

STRATEGIC QUESTIONS TO ASK BEFORE BEGINNING A SOCIAL MARKETING INITIATIVE - WORKSHEET

Question

◆ **What is the problem I want to address?**

Idea

Preventing the spread of cold and flu germs in your locality.

Q:

◆ **What action do I believe will best address that problem?**



Question

◆ **What is reasonable to ask people to do?**



Question

◆ **Who is being asked to take that action?**

- Who do we reach now?
- Who would be impossible to reach?
- Who has the biggest reason to care?



QUESTIONS TO ASK BEFORE BEGINNING A SOCIAL MARKETING INITIATIVE – EXAMPLE

Question

◆ What is the problem I want to address?

Idea

Save the Chesapeake Bay.

Q:

◆ What action(s) do I believe will best address that problem?



- Getting people to stop using lawn fertilizer.

Question

◆ What is reasonable to ask people to do?



- Not to fertilize their lawn (?reasonable?)
- Ask them to fertilize their lawns in the fall.

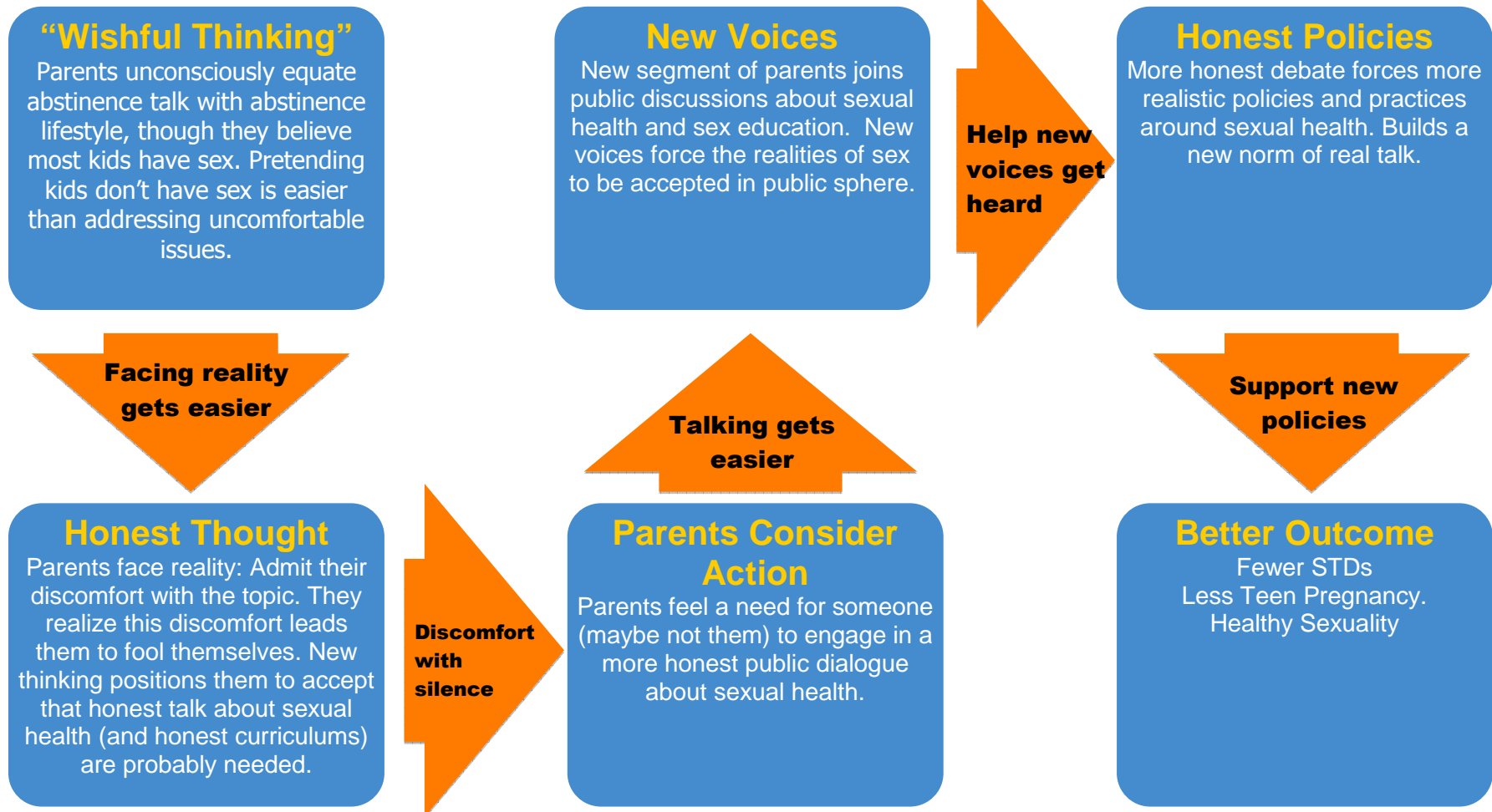
Question

◆ Who is being asked to take that action?



- Who do we reach now?
- Who would be impossible to reach?
- Who has the biggest reason to care?
- Now reach environmentally minded citizens.
- Impossible to reach - ? Don't know?
- Reason to care - everyone in the greater Washington DC area who likes to eat crabs.

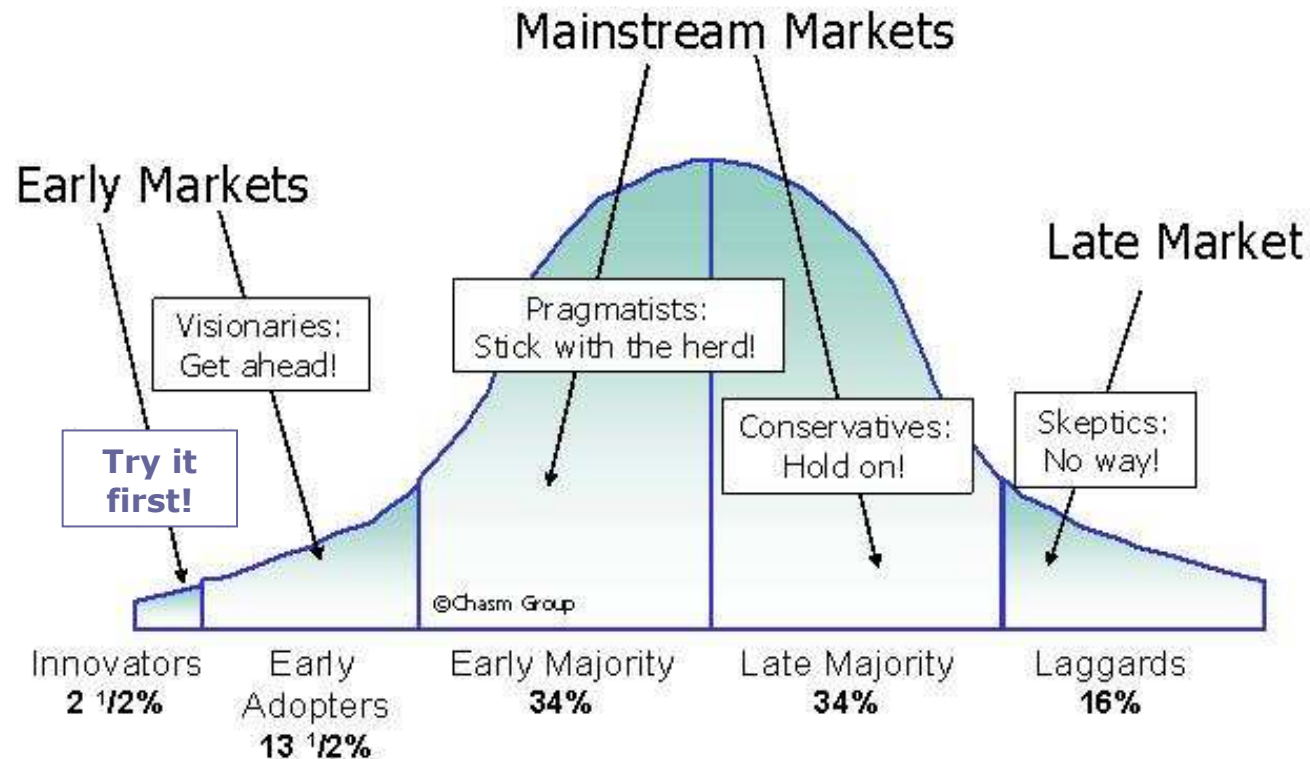
REAL LIFE. REAL TALK. LOGIC MODEL



ADOPTER SEGMENTS

Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology



Source: www.acuity-mi.com

TCP GUIDANCE ON SOCIAL MARKETING

This training builds upon what was covered in Making the Most of Media foundation course. 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.

TARGET AUDIENCE WORKSHEETS – PAGE 1

TCP Goal:

Objective:

Q: Who do we already reach?

Q: Who has the biggest reason to care? (Probably in Preparation Stage of Change?)

Q: Who are my Early Adopters/Opinion Leaders?

Q: Who are my credible sources?

TARGET AUDIENCE WORKSHEET – DEMOGRAPHICS – PAGE 2

Q: Describe in terms of demographics:

Age:

Gender:

Ethnicity:

Education Level:

Income level:

Geography:

TARGET AUDIENCE WORKSHEET - PAGE 3

Q: Describe in terms of psychographics:

Values

Attitudes

Lifestyles

Q: SUMMARY: My TARGET AUDIENCE is:

Q: Now begin to think about: What do they NEED to change their behavior?

BENEFITS STATEMENTS EXAMPLE: SAVE THE CRABS

Target Audience: Homeowners

Question

◆ What do we want?

Save the Bay by having homeowners not use lawn fertilizer.

Q:

◆ What do Homeowners (our Target Audience) want?

To have pretty lawns and crabs to eat too.

Connecting Statement:

Save the crabs by fertilizing in the fall.

BENEFITS STATEMENTS - WORKSHEET

Target Audience:

Question

◆ What do we want?

Question

◆ What does our Target Audience want?

Connecting Statement: