

Social Marketing and the 4 P's

A Knowledge to Practice Program



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Learning Objectives

By the end of this tutorial, you will:

- Understand the difference between commercial marketing and social marketing
- Have the skills to come up with a “Marketing Mix” in which you integrate product, price, place, and promotion in order to maximize campaign effectiveness

Outline

Throughout this tutorial, you will cover the following topics:

- Defining social marketing
- The 4 P's
- Types of behavior change
- Approaches to social marketing

So what is social marketing?

Social marketing uses concepts from commercial marketing to design, implement, and evaluate programs aimed at increasing the acceptability of a social idea or cause within a target group.

The goal of social marketing is
social change!

How is social marketing similar to commercial marketing?

Well, they both use the **4 P's**, known collectively as the **Marketing Mix**.

Product

Price

Place

Promotion

**Let's take a closer look at each of
the 4 P's.**

Product

- The physical features and benefits of items of value, both in terms of their actual performance and their perceived benefits
- Concrete physical products, services, practices, and intangible ideas (most often the case in the field of public health)

Price

- The economic, social, and psychological costs involved in obtaining and using the product
- What the consumer must do in order to attain the social marketing product

Place

- The distribution system, seasonality, and other factors that affect product availability
- The way that the product reaches the consumer

Promotion

- Any efforts to tell people about the product, price, and place, including advertising, packaging, point-of-sale displays, public relations, and special events
- Promotion channels include television, internet, radio, posters, pamphlets, direct mail, DVD's, billboards, newspapers, etc.

**Let's think about what the 4 P's might
be for the following commercial
about breastfeeding.**

<http://www.youtube.com/watch?v=qjoWWUYDKQM>

Here are some possible answers:

Product

Breastfeeding is the main product

Weight loss is the underlying benefit

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Price

Sometimes breastfeeding is painful

Some people might not be comfortable breastfeeding in public

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You can access breastfeeding support online

You can speak to a lactation consultant for help

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Promotion

A commercial on television tells you about benefits of breastfeeding

There is a website for the New York State Department of Health WIC Program

There are also some *additional* P's of social marketing that you might want to consider.

Publics

- External and Internal groups involved in the social marketing intervention

Partnership

- Collaboration with other community organizations in order to increase accessibility and demand

Policy

- Using media advocacy to encourage policy change

Purse strings

- Where you will get the money for your program and who the involved stakeholders are

**Well, how is social marketing
different than commercial marketing?**

They have different products and motives.

Commercial Marketing

The marketplace of goods and services

The underlying motive is profit

Social Marketing

The marketplace of ideas and attitudes

The underlying motive is social good

For example...

Can you tell which of these advertisements might be a part of a social marketing campaign?

Congratulations to Audi for winning South African Car of the Year 2006.



From the Winner of World Car of the Year 2006.

Although anyone who has been behind the wheel of the much awarded T Series is well aware that it's without doubt the most sports sedan, it was gratifying to hear that has officially crowned it as the world's leading economy premium. When every one car around the world was considered and tested, a combination of exceptional handling, striking performance and superior interior convinced the world's most discerning jury that the BMW 7 Series is without doubt, the world's finest car.

The BMW 7 Series is available in various configurations. For more information visit www.bmw.co.uk



LOOK AT MY MUM, SHE'S A STAR

By choosing to breastfeed me she's helping me get the best possible start in life. And because breastfeeding isn't always easy, I'm really proud of her for trying so hard.

Ok, my mum's not a celebrity, a film star or famous singer, but who cares? She's a star!

Starring **Charlotte** and **Baby Rebecca** from **Solihull**



VISIT CHARLOTTE ONLINE AT... beastar.org.uk

Plus our very Charlotte's Telling Breastfeeding is Best for Baby Rebecca!

National Breastfeeding Helpline
0300 100 0212 9.30am - 9.30pm

Solihull Breastfeeding Services
0800 015 3265 9.00am - 5.00pm



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If you guessed this one, you are right!

It promotes breastfeeding, which is a social idea. The other was trying to sell a car, which is a tangible good.

Social marketing aims to persuade the target audience to partake in four types of behavior change.

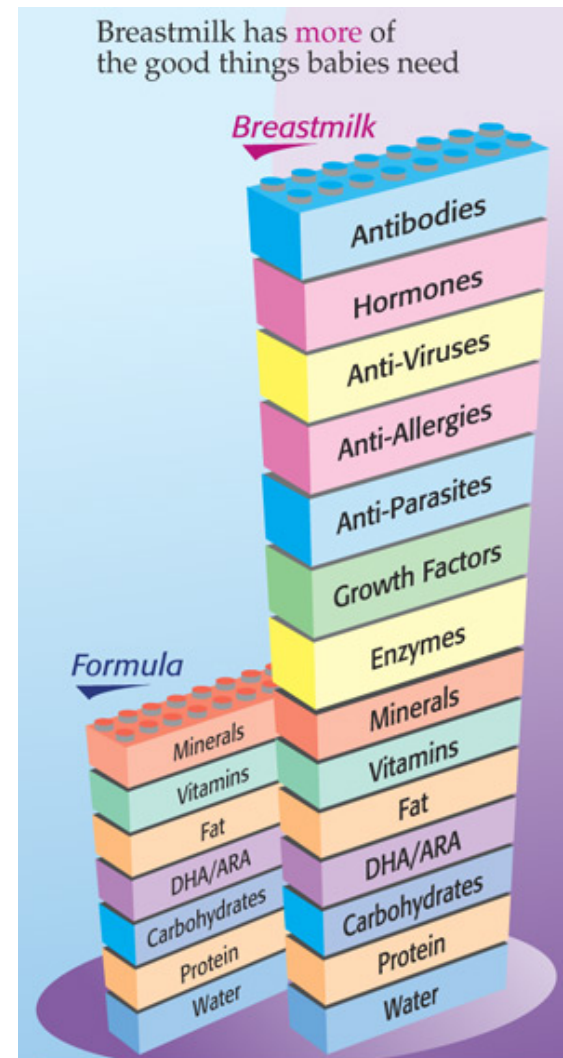
1. Accept a New Behavior (ex. Breastfeeding)



Whenever they're feeding, a healthy start in life will help them get things in the community and in the workplace. Breastfeeding is natural. Perfectly natural. For information, please visit breastfeeding.org.uk



2. Reject a Potentially Undesirable Behavior (ex. Using formula)



3. Modify a Current Behavior (ex. Pumping while at work)



breastfeeding & returning to work



breastfeeding & returning to work

Tresillian 24 hr Parents Help Line
(02) 9787 0855
or 1800 637 357
(Freecall outside the Sydney Metropolitan area)
www.tresillian.net

Being a mother is a challenging role
Deciding how to feed your baby once you return to work can be difficult and is a personal decision. It is important that you think about what will work for you and your family.

Speak to a Tresillian Child & Family Health Nurse on-line at www.ninemsn.com.au/messengermums or visit our website at www.tresillian.net

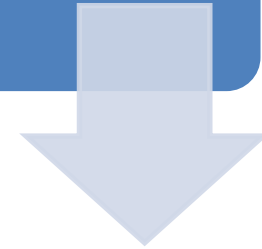
4. Abandon an Undesirable Behavior (ex. Taking certain medication while breastfeeding)



There are three various approaches to social marketing to help promote behavior change.

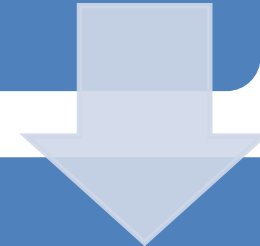
The Upstream Approach

- Attempts to alter policies, regulations, and laws to influence societal behavior change.



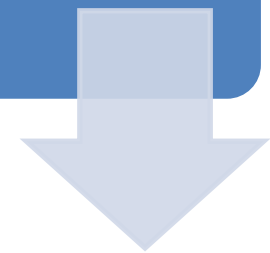
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The Midstream Approach

- Attempts to reach individuals who have the ability to influence others in the target community, including family members, co-workers, friends and neighbors.



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The Downstream Approach

- Addresses barriers and benefits on the individual level.

Watch the following commercial on breastfeeding and guess which approach is being used.



<https://www.youtube.com/watch?v=GzwOTwghPoQ>

If you guessed **the Downstream Approach**, you are right!

This commercial talked about the benefits of breastfeeding on the individual level.

Conclusions

- A key part of social and commercial marketing is the integration of product, price, place, and promotion
- Social marketing is different than commercial marketing because it promotes ideas and attitudes in order to increase social good