Social Marketing and the 4 P’s
A Knowledge to Practice Program
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
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.
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.
Here are some possible answers:

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfeeding</td>
<td>Breastfeeding is the main product</td>
</tr>
<tr>
<td></td>
<td>Weight loss is the underlying benefit</td>
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<td>Some people might not be comfortable breastfeeding in public</td>
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<td>Place</td>
<td>You can access breastfeeding support online</td>
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<td>You can speak to a lactation consultant for help</td>
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<td>Promotion</td>
<td>A commercial on television tells you about benefits of breastfeeding</td>
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<td>There is a website for the New York State Department of Health WIC Program</td>
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There are also some *additional* P’s of social marketing that you might want to consider.
External and Internal groups involved in the social marketing intervention

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

Using media advocacy to encourage policy change

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?
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)

2. Reject a Potentially Undesirable Behavior (ex. Using formula)
3. Modify a Current Behavior
(ex. Pumping while at work)

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