



# Health Communication

## Module 3: Social marketing in Public Health

Presented by:

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Public Health Training Center

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## Learning Objectives

**After this tutorial you will be able to...**

1. Define social marketing
2. Describe the difference between social marketing and commercial marketing
3. Describe the importance of market analysis in social marketing
4. Identify steps in the social marketing process

## Social Marketing Defined

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- The application of “commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behavior of a target audience in order to improve their personal welfare and that of their society” (Andreasen, 1995, p. 7).
- Successful social Marketing example- The TRUTH<sub>TM</sub> <http://www.thetruth.com/>

## Social Marketing is Not

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- Social Marketing is NOT:
  - Marketing via Social Media
  - Social Advertising
  - Communication Activity (i.e. Public Service Announcement)
- Social Marketing is:
  - Developed using a marketing conceptual framework
    - Market analyses and research
    - 4 P's
    - Target audience

## How Social Marketing Differs from Commercial Marketing

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- Commercial marketing focuses on the promotion or selling of a product to further the company's monetary objectives or enhance brand image (tangible)
- Social marketing focuses on changing behaviors of an individual or society to improve the wellbeing of the person or society (intangible)

## Social Marketing Conceptual Framework

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- Notion of Exchange
- Audience Segmentation
- Competition
- Marketing Mix
- Consumer Orientation – Market Research
- Marketing Plan Monitoring, Evaluation and Revision (Grier & Bryant, 2005)

## Notion of Exchange

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- Marketing attempts to influence a person's voluntary behavior.
- Commercial marketing exchange
  - Cost = money
  - Benefit = product or service
- Social marketing exchange
  - Cost = the intangible cost of time or discomfort that comes from making a behavior change.
  - Benefit = improved health
  - Benefit must truly be valuable to the consumer (Donovan, 2003)

## Audience Segmentation

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- 'Know thy consumer'
- One marketing campaign will not resonate with all consumers.
- Break the audience into segments or target markets based on needs, wants, lifestyle, behavior and values.
- Know which segments of the population will receive the greatest priority when a marketing campaign is being developed (Forthofer & Bryant, 2000).
- Use this to develop an effective communication strategy

## Competition

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- Commercial market
  - other products or services that compete with their product or service to satisfy the wants and needs of the consumer.
- Social marketing
  - behavioral options that compete with the health option that is offered to the consumer (Hasting, 2003).

## Marketing Mix – the 4 P's

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- Marketing Mix – the 4 P's
  - **Product** refers to the benefits received from adapting a new behavior, i.e. lower blood pressure, improved fitness.
  - **Price** refers to that which is sacrificed in exchange for the product i.e. time or discomfort.
  - **Place** refers to the action outlet or the place and time that the behavior will be carried out
  - **Promotion** is the visible part of a marketing campaign and can include: advertising, public service announcements, billboards, commercials, pamphlets, signage or the use of social media. (Grier & Bryant, 2005).

## Consumer Orientation – Market Research

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- Consumer Orientation – Market Research
  - Understanding the consumer,
    - his/her wants and needs
    - behavior that he/she hopes to change.
    - values of the consumers
    - consumers' perception of:
      - the seriousness of not adapting a behavior change,
      - benefits of adapting a behavior change,
      - barriers to adaptation,
      - self efficacy (belief)

## Marketing Plan Monitoring and Revision

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- Throughout the process, social marketers must
  - evaluate their marketing campaign
  - make adjustments to the campaign if it is not resonating with target audience
- Evaluation needs to include both the broad marketing strategy and the specific message that is being conveyed to the consumer (Balch & Sutton, 1997).

## Steps in Social Marketing Process

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- Six Steps
  - Initial Plan
  - Formative research
  - Strategy development
  - Program development and pretesting of material
  - Implementation
  - Monitoring and evaluation

## Challenges of Social Marketing in Public Health

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- Seen as a method for communication, not a comprehensive intervention
- “Blames the victim”
- Seen as manipulative
- Reluctance to invest time and resource into consumer research (Grier & Bryant, 2005)

## Conclusion

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- Social marketing is a valuable tool
- Consumer orientation
  - Puts consumers at the center
  - Ensures the consumers wants and needs are satisfied
  - Invites consumers to be partners