SOCIAL MARKETING

- Why is it so Hard?
- 12 Ways to Make It Easier
DEFINITIONS

FORMAL:
“The use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole.”

Kotler, Roberto, Lee
INFORMAL:
“Influencing Behaviors for Good”
TYPICAL APPLICATIONS

• IMPROVING HEALTH
• PREVENTING INJURIES
• PROTECTING THE ENVIRONMENT
• INVOLVING THE COMMUNITY
It’s all about behavior change

- Eat 5 fruits and vegetables a day.
- Leave oyster shells on the beach.
- Mow high and let it lie.
- Pick up after your pet
- Plant native plants.
- Keep a litterbag in your car.
- Reroute your downspout to a raingarden
- Wash your car at a commercial carwash
HOW DIFFERS

• Commercial Sector Marketing
  - Typically goods and services
  - For a profit
  - Benefit of shareholders

• Non-Profit Marketing
  - Promoting services
  - Supporting fundraising

• Social Marketing
  - Changing behaviors
HOW DIFFERS

From Education:
- Education typically just informs
- Social Marketing is intent on influencing behavior change

From Advertising:
- Advertising is only one of the communication options (Promotion Tool) for influencing behavior
- There are 3 other powerful tools
WHY IT’S 1000 TIMES HARDER.

We ask people to . . . .

- Be uncomfortable
- Risk rejection
- Reduce pleasure
- Give up looking good
- Be embarrassed
- Go out of their way
- Spend more time
- Spend more money
PRINCIPLE #1

• “Take Advantage Of What’s Been Done Before that Works”
  - Saves time
  - Saves money
  - More success
WHEN YOUR PET GOES ON THE LAWN,  
REMEMBER IT DOESN’T JUST  
GO ON THE LAWN.

When our pets leave those little surprises, rain washes all that pet waste and bacteria into our storm drains. And then pollutes our waterways. So what do we do? Simple. Dispose of it properly (preferably in the toilet). Then that little surprise gets treated just like it should.

A cooperative venture between the Puget Sound Action Team, Department of Ecology, King County and the cities of Bellevue, Seattle and Tacoma.

Remember, you’re not just walking the dog

Clean up after your pet
PRINCIPLE #2

- “TARGET MARKETS MOST READY FOR ACTION”
WHAT’S A TARGET MARKET?

• **WHO,** VERY SPECIFICALLY, DO YOU WANT TO PERSUADE OR INFLUENCE?
<table>
<thead>
<tr>
<th>GREENS:</th>
<th>SPROUTS:</th>
<th>BROWNS:</th>
</tr>
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<td>Have the value and the behavior.</td>
<td>Have the value, but not the behavior.</td>
<td>Don’t have the value or the behavior.</td>
</tr>
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<td>“Just tell me what you want me to do next.”</td>
<td>“I really want to, but I just haven’t done anything about it.”</td>
<td>“And I’m not likely to!”</td>
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Based on surveys conducted for Seattle Public Utilities those most interested:

- Avid gardeners
- Interested in natural gardening
- Have compost bins
NATURAL WATER for Your Garden

Rain barrels are a perfect fit with natural yard care. Building healthy soil, planting right for your site, practicing smart watering (making every drop count and watering from rain barrels when you can), thinking twice before using pesticides and practicing natural lawn care — are all part of gardening the Seattle friendly way.

To get more information on the sale and learn more about rain barrels, call the Natural Lawn & Garden Hotline at (206) 633-0224 or visit our web site at www.seattle.gov/util/rainbarrel/
“Promote single, simple doable behaviors.”

- Ones that will make a difference.
- Ones your audience will understand.
- Ones you can then measure.
PURPOSE:
1. Resource Allocation
2. Program Planning & Communications
3. Evaluation
**Methodology**
- Telephone Survey (20 minutes)
- May 2005 Baseline
- May 2006 Tracking
- Randomly Selected Households
- 1000 Completed Interviews
- 30% Cooperation Rate
The 30 Behaviors

Yard Care

1. Disposal of grass clippings
2. Avoidance of purchasing invasive plants
3. Disposal of yard waste
4. Removal of invasive plants
5. Proper lawn watering
6. Proper treatment for insects/ diseases:
7. Use of compost
8. Reduce size of lawn
9. Proper fertilizing
10. Restoring or planting native vegetation
The 30 Behaviors

Yard Care

11. Use of recycling containers
12. Proper disposal of feminine hygiene products
13. Proper disposal of latex or waterbased paints, etc.
14. Proper disposal of oil based paints or stains
15. Proper disposal of kitchen grease
16. Proper disposal of unwanted electronics
17. Proper disposal of leftover/ unused hazardous products
18. Proper disposal of condoms
19. Proper disposal of foodwaste
20. Proper disposal of prescription drugs/ medications
21. Proper disposal of CFL & tubes
The 30 Behaviors

Environmentally Friendly Purchasing

22. Choosing latex/waterbased paints, stains, sealers
23. Choosing less toxic household cleaning products
24. Proper washing of car
25. Presence of lowflow toilet in home
26. Consider environmental impact on purchase
27. Use of energy saving lightbulbs
28. Patronizing EnviroStar businesses
29. Giving “experience” gift to reduce waste
30. Choosing sustainable wood products
• **Bright Green:**
  - *Do the desired behavior all or most of the time*

• **Light Green:**
  - *Do the desired behavior only some of the time*

• **Yellow:**
  - *Do not do the desired behavior but have thought about it*

• **Brown:**
  - *Do not do the desired behavior and are not considering it*

• **Grey:**
  - *Don’t know about the behavior or what their household is doing*

• **White:**
  - *Does not apply (e.g., don’t have a yard or lawn)*
PRINCIPLE #4

“UNDERSTAND AUDIENCE BARRIERS TO BEHAVIOR CHANGE.”

• Some are perceived.
• Some are real.
• Most of the time, you can help.
Salmon Friendly Gardening and Landscaping
Beautiful gardens can be salmon friendly and salmon friendly gardens can be beautiful.

Visit our garden display in the main display area at the show.

Fill out the brief survey on the back of this card and enter the daily drawing to WIN 10 BAGS of Cedar Grove compost.

Name

Phone ( )

Seattle Public Utilities Drop this card off at our display on the 4th floor or at our information booth in the front lobby on the 4th floor. Seattle Public Utilities (206) 684-7560

1. How interested are you in knowing more about how to become a salmon friendly gardener?
   - Very interested
   - Somewhat interested
   - Not very interested

2. What might make it difficult for you to be a salmon friendly gardener?
   - Understanding what to do
   - Changing my current gardening practices
   - Changing plants or landscape in my garden
   - Concern with costs

3. What more do you need to know in order to become a salmon friendly gardener?
   - What plants are best, where
   - How to prepare rich, healthy soil
   - How to conserve water
   - How to reduce harmful stormwater runoff

4. If you read the Sunday, January 30 issue of the Seattle Times/PI, do you recall reading the "Earthly Rewards" article in the Pacific Northwest Magazine, which described the benefits of caring for your soil?
   - Yes
   - No
   - Did not read that paper that day
## Sample Plants for Salmon Friendly Gardens

This list is just a sampling of the many native plants that can benefit salmon. Native species are especially important along stream shorelines. They attract insects that salmon thrive on, and help maintain a balanced ecosystem in the delicate aquatic environment. Northwest gardens include plants that are both native and non-native to Western Washington. Away from the water, non-native plants can be woven in with natives to provide beautiful foliage patterns and textures. Visit your local nursery for more ideas.

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Controls Erosion</th>
<th>Adapts to edges of lakes, streams, wetlands</th>
<th>Provides Habitat: food, cover, nesting</th>
<th>Evergreen Foliage</th>
<th>Deciduous Foliage</th>
<th>Flower or Fruit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vine Maple</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Sp</td>
</tr>
<tr>
<td>Redbud</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
<td>Sp</td>
</tr>
<tr>
<td>Douglas Fir</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>‘Excelsa’ Red Cedar</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Western Hemlock</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bog Rosemary</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>Sp - S</td>
</tr>
<tr>
<td>Redtwig Dogwood</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>F - W</td>
</tr>
<tr>
<td>Longleaf Mahonia</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
HANDLING ONE BARRIER
HANDLING ANOTHER ONE
PRI NCIPLE #5

“Bring Benefits Closer to The Present.”
PRINCIPLE #5

- From 52% to 39% fertilizing in spring
PROTECT THE CRABCAKE POPULATION

HOLD OFF ON THE LAWN FERTILIZER UNTIL FALL, BEFORE THERE ARE NO GENUINE MARYLAND CRABCACKES.
THE LUNCH YOU SAVE MAY BE YOUR OWN

PRESERVE THE RAWBAR.
HOLD OFF ON THE LAWN FERTILIZER UNTIL FALL.

www.ChesapeakeClub.org
PRINCIPLE #6

• “Include Tangible Objects & Services That Support Behavior Change”
TANGIBLE OBJECT TO KEEP GOOD BUGS

STOP
before you spray!
The bug you kill could be a friend
A photo guide to beneficial insects
## BEST CHOICES
- Abalone (farmed)
- Barramundi (US farmed)
- Catfish (US farmed)
- Clams, Mussels, Oysters (farmed)
- Cod: Pacific (Alaska longline)*
- Crab: Dungeness, Snow (Canada)
- Halibut: Pacific
- Lobster: Spiny (US)
- Pollock (Alaska wild)*
- Rockfish: Black (CA, OR)
- Sablefish/Black Cod (Alaska, BC)
- Salmon (Alaska wild)*
- Sardines

## GOOD ALTERNATIVES
- Basa/Tra (farmed)
- Clams, Oysters* (wild)
- Cod: Pacific (trawled)
- Crab: King (Alaska), Snow (US), Imitation
- Dogfish (BC)*
- Flounders, Soles (Pacific)
- Lingcod
- Lobster: American/Maine
- Mahi mahi/Dolphinfish (US)
- Rockfish (Alaska, BC hook & line)*
- Sablefish/Black Cod (CA, OR, WA)
- Salmon (CA, OR, WA wild)

## AVOID
- Chilean Seabass/Toothfish*
- Cod: Atlantic
- Crab: King (Imported)
- Dogfish (US)*
- Grenadier/Pacific Roughy
- Lobster: Spiny (Caribbean imported)
- Mahi mahi/Dolphinfish (imported)
- Monkfish
- Orange Roughy*
- Rockfish (trawled)*
- Salmon (farmed, including Atlantic)*
- Scallops: Sea (Mid-Atlantic)
- Sharks*
PRINCIPLE #7

• “Find A Price That Matters”
Okay, one last time: This is not a urinal.

Get caught tossing a bottle of urine and you’ll pay $95. Fines for littering range from $95 to $1,000. Remember, Washington State Patrol has eyes out for violators. (Not to mention their noses.)

Litter and it will hurt. REPORT VIOLATORS 866-LITTER-1
The Filthy 15

The following properties are not in full compliance with the Tacoma Municipal Code. They are currently in various stages of the enforcement process. The information is provided by the Tacoma CARES program in the Public Works Department. Click on a thumbnail image below for more information about each specific property, including the address, designation, the reason the property is on the list, and what is next in the cleanup process:

- 3615 S. 15th St. (Updated April 16)
- 5647 S. Birmingham St. (Updated April 21)
- 1305 S. Fawcett St.
- 4511 S. 12th St.
- 1108 N. E St. (Updated April 18)
- 2354 S. Fawcett St. (Updated April 21)
- 506 N. L St. (Updated April 18)
- 1102 N. Proctor St. (Updated April 10)
- 1002 Earnest Brazil St. (Updated Jan. 31)
- 916 S. 13th St. (Added April 18)
PRINCIPLE #8

• “Make Access Easy”
  - Online Exchange:
  - Targeting Contractors & Home Remodelers
## RESULTS: OUTCOME & IMPACT

- **43% successful exchange rate**
- **1,110,622 pounds . . . 555 tons**

<table>
<thead>
<tr>
<th></th>
<th>APRIL 04</th>
<th>APRIL 05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Users</td>
<td>5495</td>
<td>12,455</td>
</tr>
<tr>
<td>Successful Listings</td>
<td>1815</td>
<td>20,812</td>
</tr>
</tbody>
</table>
PRINCIPLE #9

“Use Effective Communication Techniques”
- Messages
- Messengers
- Media Channels
Dear Guest:

Our hotel is committed to conserving our country's natural resources. Every day, tons of detergent and millions of gallons of water are used to launder towels that have only been used once.

A towel on the floor means: "Please exchange"

A towel on the rack means: "I'll use it again"
Hotel Vintage Plaza
Goes Green
at Guests Request

In order to do our part in the national recycling effort, we are implementing an experimental "greening" program for the Hotel Vintage Plaza.

For all of our guests who stay more than one night, this program offers you choices. If you would like your towels replaced daily, simply leave them on the floor. If, however, you choose to reuse your towels - thereby conserving our environmental resources - simply replace them on the towel rack provided.

Thank you.
USE MEMORABLE MESSAGES

CLICK IT

OR TICKET.

SEAT BELTS MUST BE WORN OR FINE

SEAT BELTS MUST BE WORN $101 OR TICKET
RESULTS

- April 25, 2002  
  • 80.8%
- July 18, 2002  
  • 91.2%
- August 17, 2002  
  • 92.1%
- November, 2002  
  • 93.0%
- October, 2003  
  • 95.0%
- November, 2004  
  • 95.0%
- November, 2006  
  • 96.3%
MAKE MESSAGES VI VI D, PERSONAL AND CONCRETE

This is the size of the hole they'll cut in your throat if you continue to smoke.
MAKING IT CONCRETE

BERT the SALMON
All-Star Water Saving Champ

Oh-fish-all Baseball Card

KING COUNTY

Bert's major league environmental stats:

Single: If 45,000 people--the number in a packed Safeco Field--take their car to a car wash instead of washing it at home, we will save up to 3 million gallons of water a day!

Double: If 45,000 people leave their grass clippings on their lawns, that will keep 45 million pounds of grass out of our burdened landfills and compost facilities!

Triple: If 45,000 people stop using weed and feed on their lawn, at least 45,000 lbs of toxins will not be poisoning our streams, rivers, lakes and Puget Sound!

Home Run: You can water your lawn less by watering at night or morning, or don’t water at all. If 45,000 people water their lawns even five minutes less a day, we’ll save 1.2 million gallons per day!

To learn more: http://dnr.metrokc.gov/

KING COUNTY
Please, no running in the station.
(Although we applaud your boundless energy and zest for living.)
MORE FUN

Pets can’t fix themselves.

Friends of Animals
1-800-321-PETS
Affordable breeding control
Principle #11

- Choose Credible & Influential Messengers,

- Like a Prime Minister
  - Shirt sales went up 17%!
MESSENGER IS A COALITION

WHEN YOU’RE WASHING YOUR CAR IN
THE DRIVEWAY, REMEMBER YOU’RE
NOT JUST WASHING YOUR CAR
IN THE DRIVEWAY.

All the soap, scum, and oily grit runs along the curb, then into the storm drain and directly into
our lakes, streams, and Puget Sound. And that causes pollution, which is unhealthy for fish.
So how do you avoid this whole mess? Easy. Wash your car on grass or gravel, instead of the street.
Or better yet, take it to a car wash where the water gets treated and recycled.

A cooperative venture between the Puget Sound Action Team, Department of Ecology, King County
and the cities of Bellevue, Seattle and Tacoma.
USE A CREDIBLE MESSENGER

SEX WITH ONE PARTNER CAN STILL BE GROUP SEX.

Are you ready?
Mercer Island Teens For Delaying Sex
PRINCIPLE #11

• Choose Powerful Media Channels
  – Uniquely designed for your target
  – Just in time
  – Popular/Entertainment Media
  – Social Media (Blogs, YouTube, etc.)
Messages for tobacco prevention on toilet paper in Porta Potties at Youth Concerts

- “May your lungs be cleaner than this Porta Potty.”
- “Tobacco kills one person every 10 seconds. Good thing you’re sitting down.”
- “What’s worse: running out of toilet paper of running out of breath.”
TENT CARDS IN RESTAURANTS

Please let us know if you’d like us to serve you water.

We are cooperating with local water suppliers to conserve this valuable resource and are serving water only on request.

For more information in the Seattle/King County area call 206-684-SAVE or visit www.savingwater.org
113 Persons Have Drowned
In This Lake
Wearing Lifejackets 0
Not Wearing Lifejackets 113
TRY FOR PRODUCT INTEGRATION
SOCIAL MEDIA

YouTube - Broadcast Yourself

Categories
- Autos & Vehicles
- Comedy
- Entertainment
- Film & Animation
- Gadgets & Games
- Howto & DIY
- Music
- News & Politics
- People & Blogs
- Pets & Animals
- Sports
- Travel & Places

Featured Videos by Category
- Pick of The Day
- Comedy
- Entertainment

Featured Channels
- Arts
- Style
- Lifestyle

Video Hosting
- Upload Videos

Learn The Open Strings
- Lessons
- Tutorials
- Video
- Submissions

Vonage
FREE ROUTER
plus
1 MONTH FREE!
Get 1 Month
FREE

Sign Up | My Account | History | Help | Log In

Search
PRINCIPLE #12

• “Be Customer-Centric”

YOU are the advocate for the customer

Okay, one last time: This is not a urinal.

Get caught tossing a bottle of urine and you'll pay $150. Fines for littering range from $15 to $2,500. Remember, Washington State Patrol has eyes out for violators, chief to mention their names.

Litter and it will hurt. REPORT VIOLATORS 866-LITTER-1
CUSTOMERS KEEP PLEDGES

Healthy Lawns, Healthy Families!

Act now, take the pledge OR pledge online! Go to www.healthylawns.org and we’ll send your free lawn sign.

Fill out the form below and pledge to use alternative lawn and garden chemicals. You'll have a great looking lawn that’s healthier for your children, pets and the environment. Available only to Oregon residents.

☐ I pledge to practice natural lawn care!

The information below will not be shared. Your information is required to submit this form and will only be used for follow-up to assess the effectiveness of our campaign.

May we contact you for follow-up? ☐ Yes ☐ No

First name __________________________
Last name __________________________
E-mail __________________________
Phone __________________________
Address __________________________
City __________________________
State: Oregon Zip ________________

www.healthylawns.org

Natural lawn care practiced here

After you take the pledge, we'll send you a lawn sign to post in your yard so you can let others know you practice natural lawn care!

Actual sign size is 12” x 12” (wire stakes included)
CUSTOMERS NEED PROMPTS
USE PROMPTS.

DUMP NO WASTE
DRAINS TO STREAM
#1 - ST

DUMP NO WASTE
DRAINS TO LAKE
#3 - L

DUMP NO WASTE
DRAINS TO RIVER
#5 - RB

DUMP NO WASTE
PROTECT YOUR
GROUND WATER
#7 - GW
IN SUMMARY
IN SUMMARY

• Social Marketing is about influencing behaviors.

• Incorporate principles that work.
  1. Take advantage of what’s been before.
  2. Target markets most ready to act.
  3. Promote single, simple, doable behaviors
  4. Understand and overcome barriers.
  5. Identify near term benefits.
  6. Find a tangible object or service to include.
  7. Look for a price that matters.
  8. Make access easy.
  9. Use effective message principles
 10. Use credible messengers.
11. Choose effective communication channels.
12. Be customer-centric.