



Social Marketing for Public Health

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Defining Social Marketing

Social Marketing:

The design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research.

Kotler and Zaltma (1971)



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Defining Social .. Cont'd

- It is about influencing behavior, influence social behavior to the benefit of the target audience
- It relies on the principles and techniques developed by commercial marketing, marketing mix strategies, called the 4ps: product, price, place & promotion
- social marketers are selling behaviors.



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Defining Social .. Cont'd

- Program planning process that applies commercial marketing concepts and techniques to prompt voluntary behavior change.
- The definition emanate from marketing's conceptual framework and include, exchange theory, audience segmentation, competition
- The application of commercial marketing technique

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Four Behavioral Changes

Social marketers try to influence towards four behavioral change:

- Accept a new behavior
- Reject a potential undesirable behavior
- Modify a current behavior
- Abandon an old undesirable one
 - *Continue practicing*

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Key Components:

- Audience segmentation
 - Dividing audience to smaller markets of similar people
- Market research
 - Audience behavior and perception
- Exchange theory
 - Idea that people accept, reject, modify/maintain a behavior if the benefit exceeds the cost

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Focus Areas

- SM efforts have focused on four major areas
 - I. Health Promotion; tobacco use, heavy drinks, obesity, teen pregnancy, HIV/AIDS
 - II. Injury prevention: drinking and driving, seatbelts, domestic violence
 - III. Environmental protection; forest destruction, air pollution
 - IV. Community mobilization; blood donation, organ donation

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SM is not

- ▣ Not advertising or communication
- ▣ Not media campaign,
- ▣ Not every one
- ▣ Not fast process
- ▣ Not theory, its approach used in HP

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SM is

- ▣ Systematic and strategic
 - ▣ *Planning Process that result in intervention or program of some sort*
- ▣ Social or behavior change strategy
- ▣ Mindset for addressing problems
 - ▣ *A specific goal in mind to influence a voluntary behavior change*
- ▣ Total package of strategies

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SM in Action

- ▣ Action is the objective: behavior change
- ▣ Target audience is the focus
- ▣ The exchange is critical
- ▣ Aware of the Segment market
- ▣ Implement and integration of the four ps
- ▣ Analysis and beware of competition
- ▣ Monitor and be flexible

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The four principles, Ps

- ▣ Product: what the audience get / benefit
- ▣ Price: what the audience will gave up or barriers to the behavior change, time,..
- ▣ Place: where the audience is located, how the service will be available to the target audience
- ▣ Promotion : the techniques used to communicate the behavior, channel, ad strategy

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Additional P's for Social Marketing

- ▣ Public: target audience, target audience relatives, target friends, health care providers, media, officials, who might spread the word,
- ▣ Partnerships: Health clubs, stores, sponsorships, TV/radio station provide free air time
- ▣ Policy makers : safe walking paths,
- ▣ Purse strings: funding sources

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- ▣ Partnership:
 - ▣ Business.
 - ▣ academia,
 - ▣ Voluntary sector
 - ▣ Media,
- ▣ Policy: rules and regulation
- ▣ Purse strings:
 - ▣ From government, charity, private sectors working along side

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Citizen behavior change

- Policy makers use one of two options to get people change their behavior; Education and Law
 - Education works for people who adopt the behavior when they hear the information “show me group”
 - Law: Will not do the behavior unless enforced
 - Social marketing approach is for the people who think it’s a good idea to do the behavior but have got barriers “Help me group”

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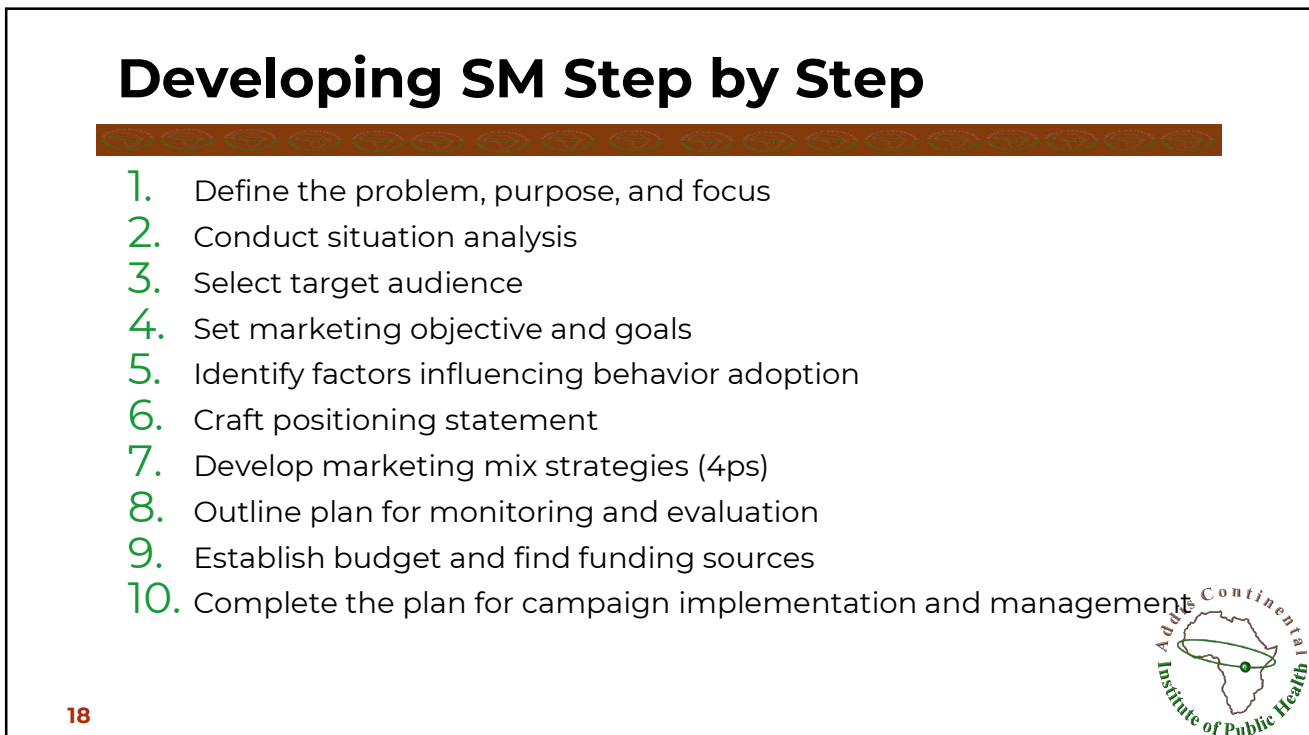


When is SM the write option

- Three principles
 - I. The size is substantial
 - II. When they tell us the Barriers
 - III. Can we promise them they will get the benefit they want.

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Application of the SM to the COVID-19

- ▣ Reject: usual habit of life; shaking hands,
- ▣ Accept: new behavior social distancing, wearing mask, ..
- ▣ Modify: working from home, lockdowns
- ▣ Abandon: secondary behavior; social gathering
- ▣ Continue

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Application of the SM.. Con't

- ▣ Product: the behavior
 - ▣ Social distancing,
 - ▣ Sanitizer Wash/sanitize hands
 - ▣ wear masks
 - ▣ Lock down
- ▣ Price
 - ▣ What we are asking the target audience to give up
 - ▣ Ordinary working/ living practices
 - ▣ Precious moments
 - ▣ Access to education..

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- Promotion: the message spread up
 - Social media, ads, public relations, media advocacy, personal selling, special events, entertainment
- Place: making available
- Partnership: academia, voluntary sectors, media
- Public: internal and external stakeholders of the program.
 - Primary audience, secondary audience, policy makers, gate keepers (sending the message out)
- Policy: laws to enforce
- Purse strings: funding, from government, charity

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