Social Marketing 101

Turn clicks into connections.

Social marketing applies commercial marketing principles and techniques to promote and encourage behavior change to improve the health or well-being of an intended audience or community as a whole. It is a strategic approach that:

- Enhances current strategies to “sell” the program
- Focuses the messaging
- Effectively communicates to the intended audience

Use this tool to help clearly define the intended audience, craft messages that resonate, identify effective communication channels, and continuously measure and refine the approach for greater impact.

Understanding the Product in Social Marketing

In a recruitment context, the product includes both your program/services and the desired behavior change. This encompasses:

- The behavior you want the audience to adopt
- The perceived benefits of adopting that behavior
- Any tangible offerings or services that add value (e.g., support, incentives, access).

Position Statement

Use this statement to guide all messaging and outreach strategies, ensuring your value proposition is clear and compelling.

> We want the **INTENDED AUDIENCE** to see **PROGRAM/SERVICES** as **DESCRIPTIVE PHRASE** and as more important and beneficial than the **COMPETITION***.

*Competition in a public health context refers to a behavior, not an agency competing for the same funds or populations.

Fill in the blanks to determine the position statement:

We want the _____ to ~~see as and as more important~~ and beneficial than the _____ .

Three Steps to Apply Social Marketing to Recruitment

Step 1: Determine who is the audience?
Tailor your approach—one size does not fit all. Consider segmenting your outreach by audience type and subpopulation within the audience:

- Clients
- Influencers (e.g. parents, partners etc.)
- Policy makers
- Funders
- Board members
- Co-workers, employees, volunteers
- Supervisors

Use the box below to define the audience.

Step 2: Determine your marketing mix? (The 4 P's: Product, Price, Place, and Promotion)
The listed questions in step 2 are a starting point that may bring up additional questions. Any additional questions should also be answered and discussed amongst the team.

- Product
  - What is the product (program and services)?
  - What are the benefits?
  - What is the competition?

Use the box to define the product.

- Price
  - What are the costs?
  - What are other barriers?
  - How can you minimize costs and remove barriers?

Use the box to define the product.

- Place
    - Where does the audience make decisions?
    - What distribution systems will be most efficient?

Use the box to define the place.

- Promotion
    - How can you best package the message?
    - What communication channels will you use?

Use the box to define the type of promotion.

Step 3: Evaluate your efforts.

- Quantitative evaluation (e.g. surveys)
    - Did we meet our recruitment numbers?
    - How many recruited clients were enrolled in the program or received the service?
    - What percentage of our enrolled clients were part of our intended audience?
- Qualitative evaluation (e.g., focus groups, interviews)
    - What attracted you to the program/service or resonated the most?
    - What did you find most beneficial?
    - What, if anything, did you have to sacrifice in order to participate?
    - Would you recommend the program/service to a peer? If so, why?

POST Social Marketing Strategy Worksheet

Implementation Site:

P **PEOPLE.** Who are you trying to reach? What are their preferences and behaviors related to the channels or approaches you plan to use?

O **OBJECTIVES.** What are you trying to accomplish through social marketing? Decide on your objectives before you choose which tools to use.

S **STRATEGY.** How does participant recruitment through social marketing support your objectives? Will you need leadership approval? What will success look like and how will you evaluate success?

T **TECHNOLOGY/TOOL(S).** What tools best support your objectives and your audience's needs? How many hours do you need to allocate to using this tool? Select tools after considering your audience, objectives and strategy.

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