

# SOCIAL MARKETING

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

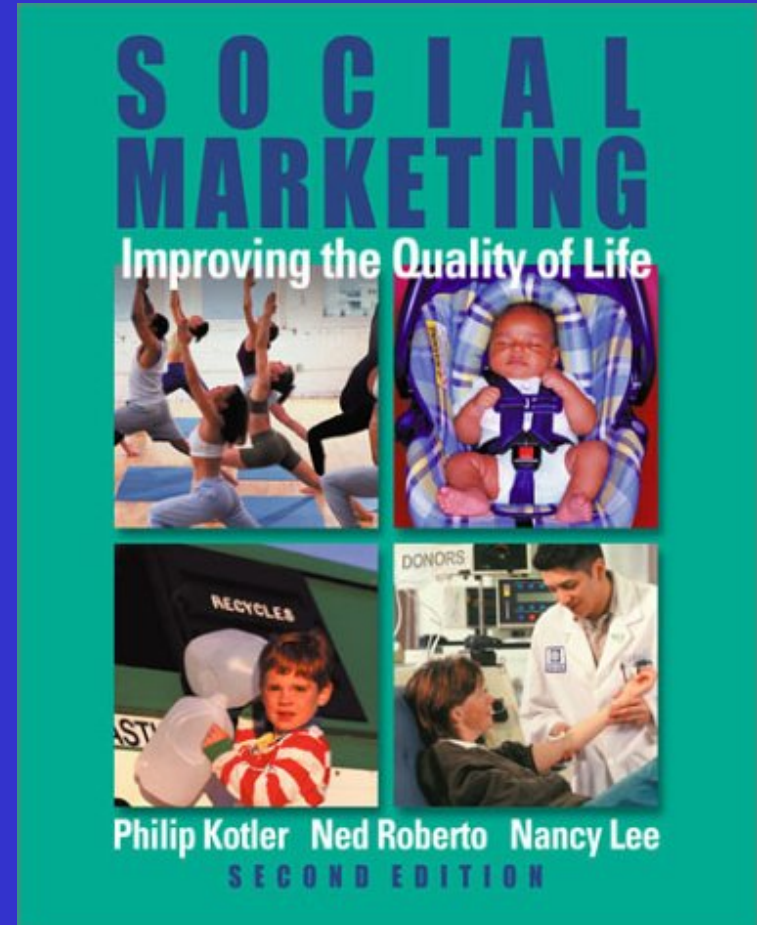


# DEFINITIONS

## 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



# DEFINITIONS

## INFORMAL:

“Influencing Behaviors for Good”

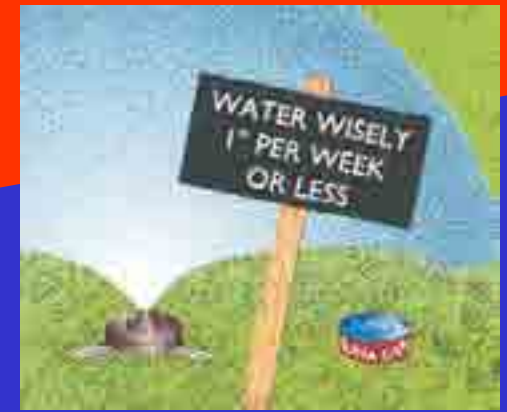


# TYPICAL APPLICATIONS

- IMPROVING  
HEALTH
- PREVENTING  
INJURIES
- PROTECTING  
THE ENVIRONMENT
- INVOLVING THE  
COMMUNITY



# IT'S ALL ABOUT BEHAVIOR CHANGE



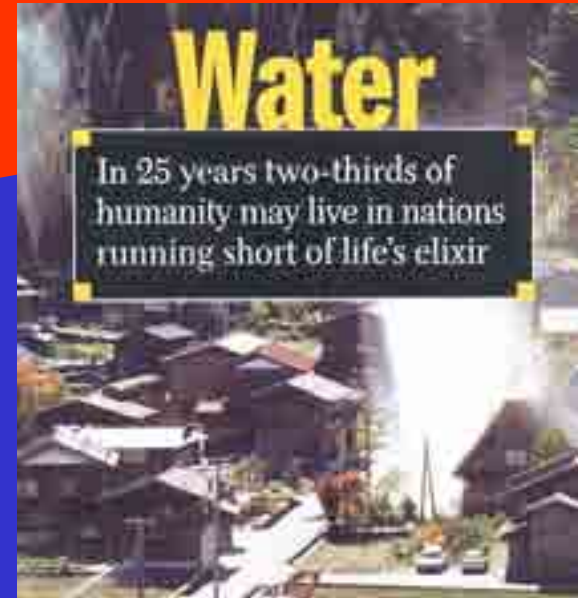
- Eat **5 fruits and vegetables** a day.
- Leave **oyster shells** on the beach.
- Mow high **and let it lie**.
- Pick up **after your pet**
- Plant **native plants**.
- Keep **a litterbag** in your car.
- Reroute **your downspout** to a **raingarden**
- Wash your car **at a commercial carwash**

# 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

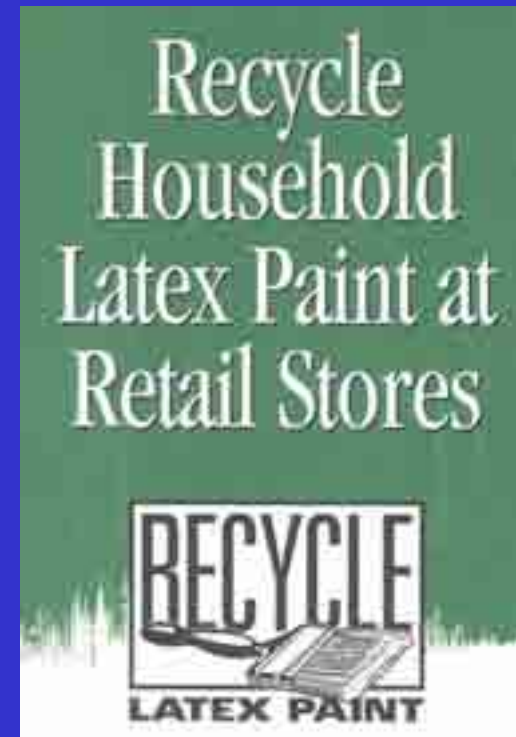
## From Advertising:

- 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**



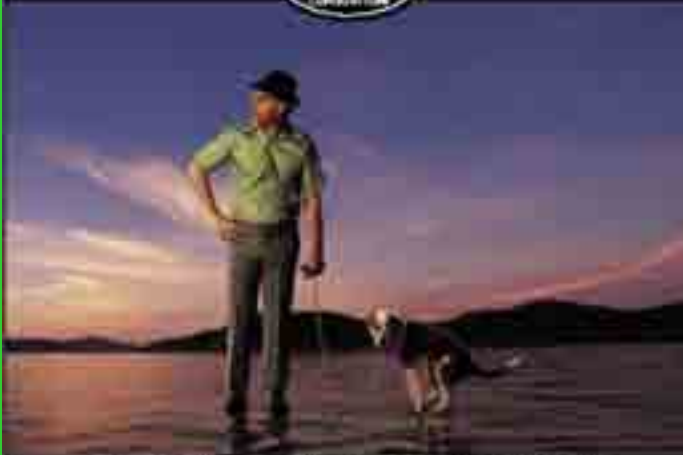

# PRINCIPLE #1

- *“Take Advantage Of What’s Been Done Before that Works”*
  - Saves time
  - Saves money
  - More success



# MICHIGAN'S TAKE OFF

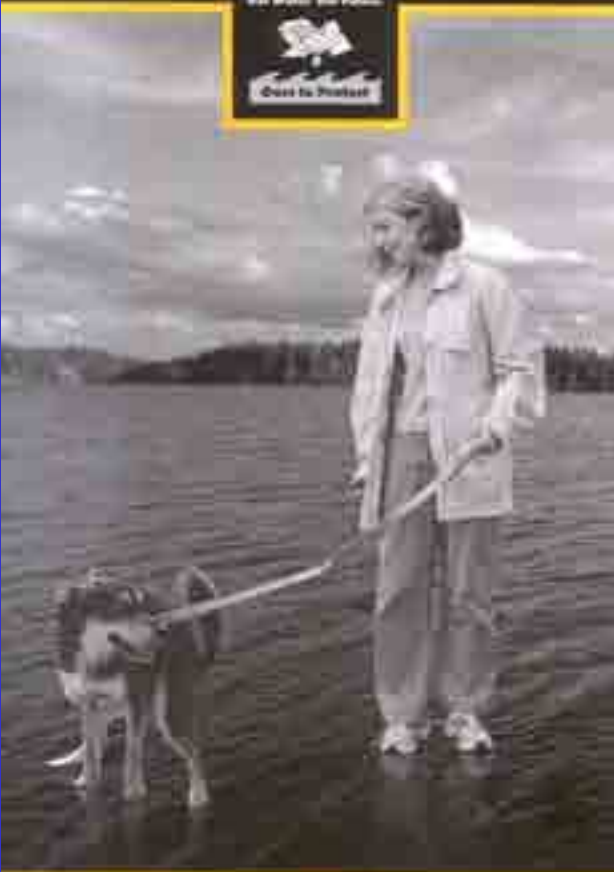

WHEN YOUR PET GOES ON THE LAWN,  
REMEMBER IT DOESN'T JUST  
GO ON THE LAWN.



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 to do? Simple. Dig down and properly (preferably to the toilet). Then that little surprise gets treated like it should.

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

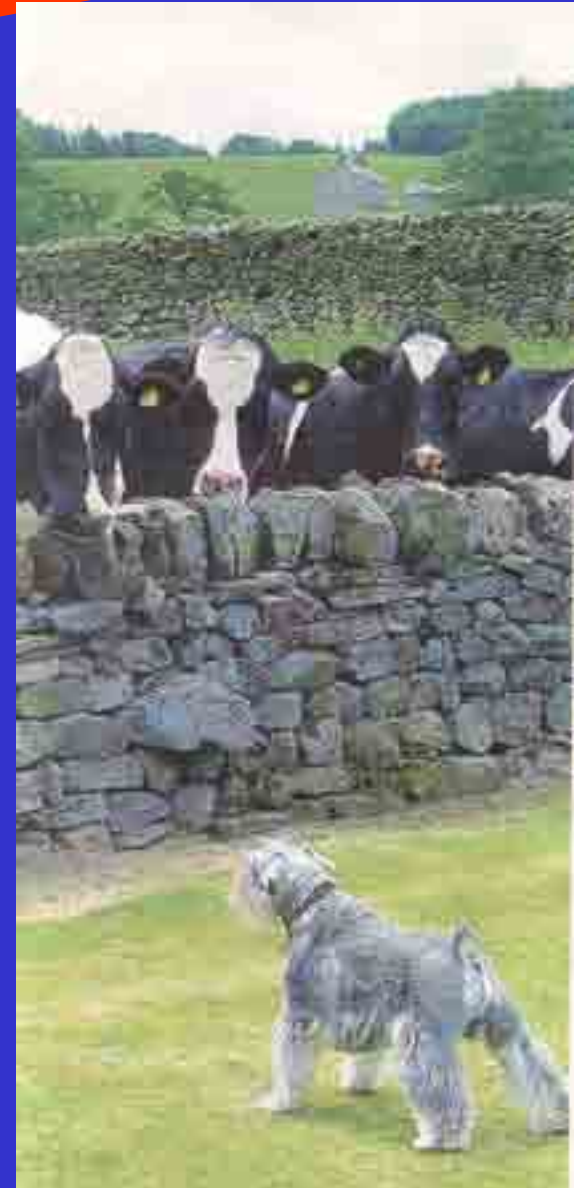
Remember, you're not just walking the dog



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?



# GREENS, SPROUTS, BROWNS



## **GREENS:**

Have the value and the behavior.

“Just tell me what you want me to do next.”

## **SPROUTS:**

Have the value, but not the behavior.

“I really want to, but I just haven’t done anything about it.”

## **BROWNS:**

Don’t have the value or the behavior.

“And I’m not likely to!”

# GREENS, SPROUTS, BROWNS



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“And I’m not likely to!”



# TARGET MARKET FOR RAINBARRELS

Based on surveys conducted for Seattle Public Utilities those most interested:

- Avid gardeners
- Interested in natural gardening
- Have compost bins



# KEY MESSAGES



## 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/](http://www.seattle.gov/util/rainbarrel/)

Seattle  
Public  
Utilities

# PRINCIPLE #3

*"Promote single, simple doable behaviors."*

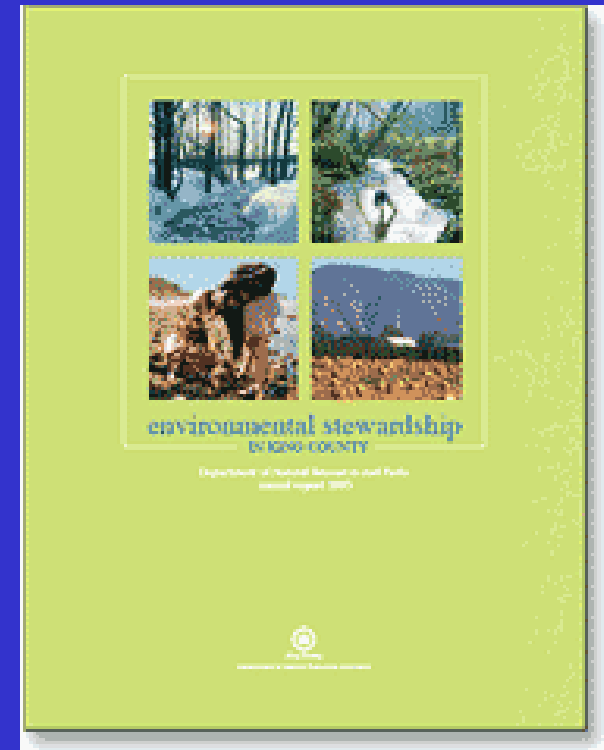
- Ones that will make a difference.
- Ones your audience will understand.
- Ones you can then measure.



# KING COUNTY Environmental Behavior Index (EBI)

## PURPOSE:

1. Resource Allocation
2. Program Planning & Communications
3. Evaluation



# KING COUNTY EBI

- **Methodology**
  - Telephone Survey (20 minutes)
  - May 2005 Baseline
  - May 2006 Tracking
  - Randomly Selected Households
  - 1000 Completed Interviews
  - 30% Cooperation Rate

# KING COUNTY EBI

## 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**



# KING COUNTY EBI



## 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**

# KING COUNTY EBI



## The 30 Behaviors

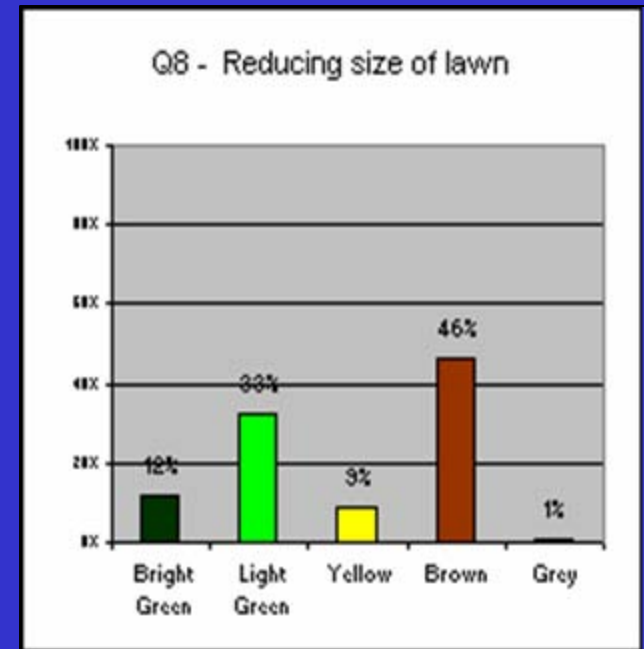
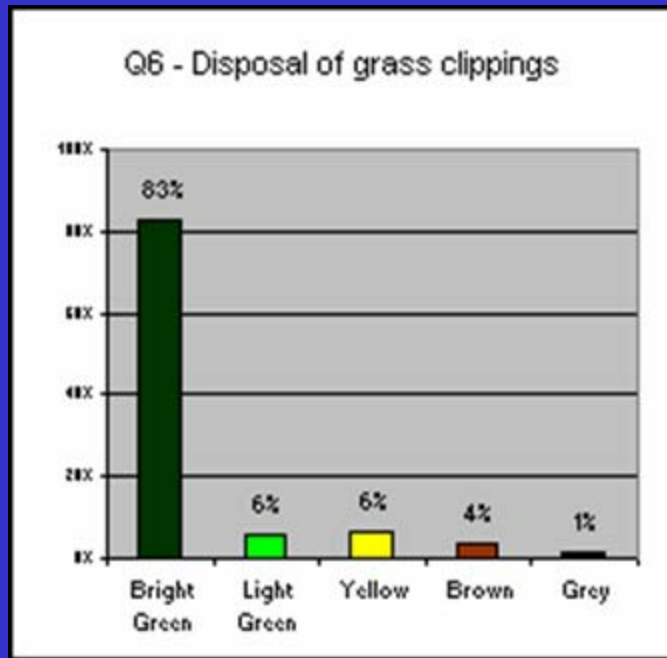
### Environmentally Friendly Purchasing

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**

# EBI STAGE OF CHANGE

- **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)*

# KING COUNTY ENVIRONMENTAL BEHAVIOR INDEX



# PRINCIPLE #4

***"UNDERSTAND AUDIENCE BARRIERS TO BEHAVIOR CHANGE."***

- Some are perceived.
- Some are real.
- Most of the time, you can help.



# UNDERSTANDING BARRIERS TO SALMON FRIENDLY GARDENING



**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) 464-7360



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 are woven in with natives to provide beautiful foliage patterns and textures. Visit your local nursery for more ideas.

Common Name	Controls Erosion	Adapts to edges of lakes, streams, wetlands	Provides Habitat: food, cover, nesting	Evergreen Foliage	Deciduous Foliage	Flower or Fruit	Season
Vine Maple	X	X			X		
Redbud					X	Sp	
Douglas Fir		X	X	X			
'Excelsa' Red Cedar	X	X	X	X			
Western Hemlock			X	X			
Bog Rosemary		X		X			
Redtwig Dogwood	X	X	X		X	F - W	
Longleaf Mahonia	X		X	X		Sp - S	

# HANDLING ONE BARRIER



# HANDLING ANOTHER ONE



# PRINCIPLE #5

*"Bring Benefits Closer to The Present."*

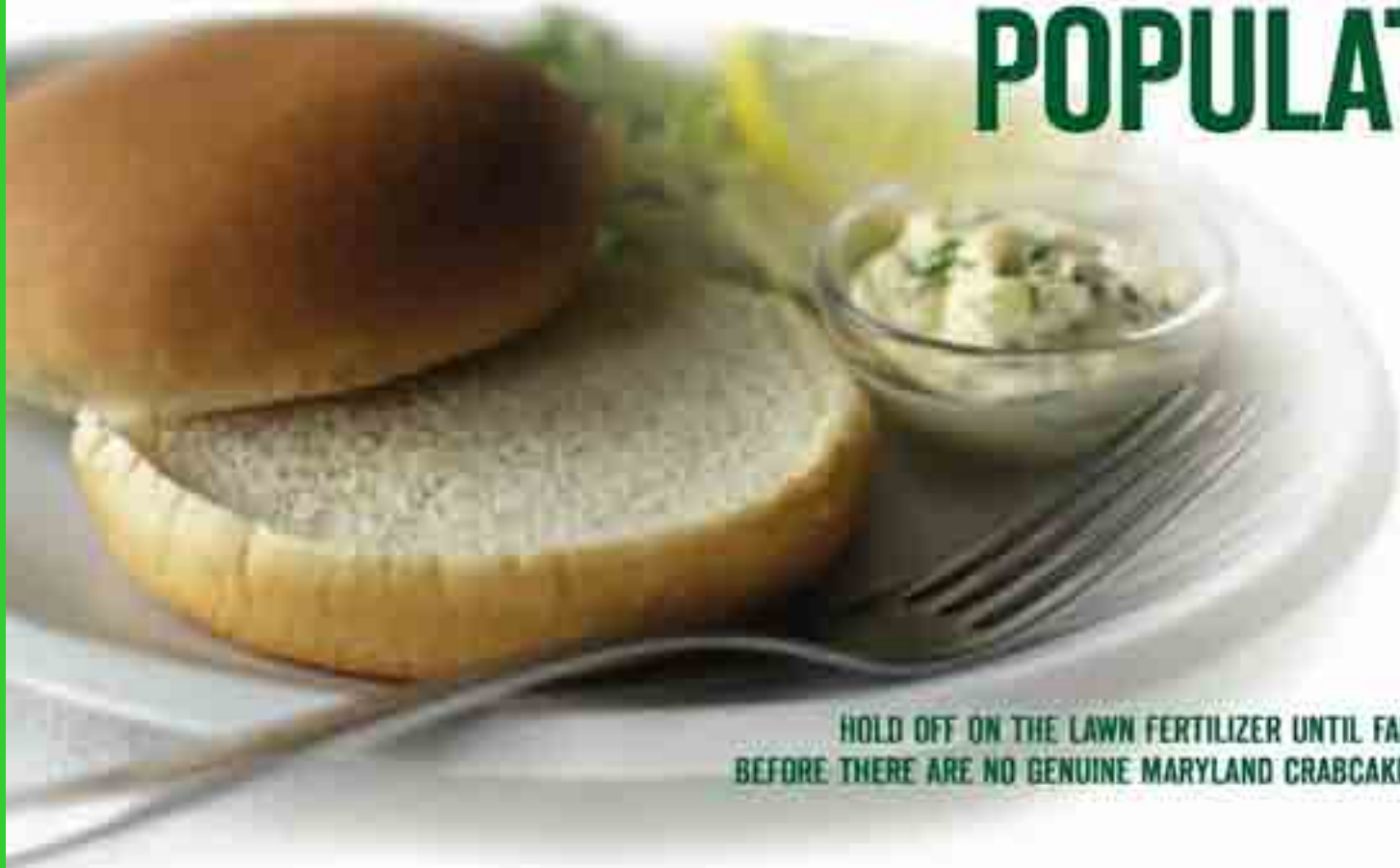


# PRINCIPLE #5

- 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 CRABCAKES.



[www.ChesapeakeClub.org](http://www.ChesapeakeClub.org)

# THE LUNCH YOU SAVE MAY BE YOUR OWN



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



[www.ChesapeakeClub.org](http://www.ChesapeakeClub.org)

# PRINCIPLE #6

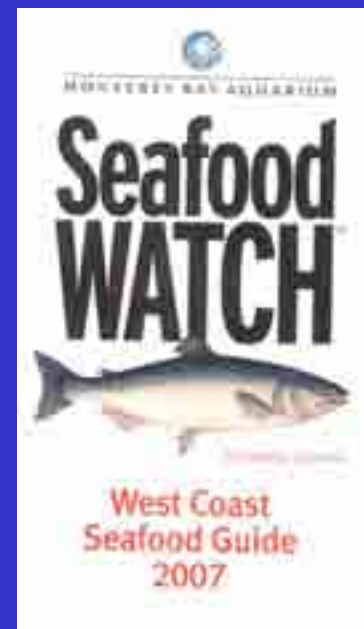
- *“Include Tangible Objects & Services That Support Behavior Change”*



# TANGIBLE OBJECT TO KEEP GOOD BUGS



# HELPING CHOOSE SEAFOOD



BEST CHOICES	GOOD ALTERNATIVES	AVOID
<p>Abalone (farmed) Barramundi (US farmed) Calfish (US farmed) Clams, Mussels, Oysters (farmed) Cod: Pacific (Alaska longline)* Crab: Dungeness, Snow (Canada) Halibut: Pacific Lobster: Spiny (US) Pellock (Alaska wild)* Rockfish: Black (CA, OR) Sablefish/Black Cod (Alaska, BC) Salmon (Alaska wild)* Sardines</p>	<p>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 &amp; line)* Sablefish/Black Cod (CA, OR, WA) Salmon (CA, OR, WA wild)</p>	<p>Chilean Seabass/Tootifish* 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*</p>

# 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 News Room

City of Tacoma - Washington



**Tacoma CARES:**  
A cleaner neighborhood is a safer neighborhood. That's the spirit behind Tacoma CARES (Cleaning and Rehabilitation Effort) which celebrated its 10th year in 2005. For more information about Tacoma CARES, click [for programing Web page](#)

### Successful properties



4511 S. 12th St

More property info  
[GoSE](#)  
[Clark County Assessor](#)

Other City of Tacoma sites  
[City of Tacoma](#)  
[Online Newsroom](#)



**City of Tacoma**  
Copyright 2004  
City of Tacoma  
All rights reserved.  
General Information: (252) 561-0000  
747 Market St.  
Tacoma, WA 98402-3750  
[Click to Webcam](#)

## 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 18)



5447 S. Birmingham St.  
(Updated April 21)



1305 S. Fawcett 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 21)



1002 Earnest Brazel St.  
(Updated April 21)



916 S. 13th St.  
(Updated April 18)



# PRINCIPLE #8

- ***“Make Access Easy”***
  - *Online Exchange:*
  - *Targeting Contractors & Home Remodelers*



# RESULTS: OUTCOME & IMPACT

	APRIL 04	APRIL 05
Registered Users	5495	12,455
Successful Listings	1815	20,812

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

# PRINCIPLE #9

- *“Use Effective Communication Techniques”*
  - *Messages*
  - *Messengers*
  - *Media Channels*

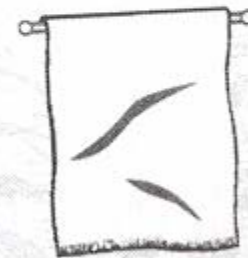
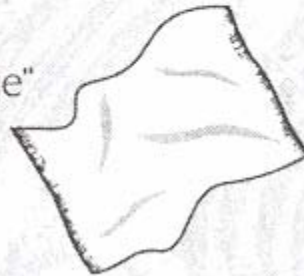


# MAKE COMMUNICATIONS CLEAR AND SPECIFIC

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.**



# RESULTS

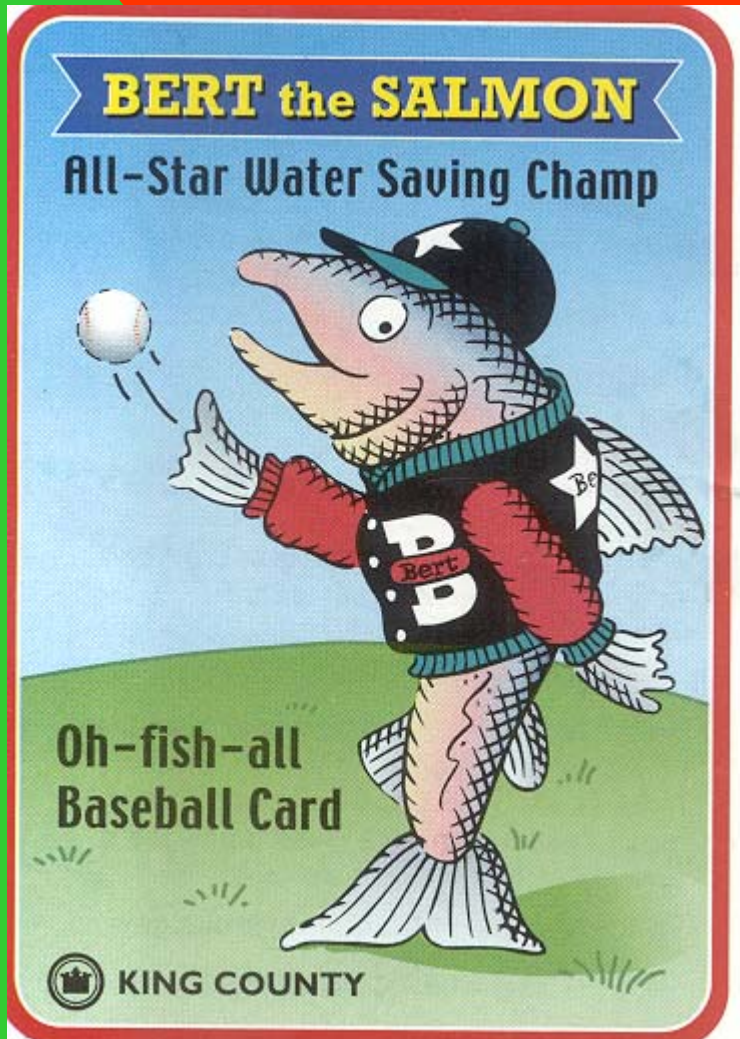
- April 25, 2002
  - 80.8%
- July 18, 2002
  - 91.2%
- August 17, 2002
  - 92.1%
- November, 2002
  - 93.0%
- October, 2003
  - 95.0%
- November, 2004
  - 95.0%
- November, 2006
  - 96.3%



# MAKE MESSAGES VIVID, 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'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



# HAVE SOME FUN



# MORE FUN



# 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, suds, and oily grit run along the curb, flow into the storm drain and directly into our lakes, streams and Puget Sound. And fish raised in streams, which is primarily the fish we eat, 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 cooperation between the Puget Sound Action Team, OceanWatch Puget, King County and the Office of Environment & Sustainability.

# USE A CREDIBLE MESSENGER



# PRINCIPLE #11

- **Choose Powerful Media Channels**
  - Uniquely designed for your target
  - Just in time
  - Popular/Entertainment Media
  - Social Media (Blogs, YouTube, etc.)

# UNIQUE FOR YOUR AUDIENCE

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 or running out of breath."*

# TENT CARDS IN RESTAURANTS

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



WHAT WILL YOU  
**SAVE**  
TODAY?

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](http://www.savingwater.org)

# BE THERE JUST IN TIME



# TRY FOR PRODUCT INTEGRATION



# SOCIAL MEDIA



# PRINCIPLE #12

- ***“Be Customer-Centric”***

**YOU are the advocate for the customer**



# CUSTOMERS KEEP PLEDGES

## Healthy Lawns, Healthy Families!

Act now, take the pledge OR pledge online! Go to [www.healthylawns.org](http://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 fulfill this form and will only be used for follow-up to assess the effectiveness of our program.

May we contact you for follow-up?  Yes  No

First name \_\_\_\_\_

Last name \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State: Oregon Zip \_\_\_\_\_

After you take the pledge, we'll send you a lawn sign to post in your yard to you and to others about you practicing natural lawn care!

Natural lawn care  
practiced here



[www.healthylawns.org](http://www.healthylawns.org)

Lawn sign size is 12" x 12" (some states 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**

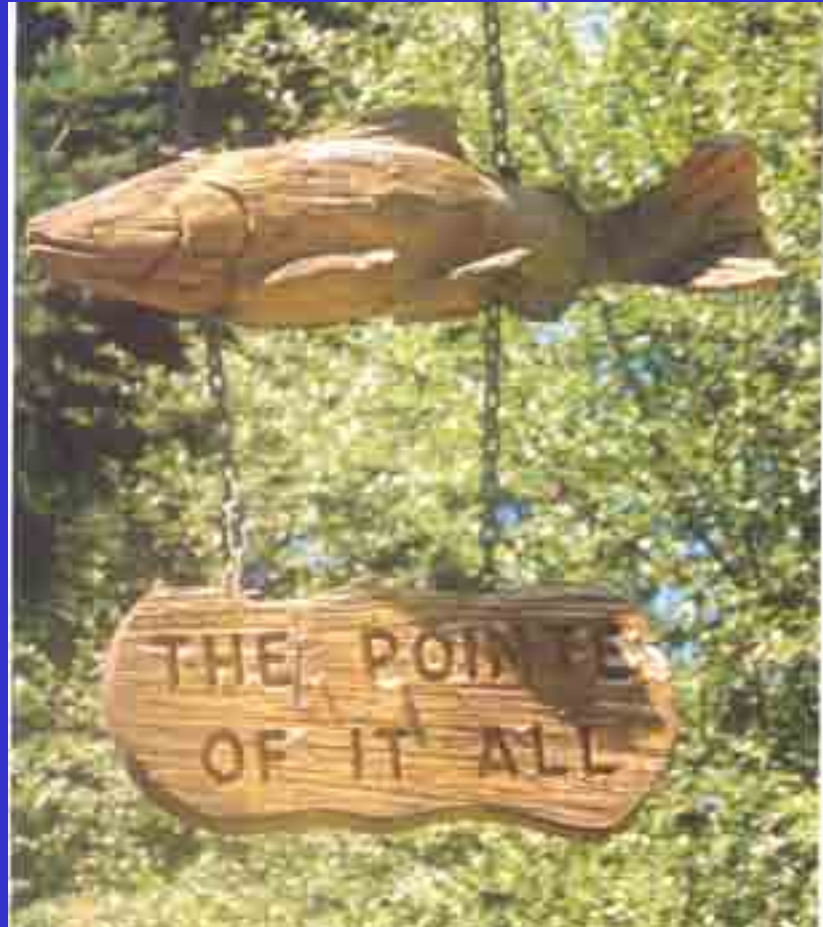
**DUMP NO WASTE**  
**PROTECT YOUR**  
**GROUND WATER**



**#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.