

# Social Marketing: A Powerful Tool for Behavior Change

## Part 2: Social Marketing in “Real Life”



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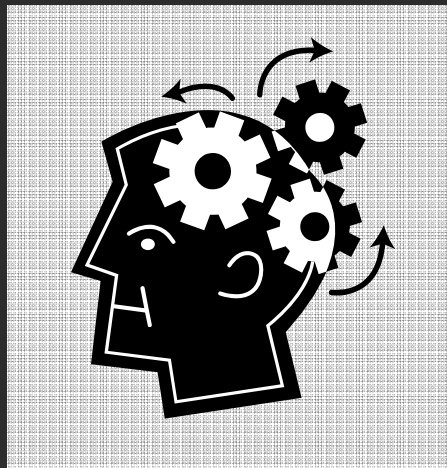
# Range of ways to use social marketing in planning programs:

Use the social marketing mindset

Tailor something (activity/program) that already exists

Use the social marketing planning process

# Use the Social Marketing Mindset



When to use?





## Organization-Centered Mindset:

The customer is a target whose behavior is to be shaped to fit the organization's goals

Your mission is seen as inherently good

Customer = someone who is ignorant or lacks motivation (are seen in an adversarial fashion)



## Customer-Centered Mindset:

Strategies come from what the audience needs and wants, not what the organization needs and wants

Your mission: Bring about behavior change by meeting the target market's needs and wants.

Customer = someone with unique perceptions, needs, and wants

“ The assumption is that customers have very good reasons for doing what they are doing. The marketer’s challenge is to figure out how to adjust the marketing program to respond to those reasons. ”

- Alan Andreasen



# Example: National Planning around Fruits and Vegetables



Audience Orientation

Audience Segmentation

Behavior Change

Competition

Exchange

Marketing Mix



# Tailor an Existing Program



When to use?



# Example: Kentucky's VERB™ Summer Scorecard



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# Use the Social Marketing Planning Process



# Six Phases:

1. Problem Description
2. Formative Research
3. Strategy Development
4. Intervention Design
5. Evaluation
6. Implementation



# Doing Social Marketing

1. What is the Issue/Problem?
  - What are its causes?
2. Who is Affected by it? Who Influences them?
3. Who needs to Act to make it Better?
  - Influencers? Those in the environment?
  - Those affected?
4. What Determines their Behavior? How can I Affect the determinants?
  - With a new service or product? By creating meaningful benefits?
  - Addressing barriers to make it easier?
  - Location? Time or place?
  - Education? Messages? Knowledge? Awareness?



# When to use?



# Example: Georgia's Tween Intervention

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# Questions?



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