



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good

SOCIAL MARKETING 101

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NFPRHA Conference



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OVERVIEW

Develop and integrate marketing concepts with other approaches to influence actions that benefit communities for the greater social good ([SMANA 2017](#)).



COMPONENTS

- Step-by-step, data-driven process
- Removes barriers and enhances benefits
- Outcomes not outputs
- Not social media (although a tool)
- The 4 P's



EXAMPLES

BEDSIDER [birth control methods](#) [where to get it](#) [reminders](#) [features](#) [questions](#)

METHOD EXPLORER /

most effective
 party ready
 STI prevention
 hormone free
 easy to hide
 do me now

WELCOME /

Click these filters to find a method (or methods) that fit your life.

MI Healthier TOMORROW

share this / [f](#) [t](#)

BUZGED DRIVING IS DRUNK DRIVING

NONE FOR THE ROAD

Plan ahead for a safe ride home. Text "BUD" to 333777, scan the QR code with your smartphone or visit tq.com.ama.ab.ca

AMA

www.ab.ca/NoneForTheRoad

HOW ABOUT A BIG KISS?

How about a big kiss? You know you should. And that's what you should do. Please don't drink and drive. It's the only way to keep your loved ones safe. For more information, visit www.health.gov.on.ca. © 2010 Ontario Ministry of Health Services. All rights reserved.

Today is the day I choose a healthier future.

26561

NUMBER OF PLEDGES

Pledge to lose 10% and we'll mail you the free MI Healthier Tomorrow starter kit.

Most Montanans

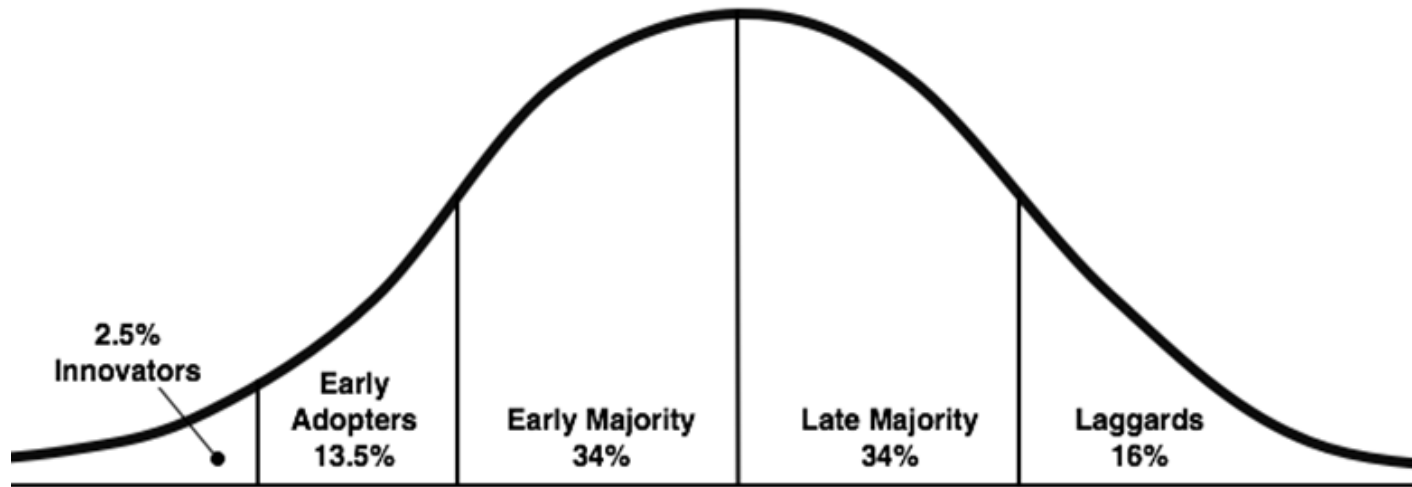
(3 out of 4)

Wear Seatbelts

... MOST of ...



DIFFUSION OF INNOVATION



SHOW ME	HELP ME	MAKE ME
Education is enough for this group to change	Social marketing is a good return on investment for these groups	This group may need laws to drive change

Example: Fit Bit



SOCIAL MARKETING STEPS

1. Identify desired action
2. Segment audience
3. Research barriers and benefits
4. Develop strategies that reduce barriers and enhance benefits
5. Pilot and implement strategies
6. Monitor and evaluate the project

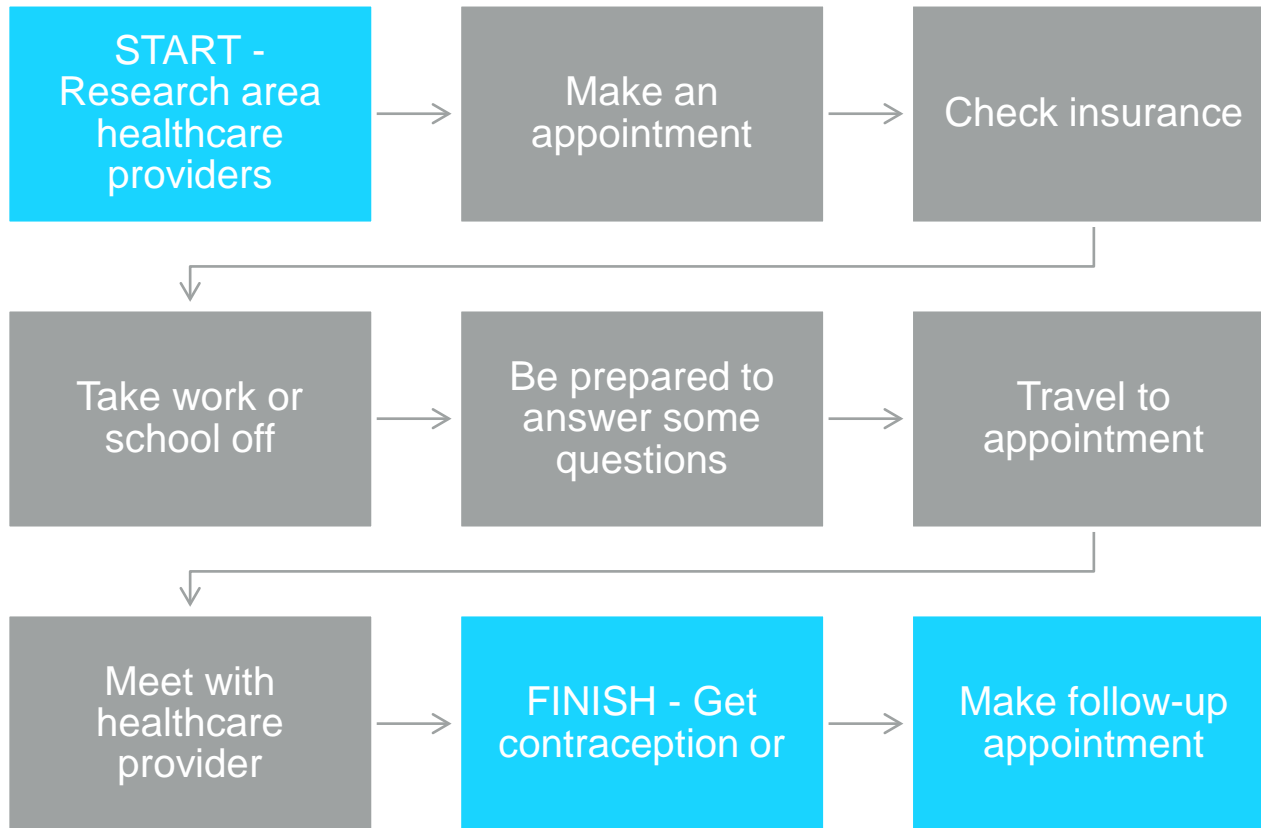


1: OUTCOME

- What does success look like?
- What is purpose or focus?
- What is measurable?

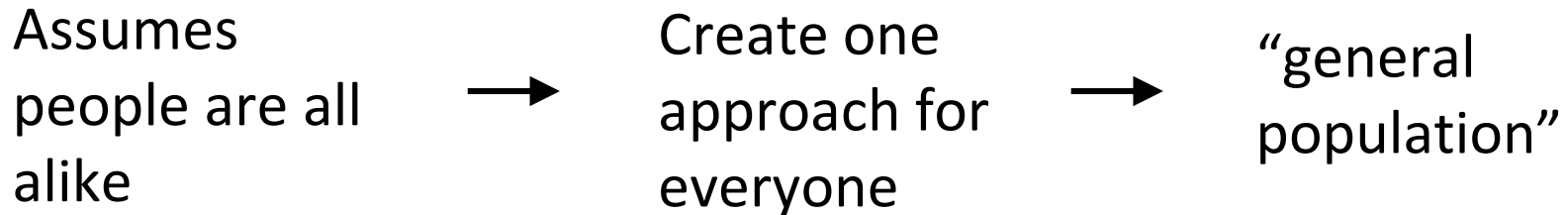


1: SUB-ACTIONS

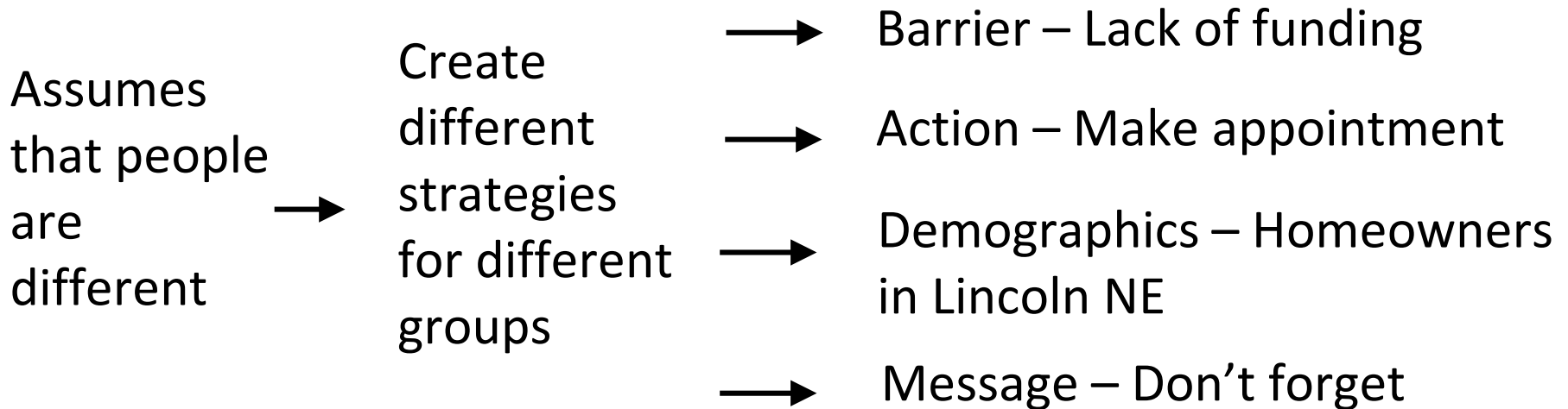


2: SEGMENTATION

Traditional Communication Approach:

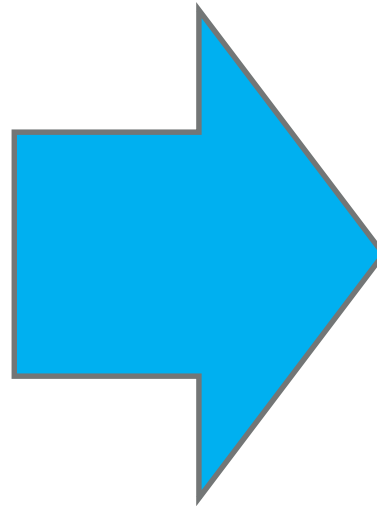


Segmentation Approach:



3: RESEARCH

- Focus on exchange
- What are barriers to action?
- Types of research



- Focus Groups
- Interviews
- Journey mapping
- Literature Reviews
- Message Testing
- Observations
- Photo voice
- Surveys (Intercept, Phone, Mail, Web)



4: STRATEGY – 4 P's



4: STRATEGY

Commitment

Communication

Convenience

Defaults

Diffusion

Feedback

Framing

Heuristics

Incentives

Norms

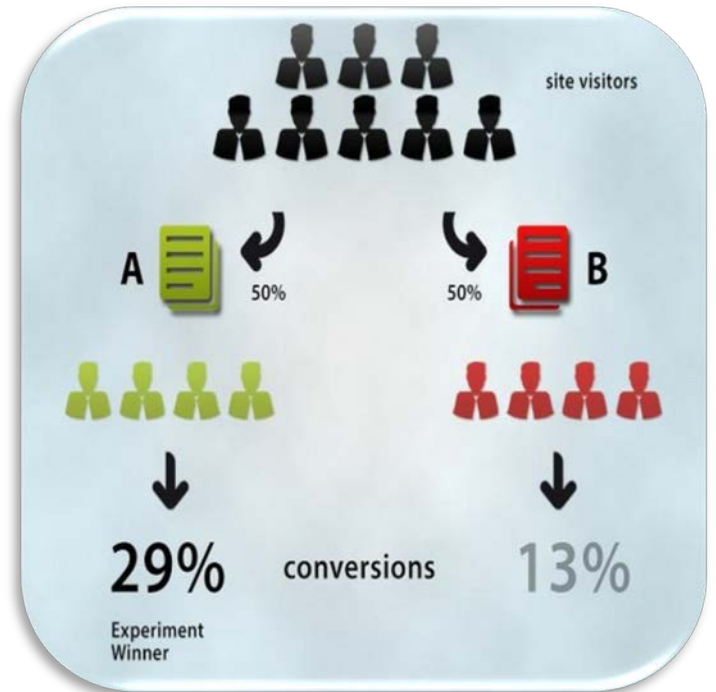
Prompts

Storytelling



5: PILOT/ IMPLEMENT

- Test with your priority audience segments
- Refine until it is effective
- Test alternative methods against one another
- Demonstrate to funders the worthiness



6: MONITOR/ EVALUATE

- Monitor regularly, tweak as needed
- Evaluate outcome
- Consider valid measures
- Utilize logic models



SOCIAL ECOLOGICAL MODEL



EXAMPLE: SMOKING

The screenshot shows the 'truth' website landing page. At the top left is the 'truth' logo. The navigation bar includes 'TAKE ACTION', 'THE FACTS', 'TRUTH EVENTS', 'ABOUT TRUTH', and 'THE VAULT'. The main headline reads 'BUSINESS OR EXPLOITATION?' in large white letters. Below it, a sub-headline states 'Big Tobacco targeted people with mental health issues.' An orange button with the text 'CHECK IT OUT' and a right-pointing arrow is positioned below the sub-headline. On the left side, there is a vertical orange button labeled 'FINISH IT'. The main call to action is 'JOIN THE CAUSE. ENLIST.' in white and orange text. Below this are two input fields: 'Email*' and 'Mobile number', followed by an orange 'SUBMIT' button. At the bottom, there is a small line of text: 'By clicking SUBMIT, I agree I'm cool with receiving emails and texts from truth and agree to the Terms & Conditions. Text STOP to opt-out. Expect 4 msgs/mo. No purchase necessary. Msg & Data Rates May Apply.'



WISCONSIN TOBACCO
QuitLine
800-QUIT-NOW





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**LEARN MORE AT:
Roundtable Session,
Handouts and
www.SMANA.org**

