



## Public Health Communication Part 4: Social Marketing, Branding, & Message Development

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. Understand social marketing and its application to public health.
2. Identify four interrelated tasks within social marketing.
3. Systematically plan a social marketing campaign.
4. Understand message strategy and its role in developing effective health messages.

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# Understanding Social Marketing

- Social marketing defined:
  - Application of marketing techniques to
  - Influence target audiences to
  - Improve their personal welfare and their part of society.

– (Andreasen, 1994)
- Widely credited to sociologist G. D. Wiebe (1951).

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# Traditional Marketing: The 4 P's



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## Social Marketing & Public Health

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- Traditional Marketing
  - Often Tangible (“soap”)
  - Full Dimensions of Marketing
  - Financial Goal
- Social Marketing
  - Often Intangible: (“brotherhood” “rational thinking”)
  - Behavior/Attitude Change Communication
  - Social Goal: Public Good
  - Public Health Communication

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## Four Interrelated Tasks

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1. Identify Benefit to Target Audience
2. Target Audience Behaviors
3. Essence of Product
4. Developing the 4 P's

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## The Four-Step Public Relations Process

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- Research
- Planning
- Implementation
- Evaluation

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## Research

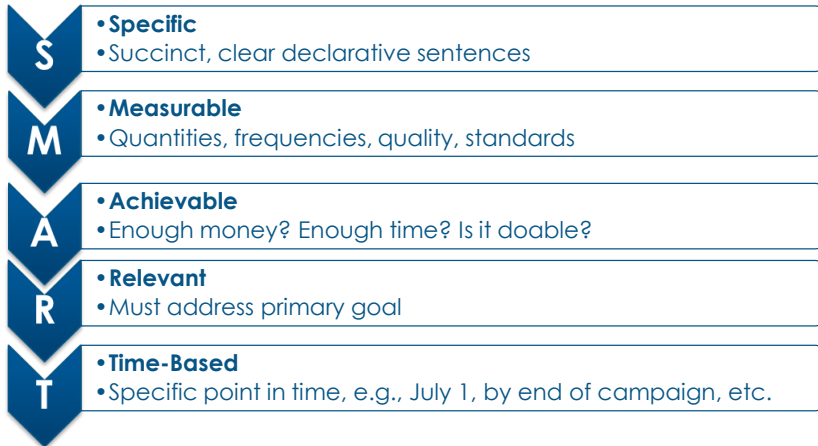
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- Benefit of Product
- Target Audience(s) & Segmentation
  - Demographics
  - Psychographics
- Product
  - Brand Recognition
  - Relevance to Target Audience
  - Positioning

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# Planning

- Developing S.M.A.R.T Objectives



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# Implementation

- Tool
  - Specific communication channel
  - Example: *The New York Times*)
- Tactic
  - Way to communicate; Channel category
  - Example: Print Media
- Strategy
  - Unifying concept across all tactics & tools
  - Makes campaign cohesive

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## Evaluation

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- Indirect Observation
- Direct Observation
- Surveys & Interviews
- Focus Groups
- Reputation Studies

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## Developing Key Messages

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- Two Components
  - Core Idea
  - Short List of Supporting Information
- Example from Texas Commission on the Arts:
  - Art is everywhere
    - Art encourages thought and reason, imagination and creativity. Art inspires. Art communicates. Art opens eyes, opens hearts and opens doors.
    - Art and culture permeate our lives through individual and collective expression and experiences.
    - Imagine what your life or your community would be like without art.

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## Audience Analysis & Segmentation Resources

- New Strategist book series  
<http://www.newstrategist.com/>
- U.S. Department of Labor, Bureau of Labor Statistics <http://www.bls.gov/>
- Consumer Expenditure Survey  
<http://www.bls.gov/cex/>
- U.S. Census Bureau  
<http://www.census.gov/>

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