORKSHEET

Q:

Why will the audience believe that anything we offer is real and true? Who are their credible sources?



Question

What is the competition offering? Are we offering something the audience wants more?





Question


How often, and from whom does the intervention need to be received if it is to work?





CREATIVE PLATFORM


Qs:	What is my Benefit Statement to my target audience? ◆ Are there other key benefits to my audience for adopting this behavior?
	
Qs:	What are my outcomes/objectives? (Make them SMART - i.e., A 10% reduction in binge drinking in one year's time.)
	


	<p>I want them to DO:</p>
--	----------------------------------

<p>Qs:</p>	<p>What is the information and facts your audience needs to know in order to feel or believe the above?</p>
	

Qs:	What are my core messages? (NOT ad copy or slogans)
	

Qs:	What tone and manner are best? (For this target audience)
	

Qs:	What are the openings – the times, places and situations where the audience will be most attentive to and able to act on the message?
	

Qs:	What are my promotional strategies and corresponding activities?				
	<table><thead><tr><th data-bbox="436 347 1255 391">Strategies</th><th data-bbox="1255 347 1967 391">Activity/Tactics</th></tr></thead><tbody><tr><td></td><td></td></tr></tbody></table>	Strategies	Activity/Tactics		
Strategies	Activity/Tactics				