Social Marketing

Influencing behaviors for good

IOM Committee on Public Health Dimensions of Cognitive Aging
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Social Marketing

“A process that applies marketing principles and techniques to influence target audience behaviors that benefit society as well as the target audience.”

Exchange Theory

Costs must equal benefits
It’s all about behaviors

- Eat 5 fruits and vegetables a day
- Exercise 30 minutes, 5 X a week
- Brush 2 X a day
- Wash cars at commercial car wash

Notice how specific these behaviors are. It doesn’t say “eat healthy.” It says “Eat 5 a Day.” You want the audience to know exactly what to do. And you want to be able to measure whether or not they have done it. So what would be a behavior that is associated with “intellectual stimulation” or “being socially connected”? 
Choose a single, doable, measurable behavior

One that will make a difference

One that the audience will know if they have done

One that you can measure

### Segmentation: Who is most ready?

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<tr>
<th>BROWNS</th>
<th>SPROUTS</th>
<th>GREENS</th>
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<tbody>
<tr>
<td>Don’t have the value or the behavior</td>
<td>Have the value, but not the behavior</td>
<td>Have the value and the behavior</td>
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<tr>
<td>“And I’m not likely too!”</td>
<td>“I am interested but have barriers and lack motivation.”</td>
<td>“Just tell me what you want me to do next.”</td>
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Where’s the toothpaste?

Product

Fun. Easy. Popular

Price. Place.
Awareness Up

Be healthy. Be active.

Dancing 108%
Housework 116%
Stair climbing 72%
Yard work 230%

55% increase in mention of feeling better

Feel better, look better, live longer
The benefits of physical activity are remarkable. It can lower your risk of diabetes, heart disease, high blood pressure and cholesterol. It can boost your energy, lower your stress and improve your balance. And you can get these benefits through everyday activities. Physical activity fits with life.

245% increase in mention of living longer
Increased intention

More likely to increase physical activity level

66.2% vs. 54%
# Marketer’s Role

**Move people to the next stage**

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- **BROWNS**
  - Make sure know about facts
  - Eventually, out number them!

- **SPROUTS**
  - Remove barriers
  - Offer incentives

- **GREENS**
  - Reward
Where’s the toothpaste for healthy cognitive aging?

What can we offer people, that they can use, that will make it worth it to them to change?

What is the benefit?

How can we make these behaviors the norm, in other words fun, easy and popular?
Social Marketing is*

★ A system, not a slogan.
★ A benefit we’re offering people, not a message.
★ About better services, better products, and better behaviors.

*Bill Smith
THE 5 BIG QUESTIONS TO ASK

To Assure A Social Marketing Approach*

1. Have you selected a clear target audience?
2. Are you encouraging a single, doable behavior?
3. Have you identified audience barriers and desired benefits?
4. Have you considered all 4Ps?
5. Will you report on levels of behavior change?

*Nancy R. Lee