

Lesson 6

Social Marketing

S2450C Health Promotion



Learning Outcomes

- What is social marketing
- 7 Steps to design social marketing campaign
 1. Audience orientation
 2. Consumer segmentation
 3. Set marketing objectives
 4. Identify factors that influence behavior
 5. Craft positioning statement
 6. Marketing mix
 7. Outline monitoring and evaluation plan



Social Marketing

Uses marketing strategies to influence *health behavior*

(NOT to be confused with Social Media Marketing)



Social marketing is not the same as social media marketing even though the latter is one of the promotional tools being used in social marketing

Social ~~Media~~ Marketing



Social Marketing

Take a look at these sentences. What do the **bold** words have in common?

- **Fasten** your seat belt.
- **Eat** more fruit.
- **Pull over** to use your cell phone.
- **Don't** litter.
- **Get** a mammogram.
- **Talk** to your doctor

Descriptive

**Describe problems to be
addressed by changing behavior**



Social Marketing

- Application of commercial marketing techniques to **achieve specific behavioral goals** for a **social good** rather than for commercial profit
- Seeks to influence **social behaviors** that will benefit the target audience and the general society
- Social marketing is NOT the same as social media marketing even though the latter is one of the promotional tools being used in social marketing



Sample Campaigns

- Can you recall any social marketing campaigns (health or non-health related)?

ANTI-Discrimination Cup Holder

On coffee's cup holders we will create a hole to represent a person's face. No matter the cup holder, the holes will not be changed. As the cup holders are placed on different types of coffee the holes will change colors. This is to symbolize that people are still people no matter their color.

On March 21st, we would like for Day for the Elimination of Racial Discrimination to be celebrated in many different coffee shops so that this sentiment can spread among many different people, that is why we designed this cup holder.



<https://youtu.be/NDKOzFyes5Q>



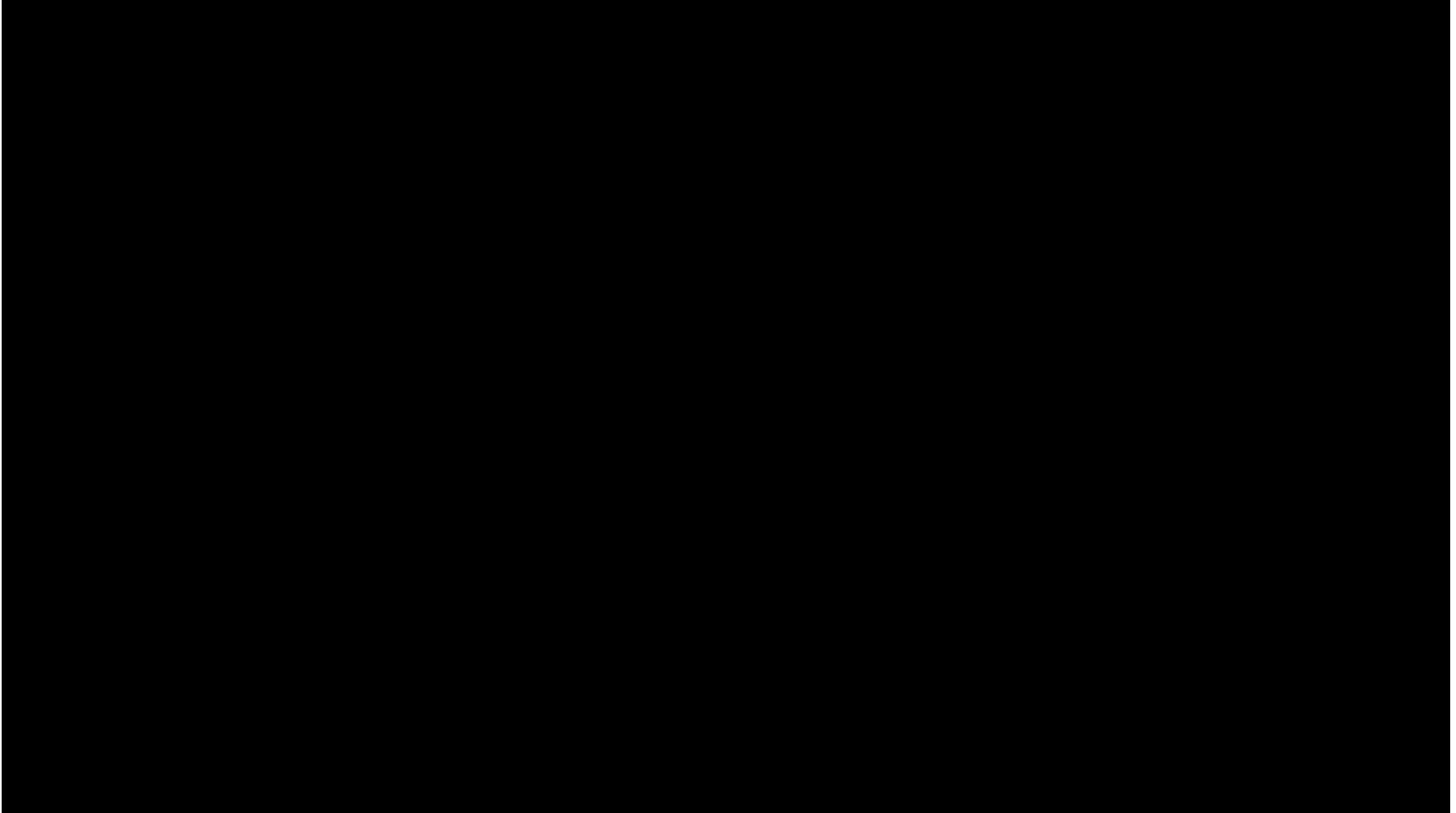
Social Media Impact



[Reverse Selfie: Social Media's Impact on Girls' Self-Esteem | Dove](#)



Anti-Smoking



Source:
https://www.youtube.com/watch?v=g_YZ_PtMkw0&t=2s



The Truth

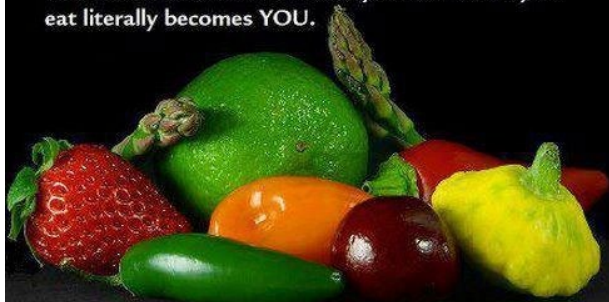
- <https://www.thetruth.com/take-action>
- Based on the look and feel, can you identify the target audience of this campaign?



C

You are what you eat

Every 35 days, your skin replaces itself and your body makes new cells from the food you eat. What you eat literally becomes YOU.



You have a choice in what you're made of

You don't have to **EAT LESS**



You just have to **EAT RIGHT**

Your Good Health is Your Greatest Wealth



GET THE RIGHT MIX.
NOT A SUGAR FIX.



Kickstart your mornings with kopi or teh in siu dai or kosong. The right mix of less sugar and milk makes your drink healthier.

www.drinkhealthy.sg

Healthy Living Every Day

LIFE'S *Sweeter*



WITH *Less Sugar*

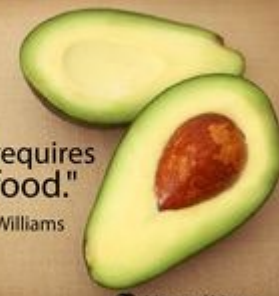
IT'S THE START THAT STOPS MOST PEOPLE.



— ANONYMOUS

"Health requires
healthy food."

- Roger Williams



Natural News

THERE IS NO ONE GIANT STEP THAT DOES IT



IT'S A LOT OF LITTLE STEPS

slimspired

A FEW BITTER TRUTHS FOR YOUR SWEET TOOTH.

BROWN SUGAR	WHITE SUGAR	HONEY
1 TEASPOON	1 TEASPOON	1 TEASPOON
2.35 MINUTES OF JOGGING	2.42 MINUTES OF JOGGING	3.72 MINUTES OF JOGGING

Though brown sugar and honey are often believed to be more natural, it is better to consume both in moderation.

www.drinkhealthy.sg

Healthy Living Every Day



Marketing Mix

The **4 Ps** in commercial marketing:

1. **Product** – the tangible product
2. **Price** – what the customer pays for the product
3. **Place** – convenient distribution channels or places where the behaviour does and can occur
4. **Promotion** – Ways in which the message is communicated to the targeted audience



1. Product

- The **desired behaviour**
- In social marketing you may market multiple products at one go
 - E.g. To reduce prevalence of heart disease, you may market:
 - Behavior: 30 min of walking/day
 - Tangible item: Pedometer to monitor progress
 - Service: a buddy walking programme
 - Event : a health fair at a community centre

2. Price



- The **costs or barriers** to adopting the programme
- Include financial (money) and/or intangible costs such as:
 - Behavioral challenges - what I have to stop doing
 - Time - how much time am I willing to give or forgo
 - Efforts - what resources am I willing to put in
 - Physical challenges - what I am willing to endure so as to obtain the product
 - Psychological/emotional – mental/emotional endurance
 - Social - what am I willing to give up in terms of family and friends



3. Place

- Message delivery **channels or situations** where the behavior does and can occur:
 - where the target audience performs the behaviour
 - where the behaviour is located
 - where the behaviour can be accessed
 - where people think or hear about the behaviour



4. Promotion

- The communication channels / tools that a marketer uses to promote the product, its benefits, the price, and place.
- It includes:
 - Messages
 - Materials
 - Channels
 - Activities
 - Incentives

CREATE A STRONG
BRAND



Additional Ps in Social Marketing

5. **Publics**

- internal and external groups involved in programme

6. **Partnership**

- teaming up with like-minded organisation

7. **Policy**

- to create a supportive environment for behavioural change

8. **Purse strings**

- budget



National Steps Challenge

- | | |
|--------------|------------------|
| 1. Product | 5. Publics |
| 2. Price | 6. Partnership |
| 3. Place | 7. Policy |
| 4. Promotion | 8. Purse strings |

Identify the 8 Ps in this campaign



Summary



What Have you Learnt Today?

- ✓ Social marketing aims to influence health behavior through the use of marketing strategies
- ✓ There are 7 key steps in the process of social marketing, including the development of the marketing mix
- ✓ Social marketing mix is comprised of the 8 Ps (Product, Price, Place, Promotion, Publics, Partnership, Policy and Purse-string).



References

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Cheng H., Kotler P., Lee, N.R. (2011): Social marketing for Public Health-Global trends and success stories. (Chapter 1), Jones and Bartlett Publishers, USA. RA 427.8 SOC 2011

Thank you