Social Marketing

Behavior Change Tools

Distinctive Features
- Behavioral Goals
- Consumer orientation
- Audience segmentation
- Integrated strategic planning

Behavioral Goals

When knowledge isn’t enough!
**Distinctive Features**

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**Consumer Orientation**

![Diagram showing consumer orientation, insight, and customer]

**Existing Data**

- Published information
- Program data
- Program Reports
- List serves and newsletters
- Other databases

**Distinctive Features**

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**Audience Segmentation**

**Marketing Model**

**Return on Investment**

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**Product Platform**
- Actual Product
  - Behavior
- Core Product
  - Benefits
- Augmented
  - Tangible commodities & services
**Actual Product**

- What should we promote?
  - What will impact the problem?
  - What are consumers' willing to adopt?

**Core Benefits**

- What are we promising them?
- How will their lives be made better?
  - Personal self-interest
  - Identity and self-fulfillment

**Core Product**

**Augmented Product**

**NEW IMPROVED ACCURACY!**

**Case Study**
Citrus Worker Safety

- Actual
  Wear safety glasses
- Core
  Prevent injury?
- Augmented
  - Style and brand

Antonio or Jason, do you know if these are board members or promoters? Did we pay them to wear these?
Carol Bryant, 5/17/2009

Radiant Revelation™
Pricing Strategy
Placement Strategy

When you buy...

When you cook...

Partners
Promotion

Product

Price

Place

Social Media Landscape 2012

Average daily household TV viewing

United States

United Kingdom

Belgium (Netherlands)

Spain

Portugal

Australia

South Korea

Canada

Britain

Denmark

Finland

New Zealand

Luxembourg

Switzerland

Source: ACNielsen
Promotional Activities

Marketing Plan

Citrus Worker Project

- Product: Promote safety glasses that allow workers to pick faster with more confidence while preventing injury
- Pricing: Develop glasses that are comfortable, attractive, and do not impede product
- Placement: Train respected workers to serve as promoters
- Promotion: Place posters in key locations

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