Effective Social Marketing Techniques for Inclusive Healthy Community Messaging

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Today's Topics

• What is Social Marketing?
• 10 Principles of Using Social Marketing for Public Health
• Examples and Lessons Learned
EVERYONE 
PUBLIC HEALTH CAMPAIGN TO REACH
SO WHY DO WE CONTINUE TO USE ONE
THAT APPEALS TO EVERYONE
BRAND, NOT MIKE, NOT APPLE, NOT COKE
THERE HAS NEVER BEEN A COMMERCIAL
What is Social Marketing?

Social marketing is an approach used to develop activities aimed at changing or maintaining people’s behavior for the benefit of individuals and society as a whole. It is NOT social media! Social media may be part of the toolkit for creating behavior change.

My definition - National Social Marketing Centre

Social marketing is an approach that combines commercial marketing principles with public health practices with the goal of changing or maintaining people’s behavior for the benefit of individuals and society as a whole. The distinction is very important.
Social Marketing Planning

Policy:
- Social marketing helps to ensure policy is based on an understanding of people's lives, making policy goals realistic and achievable.

Strategy:
- Social marketing enables you to develop marketing that fits people's needs and motivations.
- Social marketing enables you to target resources cost-effectively and select interventions that have the best impact over time.

Implementation and delivery:
- Social marketing enables you to develop products, services, and communications that fit people's lives, ensuring policy is based on an understanding of people's lives.
It starts years before - with a clear objective, focused strategy, and succeeds one step at a time.

Policy change doesn't start with legislators.
Tips from the Social Marketing for Public Health Workshop

BRANDS FOR PEOPLE
COMPANIES MAKE BRANDS FOR TOPICS
PUBLIC HEALTH MAKES
1. Make Campaigns for People, not Topics.

- Build brands around audiences.
- Who you are motivates behavior more powerfully than what you know.
- Use of culture and identity in messaging (psychographics vs. demographics).
- Avoid "self-centered" promotion.
- Use of social listening to make campaigns for people.
A Single, Unified Message For Each Specific Audience

Ideal System
2. Before anything else, segment and understand your audience.

- Segmentation = people who behave in similar ways or have similar needs; identifies clear and distinct values.
- Population targeting through identity.
- One size fits all messaging, does not fit all identifies for behavior change.
- The most “at-risk” and hard to reach is the audience you want to target (similar to universal design).
Psychographic vs. Demographic

Psychographic

Psychographic segmentation = dividing your audience based upon consumer personality traits, values, attitudes, interests, lifestyles, and values. Allows for a more precise match between the "product" and each segment's needs and wants.

Values based messaging.

Psychographic vs. Demographic
Peer crowd research

- Peer crowds are macro-level connections between peer groups with similar values, interests, lifestyles, habits, media consumption and influencers.
- Working on a model for adults (I-base survey added to YRBS in Virginia)
- Peer crowds are macro-level connections

Peer crowd research
and FREE.
AMERICAN,
Life Is Off Road.
DOWN and DIRTY

ABOUT FACTS VIDEOS
3. Develop your message based on their values, not yours.

• Develop your message based on values/cultural norms of the target audience.

• Social branding “to change cultural norms” works.

• Marketing principles does.

• Segmentation identifies reasons why the audience will engage in a behavior; show the audience where OUR behavior fits and how to engage.

• Telling people to exercise doesn’t work, but a tailored message of telling people where exercise fits into their life based on values/culture and showing social marketing principles does.

• “Social branding” to change cultural norms of the target audience.

• Don’t have to convince people to agree with you, to change.
4. Select a single pathway to behavior change.
Pathways to behavior change

Knowledge Pathway
- Basic understanding of the behavior
- Operationalizing how a person can change their behavior
- Urgency of information that accelerates a need to change
- Basic understanding of the behavior

Ability Pathway
- Environment, self-efficacy for change
- Assistance (help lines, programs, etc.)

Exchange Pathway (cost or benefit of behavior)
- Incentives and penalties

Norms Pathway (perceptions people have about behaviors that are or are not accepted in their peer group)
5. Don’t meet market demands, change them.
6. Tailor and target your content to reach the right people.

3 “rights” -

- Right Source
- Right Channel
- Right Message
7. Select influencers by impact, not reach alone.

- Focus on authenticity and relevance to the target audience.
- Ensure your influencers match the culture of your audience.
- Treat influencer relationships like a partnership.
- Authentic amplification (ensure your influencers will post and talk about the campaign/message).
- Find real stories to connect with influencers.
8. Prevent inertia from pulling you away from your audience.

- Don’t mention behavior change outright.
- Embrace natural conflict.
- Inertia is the enemy of change.
9. Engage on social media like a human being.

- Embrace the conversation—counter negative feedback in an authentic way.
- Social media is about engagement and having a conversation.
  - Focus on lifestyle over facts (values-based promotion approach).
  - Don’t talk to our selves (self-centered health).

- Build better audience segments
- Use psychographic data to segment audiences
- Social media listening tools
- Free tools using Google and Facebook – upload member data to get demographic and psychographic data
- Before you start: plan your journey.
Campaign
Tips From Former Smokers
I want to give you some tips about getting ready in the morning.
Tips

Support Program

1-800-Guit-Now

For free help, call

You can quit.

3. Promote the benefits.
Set your quit date with us!

March

* Interested

30 Smokefree Days

Thu 9 AM - Online

Create an environment that supports change.
5. Influence the influencers.

- Pharmacies
- Non-profits
- Health Care providers
- Faith based
- Mental Health
- Military
- Industry
Rescue Lessons Learned

1. Make sure you understand what truly matters.
2. Don’t let the creative minimize the issue.
3. Tailor to peer crowds or subcultures.
4. Production value is not correlated with future behavior.
5. Ensure you have an authentic messenger.
7. Exaggerated consequences don’t get attention, but unknown, irrelevant information is powerful, but must the audience believe.
8. Influencers must match the culture of the target.
9. Targeted messages are more believable.
10. Reality is powerful, but must the audience believe.

Inflated risk is at-risk and hard to reach.

Influencer change person is the audience to influence.

The most at-risk and hard to reach.

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Take Away Questions

- Am I using a combination of activities in order to encourage people to achieve the desired action?
- Am I using a combination of activities in order to do what I would like them to do or outweigh the costs of doing so?
- For my target audience, do the benefits of doing what I would like them to do outweigh the costs of doing so?
- Am I using a combination of activities to do what I would like my target audience to do?
- Am I clear about what I would like my target audience to do?
- Do I really understand my target audience and see things from their perspective?