



## Social Marketing 101

NEOP Statewide Collaborative Meeting  
Afternoon Breakout  
November 14, 2012, 3:30-5:00 p.m.

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## What Is Social Marketing?



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## Social Marketing Defined

The use of marketing principles and techniques to influence voluntary behavior change for the benefit of individuals, groups, and society as a whole



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### Network Approach to Social Marketing

The application of commercial marketing tools (advertising, PR, promotion and education) combined with public health approaches (consumer empowerment, community development, public/private partnerships, and policy-systems-and-environmental change) to change population norms and behaviors.

» ... California Nutrition Network, 1996



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### 5 Key Principles of Social Marketing

- Audience Orientation
- Audience Segmentation
- Focus on Behavior
- Competition
- Exchange



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### It Starts and Ends with the Audience



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### It Doesn't Try to Reach Everyone



**Segment by:**

- Demographics
- Geography
- Psychographics
- Behavior



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### It Focuses on Behavior Change

End goal is to change behavior.

These may contribute but aren't the end game:

- Awareness
- Knowledge
- Skills
- Attitudes



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### It Considers the Competition

- What behaviors are competing with the desired behavior?



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## It's About Exchange, not Coercion

- Audience is offered meaningful benefits in exchange for adopting the desired behavior



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## 5 Key Principals of Social Marketing 1% or Less

- Audience Segmentation: Regionally tailored
  - East Los Angeles: low-income Latinos (“*Adelante con Leche Semi-Descremada*”)
- Audience Orientation: 2% two percent ≠ low-fat. Few drink plain milk, so campaign used banana *liquidados* (a blend of milk, banana, ice, and water) for taste tests.
- Focus on Behavior: reduce consumption of whole and 2% milk, and increase consumption of low-fat (1%) and non-fat milk products.
- Competition: many low-income Latino residents believed two percent milk is low-fat; more nutritious than skim
- Exchange: reduce consumption of saturated fat

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## Marketing Mix -- the 4 P's

- Posters
- Pamphlets
- PSAs
- Publicity

These are not the real 4 P's

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## Marketing Mix – the 4 P's

- Product
- Price
- Place
- Promotion
- Partnerships
- Policy



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## Successful Social Marketing Campaigns

### Verb – *It's What You Do!*

- **Objective:** encourage children 9 -13 to be physically active everyday
- **Audience Segmentation:** national, youth aged 9-13
  - Culturally tailored targeting to Latino, African American, American Indian, and Asian children
  - Parents – secondary audience
  - media-dominated lifestyle contributed to low levels of physical activity among tweens
  - children 8-18 spend 3+ hours/day watching television

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## Product – the Behavior

- What are the benefits of adopting the behavior from the audience's perspective?
- What are the competing behaviors?
- What else in the market influences the behavior?
  - Social, economic, political factors

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## 4 P's: Product

**Verb – It's What You Do!**

### Product: Physical Activity

Benefits of adopting the behavior: spending time with friends, playing, having fun, having an opportunity to be active with parents, and gaining recognition from peers and adults.

Competing behaviors: Sedentary behavior, screen time (4+ hrs/day)

Competing influences: lack of transportation, safety concerns, cost, and perceived lack of time



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## Price – the Barriers

- What are the monetary costs?
- What are the nonmonetary costs or barriers?
- How can we position the behavior to show that the benefits outweigh the costs?
- How can we make the exchange worthwhile?
- Can we lower the costs?



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## 4 P's: Price

**Verb – It's What You Do!**

- Monetary: price of dance classes, tennis racquet, etc.
- Non-monetary:
  - psychological (e.g., the tween does not “feel good enough” to participate in physical activity or organized sports),
  - environmental (e.g., no neighborhood sidewalks),
  - time (e.g., parents work = no supervised PA w/ tweens)
- Weaved insights into how tweens and parents view the benefits of physical activity in to VERB messages, strategies, tactics



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## Place

- Where does/could the behavior take place?
- Where can we reach our audience?
- When are they receptive?
- When would they be most likely to put the behavior into practice?
- Who can help us do this?
- What can we do to make the behavior easier to do?



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## 4 P's: Place

### Verb – *It's What You Do!*

- **Place:** where tweens can be physically active in a safe environment
  - e.g., a backyard, youth-serving organization, community-based organization, church, park/recreation department, school, public/private sports organization, or any other place that provides facilities and year-round or periodic event-based opportunities for tweens to be physically active and have fun.
- Parents & communities essential to support



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## Promotion

- How are we going to communicate with our audience to influence behavior change?
- Messages and messengers
- Advertising
- Public relations
- Personal (direct) sales
- Sales promotion



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## 4 P's: Promotion

### Verb – It's What You Do!

- **Messages & Messengers:** Tweens primarily, parents secondary. "Can-Do" messages, as opposed to "must-do" or "don't-do" messages.
- **Advertising:** paid television ads and magazine ads
- **Public Relations:** Partner developed PSAs w/ popular stars and television shows; VERB sponsorship of television shows
- **Personal (direct) Sales & Sales Promotions:** Summer Solstice, Fall Forward, contests & sweepstakes, cultural festivals, foot bags, T-shirts, temporary tattoos, and Frisbee disks, schools (book covers, day planners, and customized lesson plans )

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## Social Marketing Today

- Consider the "market" more holistically
- You may have multiple audiences



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## Think Like a Social Marketer

- Think behavior change
- Know and work with your audience
- Understand benefits, costs, and exchange
- Think about the market in which the exchange must take place
- Remember the real 4 P's

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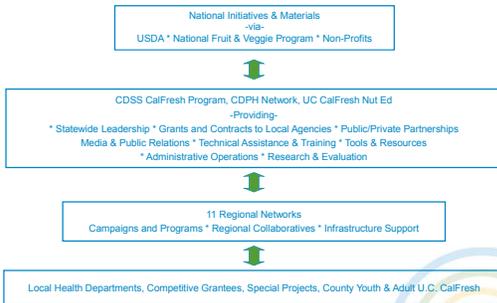
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## California's Approach



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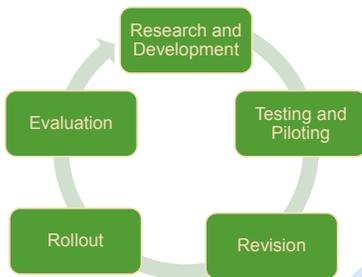
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## Campaign Development Cycle



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## Successful Social Marketing Campaigns Network for a Healthy California – Latino Campaign

- **Objective:** empower low-income Latino adults and their families to consume the recommended amount of fruits and vegetables and enjoy physical activity every
- **Audience segmentation:** SNAP-Ed eligible (i.e., household incomes <185% of the federal poverty level) Latino families in California
- **Social marketing strategies:** Culturally competent Billboards, Advertisements, Radio Spots, Television Commercials, Nutrition Education (Toolbox), Promotions at Fairs, Festivals, Flea Markets, Retail Outlets, Worksites, Schools

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**A palabras necias oídos sordos.**  
Regla #7: Piden dulces; les doy frutas.

**Billboards**

**Madre prevenida vale por dos.**  
Regla #8: Sirvo más frutas y vegetales.

**Comer a medida alarga la vida.**  
Regla #9: Sirvo menos comida grasosa.

**CAMPEONES del CAMBIO**

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## Radio and Television

### 2012 What's Harder Campaign - Spanish

- [Cuando Quieren Dulces](#)
- [Cuando Quieren Cosas Grasosas](#)

**Spanish Radio FFY 2012**

The 2012 the Network for a Healthy California developed 2 Spanish language radio ads which feature a female Mariachi band. The identical spots were a success in highlighting the links and safety messages that empower the Latino community to make health a priority for themselves and their families. An ad that was adapted for television use.

The ads will air from February to September 2012 in various Spanish language media markets throughout the State.

• La Campana - 96.5 San Diego (10/16, New Window)	• La Campana - 90.5 San (10/15, 1, 4/26, New Window)
• La Flor - National - 88.5 San Diego (10/16, New Window)	• La Flor - 88.5 San Diego (10/15, 1, 1/26, New Window)
• Mi Fa Radio - 88.5 San Diego (10/16, New Window)	• La Flor - National - 88.5 San (10/15, 1, 4/26, New Window)
	• Mi Fa Radio - 88.5 San (10/15, 1, 4/26, New Window)

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## Nutrition Education Materials

**Flavors of My Kitchen**

**El Sabor de Mi Cocina**

**Pozole**

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## Put it into Action – Intervention Activities

Ensure your intervention activities address the marketing mix (4 P's)

- Product
- Price
- Place
- Promotion



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## Small Group Activity

- Groups of 4 to 5 people
- Brainstorm activities related to each of the 4 P's
- Behavior: eating more fruits and vegetables



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