

Media & Marketing 101: Real-World Tips for Planning Your Coalition Campaign

Kate Perkins

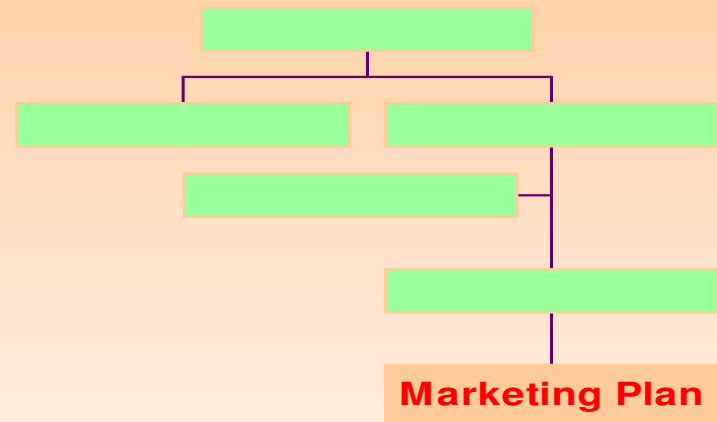
Maine's Environmental Substance Abuse
Prevention Center (MESAP)
Medical Care Development

October 19, 2009



First Things First!

- You can't have a marketing plan without an overall plan!



- Communication activities should support your overall goals!



First Things First!

- Marketing
- Social Marketing
- Social Norms Marketing
- Media

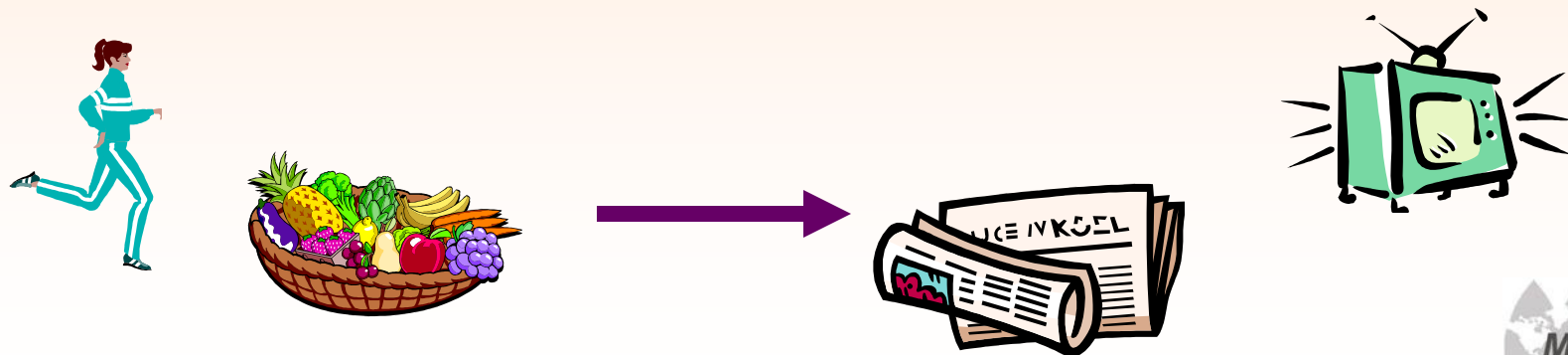


First Things First!

- Start with your audience first!



- Then think message, then channel.



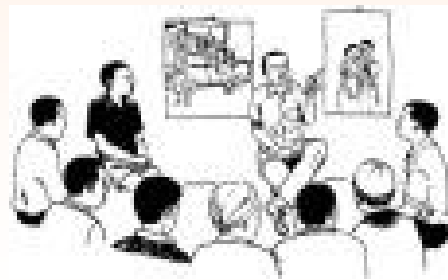
First Things First!

- Work with professionals.



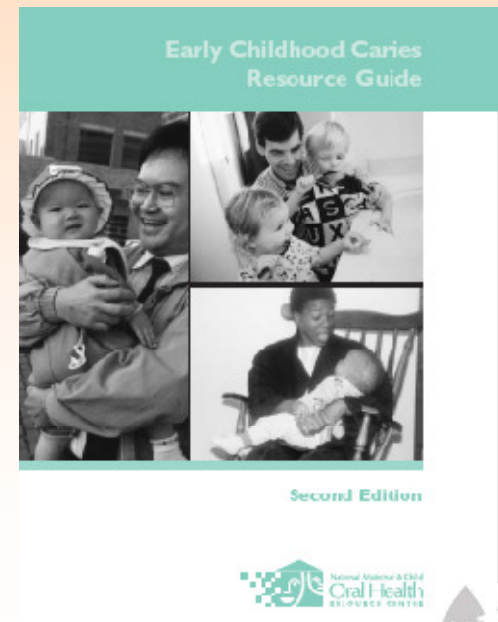
First Things First!

- Use formative research...
 - Every time...
 - For every project...
 - *Really!*



First Things First!

➤ Apply best practices!



Simplified Definition

Social Marketing is the coordinated activities that comprise a program to make a certain behaviors

- **Fun**

“Are the consequences of behavior both real and rewarding for me?”

- **Easy**

“Can I do it? Am I capable?”

- **Popular**

“What do the people I care about want me to do?”



**Marketing is *more* about
lowering barriers and
increasing benefits!**



What is Marketing About?

It's about Behavior

Parents – staying up until the youth comes home, giving a hug, engaging in conversation

Parents – getting to know friends and friends parents

Young adults – using Maine BAC to assess personal risk

Adults - not hosting drinking parties



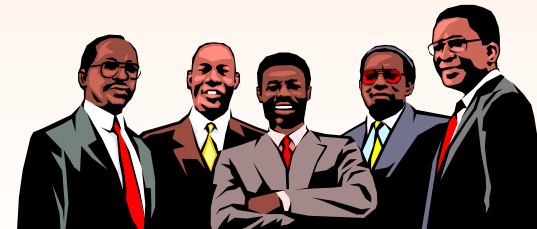
What is Marketing About?

It's about People

Not everybody!



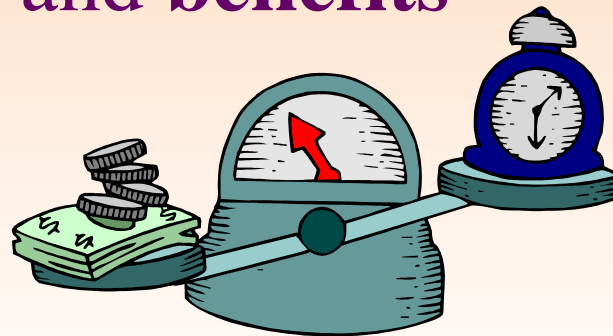
Specific groups of people . . .



What is Marketing About?

It's about Understanding Why People Do What They Do

People weigh the **costs** and **benefits** of behaviors



People behave in ways that benefit them



...So, What Affects Behavior?

External

- Policies
- Access
- Skills
- Actual consequences
- Cultural beliefs and values



... So, What Affects Behavior?

Internal

- Knowledge and beliefs
- Attitudes
- Perceived risk
- Perceived consequences
- Self efficacy



What is Marketing About?

It's about Decreasing Barriers & Increasing Benefits of Behavior

Personal Risk Assessment

free, on the web, immediate results!

Calling parents of friends

kids know you care, other parents are reinforced in doing the right thing, new alliances with parents

Don't host

why would you want the mess or the liability?



How Does Marketing Do This?

It's about the “4 Ps”

Product

Price

Place

Promotion



Marketing “Strategies”

-- What are We Offering

(Product)

- The **behavior** we want people to do
- The “**bundle of benefits**” that people tell us are important to them (may not be health-related)
- **Tangible services and products** to make the behavior easier to do



Marketing “Strategies”

Barriers/Benefits

(Price)

Anything that lowers barriers, reduces “costs,” makes it easier, emphasizes benefits:

- Activities
- Policy changes
- Messages
- Outreach
- Services and opportunities



Marketing “Strategies”

Where we Offer It

(Place)

Placing services, products and activities at places or times that

- people are *likely to be thinking* about the problem/issues
- are *convenient* for people
- they are *likely to see/hear* the information
- where they *will act*



Marketing “Strategies”

Providing Information

(Promotion)

Presenting information in a way that

- *is memorable*
- *stands-out* from competing messages
- *is repeated* again, and again, and again
- has a “*call to action*”
- *respects culture*
- is in a *place* and at a *time* they will notice



Marketing “Strategies”

Providing Information

(Promotion)

Examples:

- News stories
- Letters to the editor
- PSAs
- Brochures
- Word-of-mouth/face-to-face
- Education sessions



BEHAVE Framework

TARGET AUDIENCE

In order to help:

A specific target audience

Who?

ACTION

to:

Take a specific, observable action under certain conditions

What?

DETERMINANTS

we will focus on:

What determines that action

Why?

ACTIVITIES

through:

Activities aimed at the behavioral determinants

How?

1

Know exactly who your **audience** is and look at everything from their point of view.

2

Your bottom line: the audience's **action** is what counts.

3

People take action when it **benefits** them. **Barriers** keep them from acting.

4

All your **activities** should maximize the benefits and minimize the barriers that matter to the target audience.

Base decisions on **evidence** and keep checking in.



An Example



What is Marketing About?

It's about Behavior

Young adults – risk assessment

Parents – staying up

Parents – getting to know friends parents

Adults - not hosting



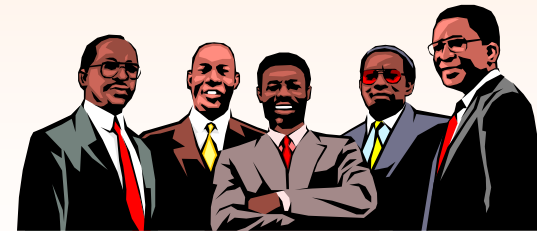
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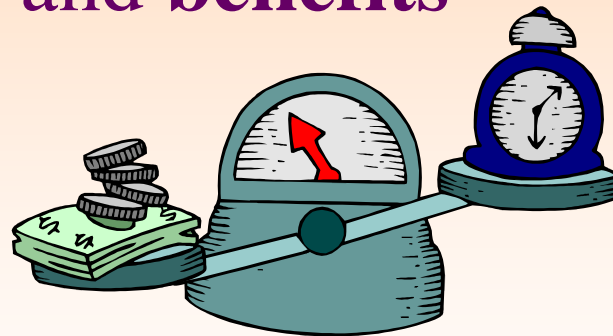
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What is Marketing About?

It's about Understanding Why People Do What They Do

People weigh the **costs** and **benefits** of behaviors



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...So, What Affects Behavior?

External

- Policies
- **Access**—free on the web
- **Skills**—click on the boxes
- **Actual Consequences**—hey that was easy and fun!
- **Cultural Beliefs and Values**—all my friends are doing it



... So, What Affects Behavior?

Internal

- **Knowledge and Beliefs**—I'm curious about myself and how I "rate"
- **Attitudes**—This is new, fun, and easy.
- **Perceived Risk**—Nothing to lose except a little bit of time. It's anonymous!
- **Perceived Consequences**—My curiosity will be fulfilled, and I'll be entertained.
- **Self Efficacy**—I can totally fill out a 15 min quiz on the web.



What is Marketing About?

It's about Decreasing Barriers & Increasing Benefits of Behavior

Decreasing Barriers

- FREE, ANONYMOUS, BRIEF, ONLINE.
- Fun & easy to “Forward”
- Remove potential stigma by targeting “everyone”—
Not just those with a problem

Promoting Benefits

- Have fun
- Satisfy curiosity; learn about yourself



The 4 P Strategies

Product

- Online quiz with personalized results
- Personalized BAC chart and reduced-risk guidelines
- A fun and interesting thing to forward to your friends

Price

- 15-20 min of time at a computer



The 4 P Strategies

Place

- Outdoor concerts and festivals
- Downtown streets, early evening
- Workplaces

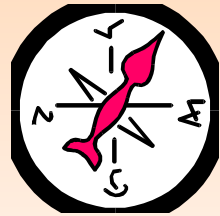
Promotion

- Wide media coverage at project launch
- Outreach by young adults
- Wallet cards and fun swag with website (carabineers, flashlights, water bottles)
- Facebook and other online advertising

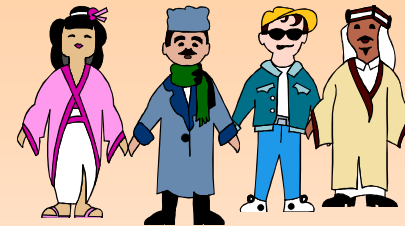


What Are the Benefits of Using Social Marketing?

Provides a 360 view
of the issue



Involves those affected
by the issue



Develops culturally
appropriate interventions

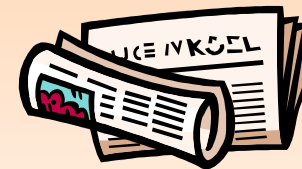
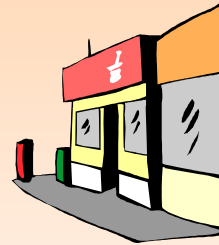


Enables effective use
of resources

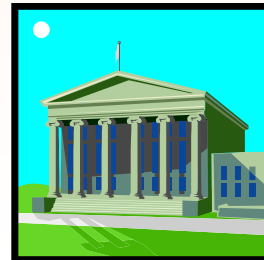


What Are the Benefits of Using Social Marketing?

It offers coordinated, multiple intervention tactics!



It can be used for “downstream” and “upstream” change



Social Marketing: A Mindset

- ✓ Think behavior change
- ✓ Know your audience-motivations, what is important to them, fears, hopes, values
- ✓ Think benefits and costs of behavior
- ✓ When/Where in right frame of mind
- ✓ When/Where is right place & time



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www.mcd.org/mesap.asp

www.21reasons.org

www.socialmarketingcollaborative.org

<http://www.orau.gov/cdcynergy/soc2web/default.htm>



NEXT STEPS

Work at your table with your coalition colleagues to complete “My Model” for one of your target audiences.

