



OVERVIEW OF SOCIAL MARKETING

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Virginia Marine Debris Summit - Virginia Institute of Marine Science – March 2016



CBSM defined:

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-is the use of marketing principles and techniques to promote the adoption of behaviors that improve the health or well-being of the target audience or society as a whole (Weinreich, 2011).
 - ▣ defined **target audience**
 - ▣ desired **behavior change** for that audience
 - ▣ follows a **specific process** to understand the target audience and the barriers to adoption of the desired behavior
 - ▣ has as its primary goal **measureable and sustained behavior change**

Ultimately....

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Improving water quality from human-induced sources of pollution requires people to change their behavior.



http://www.calltodooty.com/DOGIPOT_Dog_Waste_Products.html



<https://commons.wikimedia.org>



<http://www.cuyahogascwd.org/EuclidCreekFiles/ECLentResources.htm>

Common Approaches



- Often taken to encourage behavior change:
 - Attitude-behavior approach
 - Economic self-interest approach
- Information campaigns are common - relatively easy to distribute printed materials or air radio or TV advertising.
- Messages are often intended for the general public
- Messages often phrased in ways that we understand, but our audiences don't
- The HUMAN element: people don't always act rationally, and don't always act on information given to them!
- Research shows a poor association between people's attitudes and intentions and their behavior

Measuring impact

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- How do we think about a successful campaign?
 - ▣ CONTACT – number of people reached by a campaign or effort (e.g., shoppers, homeowners, volunteers)



- ▣ CHANGE – measure of change as a result of contact. “The SO WHAT?”



Community Based Social Marketing – In Brief

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- 3 reasons an audience won't adopt a behavior:
 - ▣ Don't know about it.
 - ▣ Do know about it, but perceive significant challenges (barriers)
 - ▣ Do know about it, do not perceive significant barriers, but do perceive significant benefits to continue doing what they are doing (sometimes this is NOTHING!)



Community Based Social Marketing – In Brief

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- 3 key ideas:
 - People gravitate toward behavior with most benefits and fewest barriers
 - Barriers and benefits may be real or perceived and may vary significantly between individuals
 - Desired behaviors compete with other behaviors. Adopting a new behavior often involves altering or rejecting another.



<http://seekingsharedlearning.blogspot.com/2013/06/tug-of-war.html>
Source: McKenzie-Mohr, D. Lee, N., Shultz, W., and Kotler, P. 2011. Social Marketing to Protect the Environment: What Works. Sage Publishing.

The Main Idea.....

Understanding target audience and what motivates their behavior is key!

CBSM Process



- Select BMP/behavior
- Know your Audience!
 - ▣ Targeting the audience – be specific!
 - ▣ Formative research – do your homework.....
 - ▣ Identify barriers and benefits associated with BMP
- Marketing BMP
 - ▣ Strategies
 - ▣ Pilot test, adjust, then implement
- Measuring success: Evaluation

Select BMP/Behavior

- What [environmental] condition must be remedied?
- Behaviors should:
 - ▣ Have a high likelihood of adoption
 - ▣ Be high impact
 - ▣ Be something that many people aren't doing
 - ▣ Be end-state (will remedy condition)
- Ask yourself:
 - ▣ Is the behavior one-time or continuous?
 - ▣ What are possible competing behaviors?



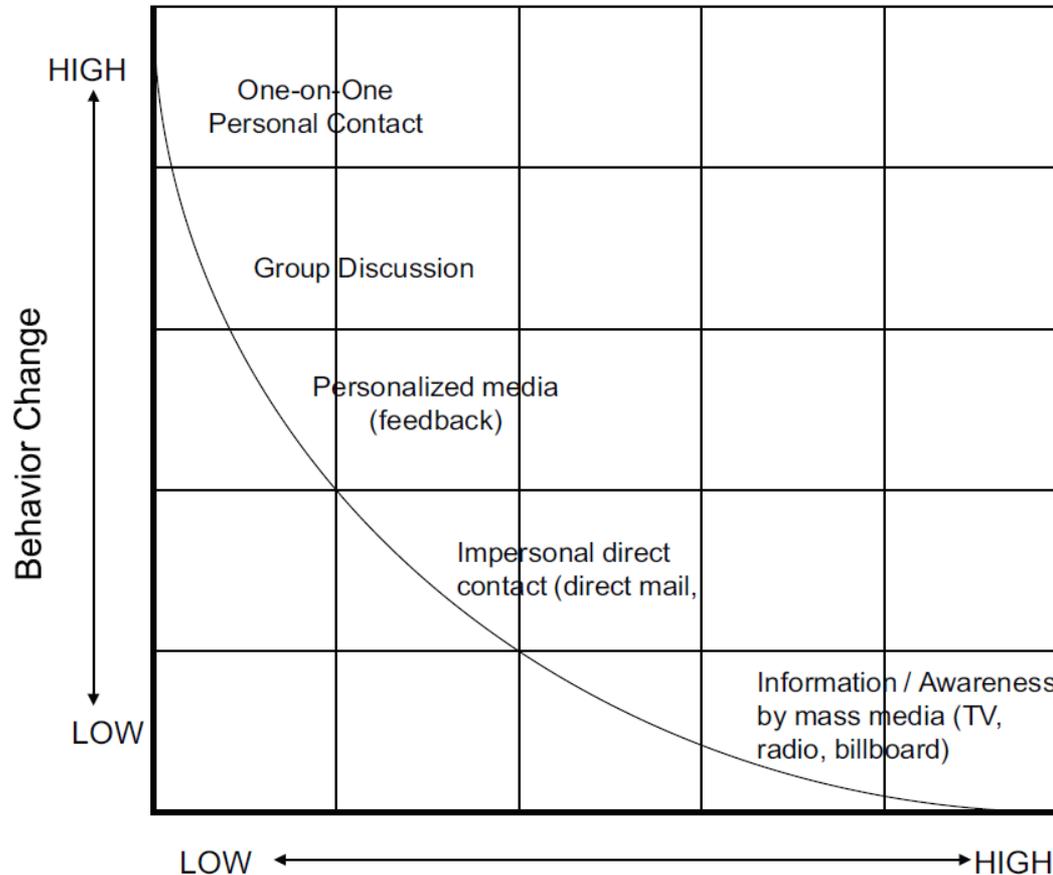
Know your audience: The Basics

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- Who is your TA? Can you be more specific?
 - ▣ Prioritize if multiple audiences
 - ▣ Formative research:
 - Literature review of similar audiences and campaigns
 - Discern unique aspects of your own audience:
 - Qualitative – observational studies or focus groups
 - Quantitative – surveys or interviews
- What else can you find out?
 - ▣ Demographics
 - ▣ Media outlets
 - ▣ Trusted messengers/social groups
 - ▣ Norms



Importance of targeting an audience



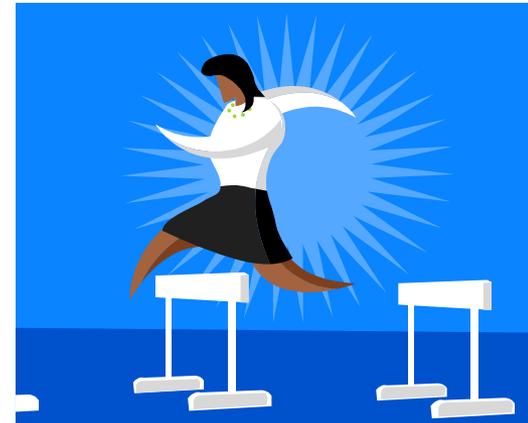
REACH

Source: Schultz, P.W. May 2010. Social Marketing: A Community-Based Approach. Presentation prepared for the USEPA, RCC Web Academy. May 20, 2010.

Know your audience: Barriers and Benefits

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- Don't assume you know what is driving target audience behavior – find out from them! What are the barriers?
- What external factors may be influencing your TA?
 - ▣ Regulations, policy, infrastructure, social norms?
- Changing behavior is complicated: requires altering or giving up existing behaviors
 - ▣ What are the benefits of the competing behaviors?
- Think of it as a “whine” list....



Identifying Barriers and Benefits

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	<u>New (Target) behavior</u> Installing and maintaining a backyard rain garden	<u>Existing (Competing) behavior</u> Continuing to maintain backyard as in the past
Perceived benefits	<ul style="list-style-type: none"> • Increase wildlife habitat • Prevent standing water in yard and mosquitoes • Improved water quality for nearby creek 	<ul style="list-style-type: none"> • Looks nice, the way I like my yard to look • Not limited in the type of vegetation I can plant • Can do things the way I am accustomed • Yard looks like the others in my neighborhood
Perceived barriers	<ul style="list-style-type: none"> • I don't fully understand the function and benefits of installing a rain garden • Concern about time and money required to build • Maintenance may be too much 	<ul style="list-style-type: none"> • Not improving water quality of nearby creek • Issues with standing water, runoff and mosquitoes • Basement floods a few times a year • I hate mowing and fertilizing!

Marketing the BMP/Behavior

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- CBSM Tool Selection
 - Prompts
 - Commitment
 - Norms
 - Communication
 - Incentives
 - Removal of external barriers

CBSM Tools

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Prompts

- ❑ Audio or visual cue
- ❑ Intended not to change behavior, but remind to do a behavior already predisposed to do
- ❑ Best used close in time and space to where activity will/will not happen



CBSM Tools

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Norms

- Opinions of others have a strong impact on behavior
- Affect behavior in two ways:
 - Compliance: change behavior for reward
 - Conformity: change behavior to be like others
- Modeling – see others doing the behavior
- Social diffusion – share info with others
- Must be VISUAL and INTERNALIZED (believe it's how they should behave)



CBSM Tools

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- Communication
 - Capture attention!
 - Messages should be vivid, concrete, specific to target audience
 - Easy to remember
 - Demonstrations or talks from key target audience members
 - Provide feedback about impacts changes are having



<http://www.vtnews.vt.edu/articles/2010/08/081210-cals-nrvfieldday.html>;

http://www.cuyahogawcd.org/EuclidCreekFiles/ECEventsPast_Upcoming/2008EuclidCreekWatersEvents.htm

CBSM Tools

- What behavior?
- What target audience?
- What barriers?

**Dog waste
is not fertilizer**



Landfills are designed to safely handle substances such as dog waste, cat litter, and dirty diapers.
Yards are not.

**Scoop the poop, bag it,
and place it in the trash**

Clean yards. Clean streams. (And clean shoes!)

**101 REASONS TO PICK UP PET WASTE!
NUMBER 26**

Snohomish County
Public Works
Surface Water Management
www.petwaste.sno.wa.gov

CBSM Tools

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Incentives

- ❑ Rewards for performing a behavior
- ❑ Monetary or non-monetary (e.g., societal approval)
- ❑ Must be visible and large enough to get attention
- ❑ Best used when an increase in motivation is needed and to reward preferred behavior, not punish negative



CBSM Tools

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Remove external barriers

- Use research findings to determine significant external barriers
- Examples: regulations, lack of infrastructure or funding
- Some external barriers a matter of perception, not reality
- Use of other behavior change tools will not be effective if external barriers exist



Marketing BMP/Behavior

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- Pilot test with members of TA!
 - CBSM tools – think about which to use, and why
 - Primary messages and media outlets
 - Adjust as needed based on feedback
- Place: Where and when will behavior happen?
- Products: What will TA receive?
- Trade off/cost: What is someone giving up to participate or adopt?

Measuring Success

- Evaluation plan is key!
- How will you follow-up with TA to measure impact and change?
 - ▣ Observation best, then self-reporting
- Communicating success:
 - ▣ Outputs (tangible products created)
 - ▣ Outcomes (changes in knowledge, attitudes or behavior)
 - ▣ Impacts (environmental/WQ benefits)
 - ▣ Public value? Return on investment?

Sharing stories

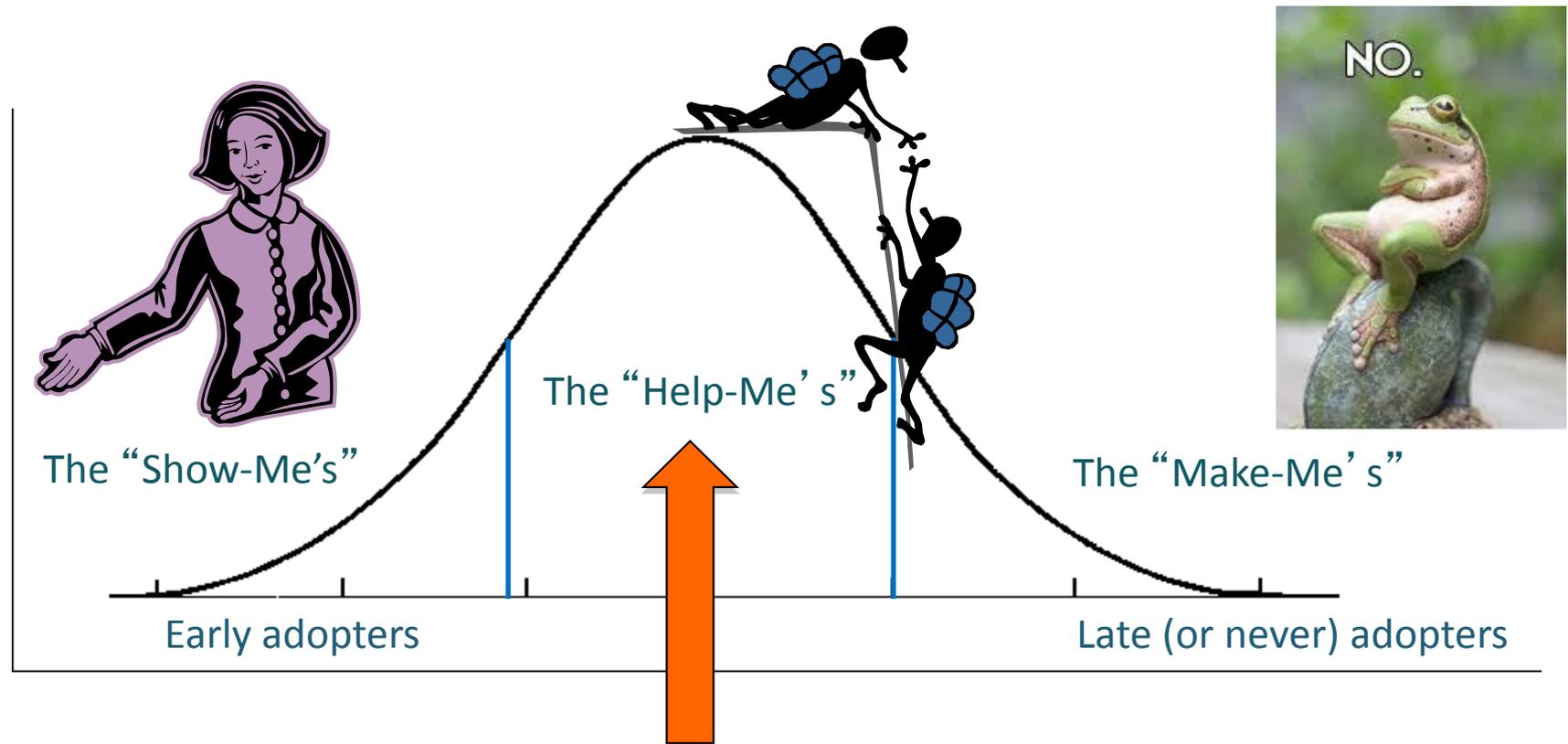
- Be specific about definition of BMPs/behaviors
- Common language is key for practitioners to benefit from others' experiences!
 - Value the CBSM process
 - Practice
- Concise, clear summaries....what is the “elevator speech”?
- Development of live case study database online
 - Document successes, lessons learned
 - Share formative research findings by TA and BMP
 - Share surveys, interview and focus group questions

Chesapeake Bay Outreach Campaign Database

- Pilot testing spring 2016
- Supported by Goal Implementation Team \$ through the Bay Program
- Key Partners:
 - Alliance for the Bay
 - Chesapeake Bay Trust
 - National Fish and Wildlife Foundation



Nancy Lee's Categories of People....



So, where should we focus our efforts as social marketers?

CBSM in summary....

- “Initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with people.” -- D. MacKenzie-Mohr
- Need to utilize lessons learned from similar initiatives, but build in local context and specifics.
- Target audience and think in terms of barriers and benefits!
- Take the time to talk to and listen to your audience. What drives their behavior?



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