

Social Marketing

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Video: <http://wwmr.us/support/SocialMarketing/SocialMarketing.html>

The principles of marketing, communications, and public relations are not just for promoting commercial interests – the same tools we use to connect with our target audiences for business ends ... can also be used for advancing social causes and the greater public good as well.

Marketing Clean Hands:

There was once a massive outbreak of influenza, and children especially were catching and spreading the disease as children do.

- ◆ The US Center for Disease control knew the best way to stem the spread of the influenza was to encourage children to wash their hands ... but it takes a bit of scrubbing to get the job done right ... not simply getting their hands wet with a quick rub of soap as also children do.
- ◆ So the social planners picked a song that children the world over know well, and love to sing... and that song was Happy Birthday to You. And the children were instructed to sing the song twice while washing ... and that was long enough to get their hands clean and help stem the spread of the disease.
- ◆ One of the designers of the campaign says he's especially proud of its success ... and how pleased he was to see that sometimes grown adults even years later are still humming happy birthday as they wash their hands.

Four P's of Social Marketing

Publics ... and that means who are your constituents, your stakeholders... anybody impacted by your actions – not just your direct customers.

Partnerships .. meaning who can you work with to advance your ends.

Policy ... or what should the government do about a problem.

Pursestrings ... or who provides the funding and dictates how it gets spent.

Example

Let's look at an example of these four P's in play. Let's say you are designing a public education campaign on the benefits of exercise. So let's identify the components of the four social marketing P's ... as they might apply to that health related campaign:

Publics

Who are the publics related to a public information campaign on exercise?

- Direct target audience that we want to see exercising more
- Direct target's relatives (their spouses, children, parents ... who will encourage them to listen to the message of 'please exercise more for healthier life')
- The target's friends and co-workers
- Health Care Providers
- Public service directors at TV & Radio stations
- Local reporters, who might do stories
- Local government officials, who might speak on your behalf
- Board members, who might help spread the word using their authority in the community
- Organization staff, and volunteers who are going to help you get the job done.

Partners

Who might be suitable partners for a social marketing campaign working to encourage more exercise? On social programs ... we typically don't have competitors fighting for a share of the marketplace ... but rather partners all trying to accomplish a common goal.

- Health clubs – who might financially benefit from the exercise program
- Clothing and shoe stores ... who might partner with giveaways and sponsorships
- Restaurants who might want to be associated with healthy eating
- TV and radio stations who provide free airtime for the public good
- Local employers who have a vested interest in healthy employees
- Service organizations (such as the Jaycees, Lions, Kiwanis, Rotary)
- Grocery stores
- Drug stores
- Local and state health departments
- Volunteer organizations (such as the American Heart Association)

Policy

The next exercise campaign question to answer is what kinds of Public Policy might be addressed through public outreach? What would we like to see our governmental bodies do?

- The city and county could help to develop safe walking/biking paths
- Large government employers could provide flextime at work so employees could take mid-day or early morning exercise breaks
- They could provide employee incentives to walk/bike to work ... such as providing showers
- Government agencies could offer support for installation of bike racks in community

... And any number of other provisions that an engaged group of citizens might encourage their government officials to try.

Pursestrings

And also importantly, who holds the pursestrings? Or who is going to fund our worthwhile project?

- Health organizations
- Federal and state grants
- Funding from local and national foundations
- Corporate sponsors (such as Nike, Reebok)
- And we can possibly offer sales of products emblazoned with exercise related company logos on t-shirts and sweatshirts.