Social Marketing Program Plan Starter

**Background:**
What is the problem or concern?
______________________________________________________________
______________________________________________________________
______________________________________________________________

What new behavior (specific/actionable) is desired?
______________________________________________________________

**Research/Listening:**
What is your research question(s)?
______________________________________________________________
______________________________________________________________

Who have you listened to/who will you listen to?
______________________________________________________________
______________________________________________________________

How have you listened to them/how will you listen to them?
______________________________________________________________

**Planning:**
Who is the primary target audience?
______________________________________________________________

Who is the secondary target audience?
______________________________________________________________

Who is the tertiary target audience?
______________________________________________________________

**Objectives** (specific/measurable)—
**Behavioral objective:** (to increase/decrease)
______________________________________________________________

**Attitudinal objective:** (to persuade)
______________________________________________________________
Awareness objective: (to inform)

Program Strategy—
What is the product (new behavior and its benefits=offer)?

What is the price (lower costs/increase benefits)?

What is the placement (accessibility)?

What is the promotion (methods of communication/key messages)?

MAKE IT FUN, EASY, POPULAR!

Structuring:
What are the specific tactics/in what order should they be executed?

Who is on the program team/what roles will they play?

What types of partnerships should you engage in/why?

What is the timeline? What is the budget?
**Pre-testing:**

What will be pre-tested (messages/materials)?

How will it be pre-tested?

**Implementation:**

How will the program be **launched**?

How will the program activities **support** each of the objectives?

**Monitoring/Evaluation:**

How will the program be **monitored** (continuous tracking)?

How will the program be **evaluated** (achievement of objectives)?

You’ve just created an initial draft of your social marketing program plan. Congratulations!