Why Let the Devil Have the Best Tunes
Let’s Use Social Marketing

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Social Marketing Defined
The application of marketing technologies where the bottom line is behavior change.

- Marketing Social Change by Alan Andreasen, PhD, Professor of Marketing, McDonough School of Business, Georgetown University; Executive Director, Social Marketing Institute
- William Smith, EdD, Executive Vice President, Academy for Educational Development

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

- Dictionary of Public Health Promotion and Education: terms and concepts by Naomi Modeste, DrPH, Chair, Department of Health Education, School of Public Health, Loma Linda University, and Teri Tamayose, MBA, MPH

Social Marketing Defined
Social marketing is concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends.

- Social Marketing: Why Should the Devil have All the Best Tunes? by Gerard Hastings PhD, Director, Institute for Social Marketing
- www.ism.stir.ac.uk/index.htm

Social Marketing Defined
The consumer-driven application of marketing principles and techniques to program development, implementation, and evaluation in an effort to promote change or modification in health behavior.

- First Things First
- The Approach: Framework, Model
  - Concepts: Competition and Exchange
  - 4 Ps: the Marketing Mix

Agenda
- Social Marketing Definitions
- Benefits of Social Marketing
- Where it Fits in Health Promotion
- What Social Marketing is NOT
- What Social Marketing is About
- First Things First
- The Approach: Framework, Model
  - Concepts: Competition and Exchange
  - 4 Ps: the Marketing Mix

Best Definition
Coordinated activities that comprise a program to make behaviors desired

- Fun
  - “Are the consequences of behavior both real and rewarding for me?”
- Easy
  - “Can I do it? Am I capable?”
- Popular
  - “What do the people I care about want me to do?”
What We Offer
Uncoordinated activities that comprise a program to make behaviors undesirable

- **Boring**
  - “Are the consequences of behavior both real and rewarding for me?”
- **Difficult**
  - “Can I do it? Am I capable?”
- **Lonely**
  - “What do the people I care about want me to do?”

Benefits of Using Social Marketing

- Provides a 360° view of the issue
- Develops culturally appropriate interventions
- Involves those affected by the issue
- Enables effective use of resources

Benefits of Using Social Marketing

- It offers coordinated, multiple intervention tactics!
- It can be used for “downstream,” “side stream,” and “upstream” influence.

Social Marketing’s Fit

Continuum of Interventions

- Unaware/Starting Change/Maximizing Behavior
- Aware/Have Barriers/No Desire to Change
- Education
- Social Marketing
  - “Show Me” – Help Me Get Around These Barriers
  - “Let’s Negotiate” – Make Me
- Low/Policies

Ecological / Environmental Approach
- Low Cost
- High Reach

Social Marketing’s Fit

Intervention Pyramid

- Reach
- Cost
- Policies
- Health Communication, Social
- Partnerships & Collaboration
- Community & Neighborhood
- Health Systems
- Activities w/ Health Education
- Activities with Feedback
- Specialty Care
- Primary Care

High

Low
Social Marketing’s Fit
Intervention Pyramid

What Social Marketing Is Not

- Not social norms marketing, promotion or advertising
- Not driven by organizational experts’ agendas
- Not promotion or media outreach only
- Not social media marketing
- Not social advertising
- Not about coercing behaviors
- Not a “one approach” model

Don’t think media first!

What Social Marketing Is Not

Social Marketing in Health Promotion

Got Behavior Change?

What is Marketing About?

It’s about Behavior

- Not driving after drinking
- Not smoking
- Managing stress
- Eating 5 servings of fruits & vegetables
- Not physically abusing/assaulting
- Approving and implementing environmental changes on campus

Monitoring and Revising
What is Marketing About?
It's about Students
Not all of them all at once!
But specific groups of students . . .
. . . and others

So, What Affects Behavior?
Internal
- Knowledge and beliefs
- Attitudes
- Perceived risk
- Perceived consequences
- Self efficacy

So, What Affects Behavior?
External
- Access
- Skills
- Actual consequences
- Cultural beliefs and values
- Policies

Marketing is more about lowering barriers and increasing benefits!

What is Marketing About?
It's about Decreasing Barriers & Increasing Benefits of Behavior

- Seek assistance from a credible source to minimize their violent behavior
  - Reducing barriers - Telephone counseling by men who had considerable skills training and experience in dealing with violent men; who were able to gain the trust of men, listen to their stories, and assess their level of denial and minimization; and confront men about violence and encourage them to get into programs; No fees; Communication that avoids being judgmental
  - Benefits - Keeping their relationships intact; having a positive impact on their children

- Not driving after drinking
  - Reducing barriers
  - Benefits
    - Be, feel, look cool
    - www.roadcrewonline.org
Program Planning Framework

- Multidisciplinary and comprehensive programs to influence behaviors
- Based on research to understand point of view of the target audience
- Interventions that integrate audience needs with needs of sponsors – exchange
- Considers competition and exchanges
- Ongoing monitoring and evaluation

Social Marketing as a Model for Interventions that Facilitate Behavior Change, Susan D. Kirby, 1995

- No theory of social marketing
- Benchmarks
  - Customer orientation
  - Behavior
  - Theory
  - Insight
  - Exchanges
  - Competition
  - Audience segmentation and targeting
  - Marketing mix
- Continuous and strategic formative & process research, monitoring and evaluation

Key Concept - Competition

- Target audience can go somewhere else or do something else or maintain current behavior
- Modify program, delivery, service provider or the product to make the competing behavior less attractive, less available, or more costly
Key Concept - Exchange

- Increase or highlight the benefits
- Decrease or de-emphasize the barriers
- Change the product, price, place or promotion to meet the exchange, if necessary

Exchange

You Give Me  
$1.00

You Get

A Pepsi  
• a thirst quencher  
• good taste  
• fun  
• youthful feeling  
• girl/boyfriend

Exchange

You Give Me  
75¢

You Get

A Condom  
• protection against pregnancy  
• protection against STDs  
• peace of mind  
• sense of control  
• hope for the future  
• a date

Exchange

You Give Me  
Money  
Time  
Momentary discomfort

You Get

An immunization  
• Better health  
• Avoidance of greater discomfort (sickness)  
• Ability to go to school, work, travel

Define the Health Problem

- Review epidemiologic data sources/literature
- Secondary and primary research
- Identify what actions/behavior change could reduce the problem
- Identify preliminary target audience and target behavior

Identify Who Must Act to Solve Problem

- Collect and analyze demographic, socioeconomic, cultural and other data on target audience
- Segment them into smaller, more homogeneous groups for which uniquely appropriate programs and interventions can be designed
- Individuals, Groups, Decision makers
Identify Who Must Act to Solve Problem

- Select target segments for your program and plan research

Conduct Formative Research

- Understand selected target segment: needs, wants, hopes, fears, knowledge, attitude, behavior, perceived risk
- Research behavioral determinants of desired behavior for selected target segment
- Deep "insight"
- Plan initial concepts and program elements

Develop Project & Interventions

- Set measurable behavioral objectives for selected segment
- Design intervention for selected segment
- Apply marketing principles (the "marketing mix")
- Pre-test all products, services and messages including intervention

How Does Marketing Do This?

It’s about the “4 Ps”

- Product
- Price
- Place
- Promotion
  - Policies – Sometimes called a 5th P

Marketing “Strategies” – What are We Offering

(Product)

- The behavior we want people to do
- The “bundle of benefits” that people tell us are important to them (may not be health-related)
- Tangible services and products to make the behavior easier to do

Marketing “Strategies”

Barriers/Benefits

(Price)

- Cost to the target audience of changing behavior
- Can be financial, or more often related to other “costs”
  - time
  - effort
  - lifestyle
  - psychological cost
Marketing “Strategies”
Where we Offer It

(Place)
Placing services, products and activities at places or times that:
• people are likely to be thinking about the problem/issues
• are convenient for people
• they are likely to see/hear the information
• are where they will act

Marketing “Strategies”
Providing Information

(Promotion)
Presenting information in a way that:
• is memorable
• stands-out from competing messages
• is repeated again, and again, and again
• has a “call to action”
• respects culture
• is in a place and at a time they will notice

Marketing “Strategies”
Providing Information

(Promotion)
Communicating to the audience about product/program, price, and place variables
• News stores
• Letters to the editor
• PSA’s
• Brochures
• Word-of-mouth/face-to-face
• Education sessions
• Advertising
• Media relations
• Events
• Personal selling
• Entertainment
• Direct mail

Deliver and Monitor Program

• Train and motivate front line staff
• Build products and programs and execute
• Distribute materials
• Refine product/program and materials as mid-course monitoring data suggests

Conduct Evaluation

• Conduct process and outcome evaluation
• Linked to behavior objectives
• Did you reach target audience
• Did program have an impact
• Did desired outcome occur, why/why not
• Revise evaluation plans and models in accordance with program changes

Think Like a Marketer

• Think Behavior Change
• Know your Audience
• Think Benefits, Costs, Competition and Exchange
• When/Where in Right Frame of Mind?
• When/Where is Right Place & Time?
• Make it fun, easy and popular!!!!!!
Questions and Answers

Next Step
Your turn to be a social marketer!

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