AGGP – Shelterbelts & Cattle
Social Marketing Interactive Workshop
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Presentation Outline

- Understanding Social Marketing
- Steps in the Strategic Social Marketing Process
- Keys to Success
- Social Marketing Resources and Worksheets
Understanding Social Marketing

“Social Marketing is a process that uses marketing principles and techniques to influence target audience behaviors that will benefit society as well as the individual.”

Lee, Rothschild, and Smith (2011)

“Influencing Behaviors for Good.”

Understanding Social Marketing: It’s All About Behaviours

- NOT SOCIAL MEDIA MARKETING
- Eat 5 fruits and vegetables a day.
- Exercise 30 minutes, 5X a week.
- Don’t idle more than 10 seconds, except when in traffic.
- Volunteer for 3 hours a week.
- Ride the bus or join a carpool to work.
- Immunize on time.
- Sort office paper for recycling.
- Establish and keep a household budget.
Understanding Social Marketing

Types of Behaviours

- **Accept** a new behaviour (e.g., composting)
- **Reject** an undesirable behaviour (e.g., starting smoking)
- **Modify** a current behaviour (e.g., increasing physical activity, increasing volunteer hours)
- **Abandon** an undesirable behaviour (e.g., cell phone while driving, using lawn fertilizers)

- Behaviour change may be one time (e.g., installing a low flow showerhead) or repeated behaviour (e.g., showering for 5 min)

Understanding Social Marketing: Common Themes

- Focus on behaviors
- Systematic planning process
- Apply traditional marketing principles and techniques
- Select and influence target audience
- Beneficiary is society/ individual
Understanding Social Marketing: Typical Applications

- Improving Health
- Preventing Injuries
- Protecting the Environment
- Involving the Community
- Enhancing Financial Well Being

Understanding Social Marketing: Challenges

- Behaviour Change is Often Voluntary
  - Learn a new skill (compost)
  - Go out of your way (visit hazardous waste site)
  - Resist peer pressure (abstinence)
  - Risk relationships (take keys from a drunk driver)
  - Reduce pleasure (stop smoking, take short showers)

- Limited Resources
The Social Marketer’s Role

Upstream Social Marketing

- Influencing the Influencers
  - Politicians
  - Media Figures
  - Law Enforcement
  - Corporations
  - Healthcare organizations/associations
  - School Districts
  - Entertainers

Midstream Social Marketing

- Influencing Those Closer to the Target Audience
  - Family
  - Friends
  - Religious Leaders
  - Neighbours
  - Personal healthcare providers
  - Facebook “friends”
Steps in the Strategic Social Marketing Process

- Where are we today?
- Where do we want to be?
  - Who do we want to influence?
  - What do we want them to do?
- How will we get there?
- Are we getting there?
Creating a Desired Positioning

We want [TARGET AUDIENCE] to see [DESIRED BEHAVIOUR] as [DESCRIPTIVE PHRASE] and as more important and beneficial than [COMPETITION]

- We want MALES 15-24 YEAR OLDS to perceive TAKING ALTERNATIVE RIDES FROM HOME TO BARS AND BACK as MORE FUN(SAFER) than DRIVING AFTER DRINKING.
- We want BEEF PRODUCERS to see ALLEY CROPPING as MORE BENEFICIAL than CURRENT PRACTISE

KEYS TO SUCCESS (How could we get there?)

- Commitment
- Prompts
- Norms
- Barriers
- Incentives
- Target Audience
Keys to Success

Commitment (Good Intentions → Action)

- People who agree to a smaller request are more likely to agree to a larger request:
  - People see themselves differently as a consequence
  - Strong desire to be seen as consistent
Keys to Success-Commitment

- Using Commitments Effectively
  - Written over verbal
  - Public over Private
  - Groups
  - Active Involvement
  - Help people to view themselves as environmentally concerned

Keys to Success-Prompts
**Keys to Success-Prompts**

- Prompts should be
  - Noticeable
  - Self Explanatory
  - As close as possible to behaviour
- Goal: Remembering to Act

**Keys to Success-Norms**

- Social Norms → Building Community Support
- Hotel Reuse Towel Study
  1. Help Save the Environment
  2. Join your fellow guests in helping to save the environment (75% of hotel guests participated)
  3. Join your fellow guests in helping to save the environment (75% of hotel guests who stayed in your room participated)
Keys to Success: Norms

- Make the norm noticeable
  - E.g., utility/hydro companies
    - E.g., Ask farmers who are committed to engaging in watershed and/or biodiversity protection for permission to install signs along the edge of their property showcasing the actions in which they are engaged.
    - E.g., Publicly communicate the percentage of people who comply with municipal requests to restrict summer water use.
    - E.g., Attach stickers to the sides of recycling containers showcasing that households have reduced either indoor and/or outdoor water use.
- Personal Contact

Keys to Success: Removing/Reducing Barriers

- Identify Barriers
- Help Overcome Barriers
  - E.g., Alternate transportation
    - It’s hard to find a car pool partner (intranet match service)
  - E.g., Composting
    - Inconvenient to obtain a composting unit (deliver to door – 84% accepted, 77% of those use it, Waterloo, ON)
Keys to Success - Nonmonetary Incentives

- Recognition or appreciation can go a long way
  - E.g., Reward Youth Participation with a special sticker or award
    - Winnipeg Harvest “Kids that Care” Program

Keys To Success - Target Markets

- Start with Target Markets Most Ready For Action
  - Have the knowledge regarding benefits of behaviour (or cost of alternate behaviour)
  - Believe they may be able to perform the behaviour and experience its benefits
  - Are engaged in the behaviour but not on a regular basis

- Start with a sub group and then social diffusion may take place (norms)
  - E.g., Stopping soil erosion via windscreens and better tillage. Informational brochures vs. modelling of early adopters
Steps in the Strategic Social Marketing Process

- Process can be more iterative than linear
- Often may end up going to a prior step, for example:
  - You get to audience barriers and find out they are insurmountable. You end up changing your target audience
  - You get to the budget and it exceeds your funding. You end up changing your goal, or developing a phased approach.

Social Marketing Resources

- Community Based Social Marketing
  - Doug McKenzie Mohr ([www.cbsm.com](http://www.cbsm.com))
  - Social Marketing to Protect the Environment
- Social Marketing Services
Projects

- The Right to Clean Water in First Nations
  - AMC (Assembly of Manitoba Chiefs), MKO (Manitoba Keewatinowi Okimakanak), CHRR (University of Manitoba’s Centres for Human Rights Research) and CAHR (Aboriginal Health Research)

- Building Youth Capacity for Heart Health Promotion: A School-Based Feasibility Study

- The Effects of Group-membership Status, Gender, and Community Participation on Individuals’ Enforcement of Anti-smoking Regulations

- Reciprocity (helping behaviours)

- Online Gambling

- Emotions (embarrassment, shock)